

COMMUNICATIONS AND MARKETING SENIOR LEADER

An innovative and collaborative leader who fosters engaged and diverse teams; an accredited and award-winning communications and marketing executive more than 25 years of proven ability to develop and implement programs in organizations to raise visibility of the brand and reputation locally, regionally, nationally, and internationally.

AREAS OF EXPERTISE

Communications, Marketing, Public Relations

- Direct report to the President; member of President’s Council; department head of the university’s communication and marketing department composed of 22 employees and 20 students each semester.
- Successfully launched an online media directory of faculty experts more than 6 years ago with 25 experts garnering 109 media placements. The directory now has about 150 faculty experts earning 20-30 percent of the university’s overall media coverage annually.
- Launched and led strategy development of Ohio University’s official social media accounts—Facebook, Twitter, Instagram, and Snapchat.
- Facilitated several media tours and editorial board visits with statewide and national publications with the president and other senior leaders.
- Achieved increases in positive and balanced earned media coverage seven years running.
- Produced President’s Report distributed annually to presidents of national research universities across the country annually.
- Create and produce OHIO Celebration Card to highlight significant achievements; mailed to 400 university presidents 3-5 times a year.
- Realized 1,547% increase in web traffic to admissions microsite a year after launch of new branding campaign.
- Serve as advisor to the editor of the university alumni magazine.
- Created series of events called “Passport to The OHIO Guarantee,” to educate university employees about Ohio’s first-of-its-kind tuition and fee all-inclusive rate plan.
- Created concept and strategy for hosting three signature events held annually – a half-day marketing symposium to provide professional development opportunities for more than 100 Campus Communicators; a resource expo to support and recognize excellence in communications and marketing across the university; and an gala to highlight the contributions of faculty experts and researchers that raise the university’s profile through earned media.
- Earned several awards and recognition for the department, which include a regional Emmy nomination, PRSA Silver Anvil Award of Excellence, several CASE Circle of Excellence awards and Telly Awards for film production, publication design, and marketing strategy.

Branding

- Currently involved in a re-branding of the university to establish a new tagline the encompasses the entire university as way to drive more consistency and congruency of the brand institution-wide. Effort involves collaborating with more than 100 university stakeholders—faculty, undergraduate students, graduate students, campus communicators, Deans, University leadership, several administrators, and Board of Trustees on the initiative.
- Created and produced a new :30 commercial in 2017 to raise the institution’s national visibility to air throughout the fall and spring on three national networks in conjunction with 2017-18 football and basketball seasons.
- In partnership with the Office of Information Technology, currently involved in a three-year university-wide overhaul of the Website, which will include update to overall navigation, design, and content management system (CMS).
- Introduced new brand messages to aide undergraduate recruitment following a three-year research effort. Success measures included efficiency of the media buy and increases in prospective student interest by number of applications received, uptick in web traffic, and increases in earned media coverage.
- Developed concept for four commercials and other collateral in conjunction with new campaign launched in 2012 to support undergraduate recruitment. Focused efforts of the undergraduate recruitment campaign in targeted areas in Ohio and introduced new markets outside the state to help meet enrollment goals; have realized year-over year historical highs in applications received, fall enrollment, and quality of class for several years running.
- Established a brand perception benchmark study nearly 8 years ago. This quantitative analysis of prospective students in Ohio is completed biennially. Most recent study showed Ohio University as one of only two Ohio public universities in the comparison set that experienced statistically significant increases in brand awareness and familiarity.
- Launched a blog in 2014, [UCMusings](#), to give the department leader a voice and to highlight the work of the team’s efforts to promote OHIO.
- Created a by-lined series, called “Branding OHIO” in 2010 to educate faculty and staff on the importance of consistency and cooperation with the institution’s branding initiatives.
- Launched a mobile app conceived by students for students – “OHIO you,” encouraging individuals to picture themselves in a variety of scenes at OHIO’s picturesque campus.

Collaborative Initiatives

- Lead the Campus Communicator Network (CCN), a group of more than 120 communications and marketing staff (est. 2010 with 40 members). Host regular meetings and professional development opportunities to help support an integrated marketing effort across the institution in a highly decentralized environment. Current efforts are focused on consistent nomenclature for five regional campuses, adoption of an expanded color pallet and font family, as well as the establishment of an overall brand message to be incorporated institution-wide.
- Brought together representatives of the university’s five regional campuses and two learning centers to find ways to operate more cohesively while considering the unique characteristics of each of their campuses and communities.

- Established strong partnership with Strategic Enrollment and Undergraduate Admissions to help ensure attainment of recruitment goals and marketing of new online programs; regularly produce a broad range of materials to aid US and international recruitment, including targeted enrollment initiatives for several academic units.
- Led a cross functional team representing faculty and staff to develop a distinctive set of marketing materials and messages for employee recruitment and retention.
- Participate in an ongoing and successful collaboration with the university's medical school on marketing and branding initiatives as it expands its footprint throughout the state through partnerships with the Osteopathic Heritage Foundations, Ohio Health, and the Cleveland Clinic.
- Coordinated with a student club and the "Campaign for Obama" to host President Obama at the university three weeks before his 2012 re-election.

Communications Counselor and Media Relations Trainer

- Recently led weeklong presentation workshop during a summer professional development opportunity for faculty, which culminated with a live, taped TED-style event.
- Nearly 10 years serving as the senior communications and marketing leader for the university and 20 years and as a strategic communications counselor at large organizations.
- Served more than 15 years as corporate spokesperson.
- Created UCM University, a series of workshops led by the university and communications department to provide a pathway for professional development geared towards administrators and faculty. Recently expanded coursework to include on-demand online coursework.
- More than 21 years of experience as lead trainer for front line staff up to CEO's to prepare them to engage the media, promote stories and experts, and to deal both actively and reactively with media opportunities and challenges.
- Designed and lead a 3-hour media interview practicum for faculty and staff; published media interview workshop handbook; to date, trained more than 125 university employees.

Organizational Leadership and Communications

- Established vision and focus for the organization; built an agency model to emphasize a client-centric focus for the department; leveraged staff strengths to realize efficiencies and budget savings of 25 percent during first 3 years at the university.
- Realigned department structure to increase collaboration and efficiency, resulting in a track record among the staff that the department is a great place to work as evidenced by the results of a department climate survey. The survey compared results of 10 factors in 2016 to the same factors tested during a 2013 benchmark. There were notable increases in all areas, including team communicates effectively (56% increase), has a high level of interaction (36% increase), functions effectively under stress (25% increase), and is unified (38% increase).
- Published a book in partnership with the Ohio University Press in 2012, titled, "Appalachia Rising: Stories of Hope and Achievement from Ohio Appalachian Hills and Valleys," which was distributed to university presidents across the country.
- Received Honorable Mention in 2011 for "Best Article Series in an Electronic Publication" from Ragan International Employee Communication Awards.

- Received PRSA Blacksmith Award for Best 2007 Internal Communications Campaign.

Crisis Communications and Reputation Management

- Completed PRSA's 8-week Crisis Communications Certificate Program in 2018.
- Completed PRSA's 8-week Reputation Management Certificate Program in 2017.
- Current member of the university's critical incident response team to provide communications strategy and counsel during incidents affecting the safety and well-being of the university community.
- Maintain a 24/7 on-call crisis communications support team year round.
- Past crisis communications case study presenter at Public Relation Society of America's (PRSA) International Conference.
- Past keynote speaker at American Red Cross emergency preparedness Annual Meeting for Cincinnati and Northern Kentucky regional leaders.
- Completed 12 hours of online training with FEMA to understand and operate the National Incident Management System, Incident Command System, and Crisis Preparedness and Response for Higher Education organizations.

Advancement and Fundraising

- Currently serving as Executive Committee member and Sponsorship Committee Chair for PRSA's Counselors to Higher Education Professional Section. Exceeded annual goal two years running.
- Formed partnership between with Advancement in development of initial case statement to highlight the strategic priorities of each college in support of most recent and successful \$500,000 capital campaign.
- Served more than 15 years as a strategic lead and implementing overall communications strategy including special events, community relations, and corporate giving.
- Served as a corporate board member of the Convergys Foundation, and was responsible for managing community partnerships worldwide in excess of \$1M annually.

WORK HISTORY

OHIO UNIVERSITY, Athens, OH

Feb. 2009–Present

Chief Marketing Officer, University Communications and Marketing

The head of University Communications and Marketing (UCM) reports to the President and is responsible for leading and guiding the central marketing, branding, and public relations strategies for the university.

CONVERGYS CORPORATION (NYSE:CVG), Cincinnati, OH

Sept. 1995–Jan. 2009

Director, Public Relations

Convergys is an international relationship management company that provides customer care and consulting services to several large companies. Working with the company before its spinoff and during its IPO, helped build the public relations department from zero to an organization that included a budget in excess of \$5M and a network of more than 50 public relations coordinators with an indirect reporting line to me throughout North America, Europe,

Asia, and the Middle East. Span of control and responsibility grew from communications specialist (1995-1999) to public relations manager (1999-2002) to director (2002-2009).

YOUTH JOB AWARENESS PROJECT, Los Angeles, CA

April 1992–Aug. 1994

Co-founder and Communications Director

Communications leader at a non-profit organization developed in response to the local employment crisis after the 1992 riots in Los Angeles. Managed local and national media relations, public affairs, fundraising, special events, speechwriting and publicity for celebrity events. Raised in excess of \$1M in cash and in-kind donations in one year and helped more than 3,000 young people secure work.

COAST FEDERAL SAVINGS AND LOAN, Los Angeles, CA

Sept. 1989–Jan. 1991

Public Relations Specialist

Handled media inquiries and created publications to inform senior management of industry news during the S&L crisis; developed and distributed news releases; wrote and edited articles for monthly employee publication. Coordinated with marketing department to write and edit scripts for corporate videos.

ANGELES FINANCIAL CORPORATION, Los Angeles, CA

Aug. 1987–Sept. 1989

Marketing Communications Coordinator

Worked in corporate communications department of a large real estate investment firm to edit and distribute a wide range of marketing collateral and news releases.

EDUCATION

OHIO UNIVERSITY, Athens, OH; M.Ed., Education Administration

Emphasis in organizational leadership

UNIVERSITY OF CALIFORNIA, Los Angeles, CA; Professional Designation, Public Relations

UNIVERSITY OF ILLINOIS, Chicago, IL; AB, Communications

LEADERSHIP TRAINING

DEVELOPMENT DIMENSIONS INTERNATIONAL, Philadelphia, PA

One of 24 leaders chosen to participate in inaugural 8-month leadership development program.

UNIVERSITY OF CHICAGO, Booth School of Business

Certificate, Financial Analysis for Nonfinancial Managers

DUKE UNIVERSITY, Fuqua School of Business

Certificate, Program for Manager Development

CERTIFICATIONS AND MEMBERSHIPS

PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA)

Certificate, Crisis Communications Program, 2018

PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA)

Certificate, Reputation Management Program, 2017

ASSOCIATION OF PUBLIC AND LAND-GRANT UNIVERSITIES (APLU)

COUNCIL ON STRATEGIC COMMUNICATIONS

Executive Committee Member, Since 2017

COUNCIL FOR THE ADVANCEMENT AND SUPPORT OF EDUCATION (CASE)

Member, Since 2009

PUBLIC RELATIONS SOCIETY OF AMERICA, Universal Accreditation Board

Accreditation in Public Relations (APR), Since 2008

TOASTMASTERS INTERNATIONAL

Certified Toastmaster (CTM) Designation, 2000

PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA), *Since 1998*

Member, PRSA Counselors to Higher Education (CHE) Section, Since 2009

Member, PRSA CHE Executive Committee, Sponsorship Committee Chair, Since 2016

COMMITTEE SERVICE

Presidential Advisory Committee on Sexual Assault (PACSM)

Communications Sub-Committee Chair, Since 2017

OHIO First Scholars Program, Mentor, *Since 2017*

OHIO Women's Center, Mentor, *2014-2016*

Tuition Guarantee Implementation Team, *2013-2015*

Communications Committee Chair, 2013–2015

Regional Campus Brand Task Force Chair, *2012-2013*

Marketing Advisory Council Chair, *Since 2011*

Presidential University Risk Council, *2011-2015*

Enrollment Management Advisory Committee, *Since 2010*

Web Advisory Group Co-Chair, *Since 2009*

Strategic Enrollment Management Steering Committee, *Since 2009*

Inter-University Council Communications Committee, *Since 2009*

Past Chair, 2009-2011

Critical Incident Response Team, *Since 2009*

AWARDS AND RECOGNITION

- PRSA Silver Anvil Award of Excellence for “Launching a New Brand at a Public University” (2014).
- CASE Circle of Excellence Silver Award for in-house print publication (2014).
- Ohio Valley Chapter of the National Academy of Television Arts and Sciences Emmy nominations for in-house TV Commercials “it’s you” (2014) and “The Promise” (2012)
- Telly Awards for in-house TV commercials “it’s you” (2014) and “The Promise” (2011).
- Telly Award for informational video “ALiCE: Responding to an Armed Intruder” (2014).
- DV Awards for “Meet the Dean” video series (2013), “Nancy Cartwright: The Voice of Success” documentary (2013), and in-house TV commercials “OHIO’s Promise” (2010).
- Pride of CASE District V Silver Award for Best Video PSA or Commercial Spot for “it’s you: Supportive Professors” (2013).
- Finalist for PR News’ Platinum PR Awards for Internal Publication for *Compass*. (2013)
- Honorable mention for “Best Article Series in an Electronic Publication” from Ragan International’s employee communication awards. (2012)
- CFO Excellence Award for in-house fundraising campaign, recognized for efficient and effective use of resources, achievement of increased employee engagement, and ability to exceed the fundraising goals. (2008)

- Blacksmith Award for “Best 2007 Internal Communications Program,” recognizing success in employee engagement and fundraising.
- 2007 YWCA “Rising Star” (2007).
- “100 Wise Women in Cincinnati” (2007).
- “Who’s Who in Black Cincinnati” (2006, 2007, 2008).
- PRSA Award for Excellence in Media Relations and Community Partnerships (2005).
- International Public Relations Association (IPRA) Golden Award for the communications plan, “Finding a Home: Convergys Negotiates Tax Incentive with City of Cincinnati” (2004).

PUBLICATIONS

PR Measurement Guidebook, “Ohio University’s Research-Based Journey to Build and Focus Its Brand,” June 2014, Volume 8, 71-73.

PR News, “How a Capital Campaign at Low-Profile Ohio University Became a Springboard for a Major Rebranding Effort,” March 2014, Issue 9, Volume 70, 4-5.

Top Case Studies in PR, “How a Capital Campaign at Low-Profile Ohio University Became a Rebranding,” January 2014, Volume 6, 46-48.

CLASS PRESENTATIONS, PANEL DISCUSSIONS, WORKSHOPS

2017

- “Ed Talks” Presentation Coaching Workshop at Ohio University, Athens, Ohio, July 10-14, 2017; Renée Middleton, Ph.D., dean, Patton College of Education
- “Best Ways to Leverage Official Communication Channels During a Crisis” workshop at Ohio University, Athens, Ohio, August 8, 2017; Bev Wyatt, coordinator, business continuity.
- “Women in Graduate School Conference” panel discussion, “Careers after graduate school in- and outside of academia,” at Ohio University, Athens, Ohio, February 4, 2017; M. Geneva Murray, PhD, director, Ohio University Women’s Center.

2015

- “Defining the Margaret Boyd Scholars” workshop presented to 17 second-year female scholars during their retreat to develop an elevator pitch and establish organizational goals at Ohio University, Athens, Ohio, January 25, 2015; Jennifer Bowie and Patti McSteen, Advisors.
- “Strategies for Communications and Marketing” presented to MDIA 3100, “Media Management” at Ohio University, Athens, Ohio, Scripps College of Communication, Media Arts and Studies, October 28, 2014; Carolyn Bailey Lewis, Ph.D., Associate Professor.

2014

- “Taking Initiative: Challenge the Process” keynote speaker, Leadership Summit at Ohio University, Athens, Ohio, September 21, 2014, Renee Middleton, Ph.D., Dean, Patton College of Education.
- “Why Branding is Important” presented to JOUR3400, “Strategic Communication Research and Theory,” at Ohio University, Athens, Ohio, Scripps College of Communication, Scripps School of Journalism, February 24, 2014; Jack Jeffrey, APR, Adjunct Professor.

2013

- “Advocating Change Together: Empowerment through Communication” keynote speaker, Leadership and Advocacy Summit at Ohio University, Athens, Ohio, November 17, 2013, Renee Middleton, Ph.D., Dean, Patton College of Education.
- “7 Steps to a New Brand” presented to MDIA 360, “Media Management,” at Ohio University, Athens, Ohio, Scripps College of Communication, Media Arts and Studies, October 17, 2013; Carolyn Bailey Lewis, Ph.D., Associate Professor.
- “The African American Student Experience Through the Decades Symposium,” moderator, Ohio University Black Alumni Reunion, September 28, 2013; Jennifer Neubauer, AVP, Alumni Relations.
- “7 Steps to a New Brand” presented to JOUR4710, at Ohio University, Athens, Ohio, Scripps College of Communication, Scripps School of Journalism, September 25, 2013; Patricia O. Cambridge, Ph.D., Associate Professor.
- “Designing a Brand Strategy” presented to department’s design students, at Ohio University, Athens, Ohio, Scripps College of Communication, School of Visual Communication, September 16, 2013; Sherry Blankenship, Associate Professor, Graphic Design.
- “Advice to Future Leaders” presented to MDIA 360 at Ohio University, Athens, Ohio, Scripps College, Media Arts, March 28, 2013; Carolyn Bailey Lewis, Ph.D., Associate Professor.
- “Professional Communication and Social Media” panel discussion moderator, Women in Philanthropy, OHIO Women Making a Difference Conference, Ohio University, March 14, 2013.

2012

- “Gender and Leadership” at Ohio University, Athens, Ohio, Scripps College of Communication, Media Arts and Studies, April 19, 2012; Carolyn Bailey Lewis, Ph.D., Associate Professor.
- “The Spokesperson as Leader and Advocate” presented to 100 students and faculty at the Patton College of Education Leadership and Advocacy Summit at Ohio University Inn, Athens, Ohio, April 1, 2012; Renee Middleton, Ph.D., Dean, Patton College of Education.

2011

- “Crisis Communications Seminar” presented to COMS 843 “Crisis Communication” at Ohio University, Athens, Ohio, October 6, 2011; William Benoit, Ph.D., Professor, Scripps College of Communication, School of Communication Studies.
- "Diversity Communication Training" presented a series of strategies to Students Teaching Against Racism in Society (STARS) Program at Ohio University, Athens, Ohio, February 12, 2011; Brian Bridges, Ph.D., Associate Provost, Diversity, Access, and Equity.

2010

- "Using Confidence When Communicating with the Media" presented to COMS 780D "Topics in Communication" at Ohio University, February 20, 2010; Sheida Shirvani, Ph.D., Professor.
- "Challenging the Process" presented as guest lecturer for Leadership Essentials course presented by Human Resources at Ohio University, Athens, Ohio, February 18, 2010; Teri Combs, Ph.D., HR.
- "What Makes a Good CSR Plan" presented to JOUR 492, "Seminar in Corporate Social

Responsibility" at Ohio University, Athens, Ohio, Scripps College of Communication, Scripps School of Journalism, February 17, 2010; Bojinka Bishop, Associate Professor/Sloan Professorship.

- "Pitching for Publicity" presented to JOUR 370 "Media and Publicity" at Ohio University, Athens, Ohio, Scripps College of Communication, Scripps School of Journalism, February 3, 2010; Bojinka Bishop, Associate Professor/Sloan Professorship.

2009

- "Using Confidence When Communicating with the Media" presented at "Annual Faculty Training" event, Ohio University, Chillicothe, Ohio, December 3, 2009.
- "Profiles in Leadership" presented to MDIA 360 at Ohio University, Athens, Ohio, Scripps School of Journalism, September 16, 2009; Carolyn Bailey Lewis, Ph.D., Associate Professor.

Before 2009

- "Be Prepared with Communications" keynote address to Ohio/Kentucky emergency communication professionals at American Red Cross Annual Conference, Cincinnati, Ohio (2005).
- "Implementing a Global Crisis Communications Program" case study presented at the annual Public Relations Society of America International Conference (2004).