

Career Profile

Digital strategist focused on integrating content strategy with results-based web marketing execution. Strengths in team leadership and technical expertise in web design and development. A proven ability to build strong collaborative relationships with strategic partners and key constituents. Highlights include managing a top-tier research university's comprehensive online presence, including its central website and social media channels.

Professional Experience

Director of Web Communications, NC State University, June 2012 - present

Directs, manages and implements web marketing communications, digital content strategy, development, user experience and interaction design for NC State University. Responsible for the NC State website and central social media channels. Manages the creation, implementation, measurement, content analysis and evolution of the university's social media channels and enterprise level web marketing content.

Responsibilities and accomplishments

- Deliver and implement a comprehensive, multi-channel web content strategy designed to influence applications, enrollment, fundraising, student success and campus culture.
- Develop a sophisticated digital marketing strategy that informs and engages the university's audience to drive specific, measurable actions: apply, support and contribute.
- Provide strategic vision for and execution of social media and other new media as part of NC State's online presence.
- Serve on a variety of university committees to promote integrated, strategic digital efforts.
- Provide web content strategy and direction for other university web development personnel and communications staff in the development of academic and administrative websites, tools and digital initiatives.

Interim Director of Web Communications, NC State University, April 2011 - June 2012

Leads the university's web strategy and online presence with an emphasis on the strategic advancement of core marketing and communications objectives rooted in the strategic plan. Aligns resources and activities to support four broad strategic priorities: enrollment, student success, research and alumni engagement. Oversees a team of web application developers, designers, content producers and student developers.

Assistant Director of Web Communications, NC State University, July 2010 - April 2011

Responsible for the technical implementation and development of top tier web resources, including the NC State University homepage. Supervised technical web development of the university's online strategy, including the central web presence, strategic partnership sites and various online communications channels.

Senior Web Developer for Web Communications, NC State University, July 2007 - July 2010

Responsible for technical web development of the university's online strategy, including the central web presence, strategic constituent sites and various online public communications channels. Developed and implemented tools, technical solutions and resources to support communications, brand messaging and online marketing strategies throughout the NC State web presence.

**Web Developer for Information Technology Division, NC State University,
January 2003 - July 2007**

Technical lead and web applications developer for the digital publications office. Managed development and implementation of web applications and public-facing websites for the central information technology unit. Established a new business model for developing websites for key university partners. Collaborated with the central marketing office to successfully launch a redesign of the central web presence in 2007 and developed a revamped news presence using Cascade Server, an Enterprise Content Management System.

Technical Skills

- Content Strategy
 - Wordpress Development
 - Social Media Execution
 - User Experience Design
 - Digital Creative Direction
 - Section 508 ADA Accessibility
 - Information Architecture
 - Content Management Systems
 - PHP/MYSQL
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Awards and Accolades

- CASE National Circle of Excellence, Gold Award: Best Uses of Social Media - NC State Social Media - Hunt Library (2014)
 - CASE National Circle of Excellence, Silver Award: Individual Sub-Websites - NC State Hunt Library Microsite (2014)
 - Official Honoree in The 18th Annual Webby Awards, Cultural Institutions category - NC State Hunt Library Microsite (2014)
 - CASE National Circle of Excellence, Bronze Award: Individual Sub-Websites - NC State Institutional Message Website (2013)
 - CASE III Grand Award: Total Website Design and Organization - NC State Website (2013)
 - CASE National Circle of Excellence, Bronze Award: Individual Sub-Websites - NC State Institutional Message Website (2013)
 - CASE III Grand Award: Total Website Design and Organization - NC State Website (2012)
 - CASE III Grand Award: Graphic Design for Print and Digital Single-Page Publications - NC State University Institutional Message Website (2012)
 - CASE III Award for Excellence: Advertising: Total Advertising Campaign - Our Work – Transformation Ad Campaign (2012)
 - CASE III Special Merit Award: Individual Ads - Wall Street Journal Ad (2012)
 - CASE III Special Merit Award: Branding/Identity Program or Campaign - 125th Anniversary Campaign Brand (2012)
 - CASE III Special Merit Award: Integrated Recruitment Campaign - On Campus and Travel Brochure with Mobile Tour (2012)
 - AAF Raleigh Durham Bronze Addy, Digital Advertising Microsite - NC State University Institutional Message Website (2012)
 - Case Study, Clout: The Art and Science of Persuasive Content (pp. 192-3)
 - Case Study, Clout: The Art and Science of Persuasive Content (pp. 205)
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Education

Bishop's University - Lennoxville, Quebec, Canada
Bachelor of Arts in Economics, 1998

References Available Upon Request