



Lead growth in website development utilizing SEO strategy

20% annual growth; 82% increase since launch three years ago

Used Content Marketing strategy to promote organizations

Alumni feature saw 3.5% increase in page views; Student spotlight saw 8.9% increase in page views



Produced live-streaming shows and 75+ podcasts

Includes show prep, interview, post-production and publishing



Develop digital campaigns for brand awareness and fundraising

Broke fundraising record by 9 a.m. on 'giving day'



Developed e-commerce solutions to sell items and tickets to an event

Results convinced director to go 100% to e-ticket solution



Use data to guide marketing efforts, including market potential, costs and implementation

Brought monthly print product out of a financial deficit while improving product

