

# M S . J A I M E L . H U N T

340 Carlisle Park Dr., Kernersville, NC 27284 | 920-379-4250 | jaimelhunt@gmail.com

## PROFILE

Confident, creative, and award-winning marketing communications professional with more than 15 years of progressive experience in higher education.

## HIGHER ED EXPERIENCE

### **Vice Chancellor for Strategic Communications | 2018-present** **Chief Communications and Marketing Officer | 2015-present**

*Winston-Salem State University | Winston-Salem, NC | Public university serving 5,200 students*

Provide strategic management of the university's overall public relations, internal communications, and reputation management activities. Elevate the university's brand by establishing the vision and leading the execution of a strategic communications plan aligned with the university's strategic plan. Provide strategic and proactive recommendations on policy and action steps in the management of opportunities, issues, and crises affecting the university's reputation and public image. Serve as a senior counselor to the Chancellor. Guide university communications activities through centralized and direct oversight of all marketing and branding, public/media relations, issues management, crisis communications, digital marketing, executive communications, internal communications, multimedia production, external/governmental relations, enrollment/admissions communications, and WSNC public radio.

#### **Key Accomplishments:**

- Led the in-house development and roll-out of brand messaging and an updated visual identity, including a new institutional logo and a new mascot/athletics logo. Overhauled all communications tools.
- Developed and implemented a brand marketing strategy designed to improve brand awareness, perception, and affinity. The campaign has resulted in an increase in the percentage of incoming freshmen who reported on the national CIRP survey that WSSU was their first choice from 43% in 2014 to 62% in 2018.
- Led a cross-functional team to create an admitted students communication plan using print, email, social media, text messaging, and an artificial intelligence "bot" designed to impact the yield rate for first-time freshmen. The campaign resulted in a 7.9% increase in freshman yield, a 74% increase in on-time bill payment, and a 37% increase in immunization compliance.
- Merged the Office of Public Affairs, the Office of Marketing Communication, and the Office of Enrollment Communications to create an integrated marketing communications model for the campus. Moved the team from a "service" model to a "partner" model, resulting in more effective marketing communications efforts. Professionalized operations and rolled out new project management methodology and a "Plan-Act-Assess-Improve" approach for cyclical projects. Shifted the culture to a goal-oriented, omni-channel approach to marketing and communications.
- Effectively managed crisis communications and protected the university's reputation during multiple campus lockdowns, an on-campus shooting with a fatality, campus-wide power outages, Hurricane Michael, and the terminations of high-profile employees. Developed a crisis communication plan and initiated a crisis communication training program for PIO staff.
- Led an overhaul of media relations efforts, resulting in a 50% increase in positive media coverage, a 40% increase in shared social media content. and a 28% increase in web traffic to the university's news site.
- Oversaw the ongoing evolution of the campus's public radio station, including programming and staffing changes, that has resulted in a 120% increase in listenership over a 12-month period.

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## HIGHER ED EXPERIENCE (CONTINUED)

### **Director of Web Strategy and Interactive Media | 2010-2015**

*Radford University* | Radford, VA | Public university serving 9,200 students

Provide strategic direction for the university's digital marketing/communications tools, including its website, portal, social media channels, digital signage, way-finding kiosks, multimedia, virtual tour, and mobile presence. Review analytics, traffic patterns, and search results to improve the effectiveness of the university's website. Stay abreast of emerging technologies and recommend their use as appropriate to meet the university's strategic goals. Provide oversight, content strategy, and manage official social media accounts. Monitor social media and respond to constituents during issues management and crisis communication scenarios. Create multichannel marketing plans. Partner with enrollment management on the development of communications to promote the university to prospective students. Implement and manage a virtual tour, counselor maps, and other digital tools to facilitate quality interactions with prospective students.

#### **Key Accomplishments:**

- Oversaw two complete website redesigns. Led an effort to create one of the first entirely mobile-friendly websites in higher education.
- Served as a team member for the roll out of a bus tracking system that allows transit riders to get real-time bus arrival predictions via the Web, SMS text messaging, phone or through the university's mobile application.
- Led a team in the rollout of wayfinding kiosks at six strategic locations on campus.
- Worked with a vendor to create an online virtual walking tour of campus .
- Created two viral marketing campaigns. The first campaign generated coverage in the *Washington Post* and earned an award from the Council for the Advancement and Support of Education (Region III). The second resulted in an 800% increase in traffic to the university's website and scores of highly positive comments.
- Developed and implemented a search engine optimization strategy that resulted in an increase in search engine traffic by 700%.

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### **Associate Director, Integrated Marketing Communications | 2007-2010**

*University of Wisconsin Oshkosh* | Oshkosh, WI | Third-largest public university in Wisconsin serving 13,500 students

Serve as news director. Develop relationships with the media to garner interest in covering the UW Oshkosh story. Follow national news trends and proactively pitch faculty experts to reporters. Work with senior leadership to develop strategies for issues management and crisis communication. Draft messages from the chancellor and other senior leaders to provide transparent communications to the campus community. Develop multichannel marketing campaigns for major events and milestones. Provide creative and editorial direction for marketing materials and publications, including significant marketing pieces, such as the annual viewbook. Serve as the news and features editor of the university's alumni publication. Provide creative direction on artwork and design.

#### **Key Accomplishments:**

- Served as a key member of the university's rebranding team for an effort completed entirely in-house. Developed an award-winning rollout strategy and led workshops introducing the brand platform.
- Developed the university's first daily news site, *UW Oshkosh Today*,
- Created the university's first online alumni magazine. Also served as editor and played a key role in the redesign and redevelopment of the printed magazine, which received an industry award for most improved alumni magazine.
- Established goals and processes for departmental management of projects with an eye toward ensuring effectiveness while providing exceptional customer service.

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## HIGHER ED EXPERIENCE (CONTINUED)

### **Public Relations Coordinator | 2004-2007**

*Northwestern Health Sciences University | Bloomington, MN | Private serving 1,100 students*

Develop media relations campaigns to highlight university research, events, and milestones. Develop relationships with the media to garner interest in telling the NWHSU story. Proactively pitch faculty experts to local and national media. Develop and manage a daily news site. Create and promote a weekly podcast and news service about natural health care. Manage the university's alumni magazine, including overseeing an award-winning overhaul and rebranding; leading editorial board meetings; writing articles and editing submitted content; working with vendors; and developing an annual budget.

#### **Key Accomplishments:**

- Developed and managed the university's first daily news site.
- Created an award-winning weekly news service that drew visibility to the university while offering alumni a tool for reaching their local media.
- Managed an overhaul of the university's quarterly alumni magazine, which combined three newsletters into one full-color, 60-page publication. The new publication was recognized with an industry award for most improved alumni magazine.

## OTHER EXPERIENCE

### **Editor and Marketing/Book Service Coordinator | 2003-2004**

*CBE International | Minneapolis, MN*

### **Assistant Editor | 2001-2003**

*Lakeshore Weekly News | Minnetonka, MN*

### **Publications Manager | 1999-2001**

*Hiebel & Associates | Brooklyn Park, MN*

### **Assistant News Editor | 1997-1999**

*Lillie Suburban Newspapers | New Brighton, MN*

## EDUCATION

**University of Minnesota**

*Bachelor of Arts | Journalism*

**West Virginia University**

*Master of Science | Integrated Marketing Communications*

## FEMA COURSES

**G290** : Basic Public Information Officer

**ICS-100**: Introduction to the Incident Command System

**IS-100.he** Introduction to the Incident Command System for Higher Education

**IS-20.18**: Diversity Awareness

**IS-29**: Public Information Officer Awareness

**IS-42** Social Media in Emergency Management

**IS-240.B**: Leadership and Influence

**PER353**: Advanced Active Shooter Incident Management

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## AWARDS

2003, First Place, **Best Local News Story**, Minnesota Newspaper Association  
2006, Gold, **Best Article Series**, Health Information Resource Center  
2006, Gold, **Most Improved Alumni Magazine**, CASE Region V  
2007, Bronze, **Best Article Series**, Health Information Resource Center  
2008, **Advancer of the Year**, University of Wisconsin Oshkosh  
2008, Silver, **Best Individual Web Site**, CASE Region V  
2009, Merit, **Best Admissions Package**, Admissions Advertising Awards  
2009, Silver ADDY, **Best Web Site**, Fox Valley Ad Club  
2009, Silver ADDY, **Best Brochure**, Fox Valley Ad Club  
2009, Silver, **Best Internal Publication**, Higher Education Marketing Awards  
2009, Gold, **Best Internal Publication**, Service Industry Advertising Awards  
2009, Silver, **Most Improved Alumni Magazine**, CASE Region V  
2009, Gold, Teresa du Bois Exline Award for **Best Practices in Communications and Marketing** CASE V  
2010, Platinum, **Best Internal Campaign**, Association of Marketing and Communications Professionals  
2010, Gold, **Best Web Page**, Association of Marketing and Communications Professionals  
2010, Gold, **Best Practices in Alumni Relations**, CASE Region V  
2010, Silver, **Best Publication**, Higher Education Marketing Awards  
2010, Gold, **Best Publication**, Service Industry Advertising Awards  
2011, Honorable Mention, **Best Website Overall**, Association of Marketing and Communications Professionals  
2011, Award of Excellence, **Best Multimedia Project**, CASE Region III  
2013, **Board Appreciation Award**, University Photographers' Association of America  
2014, Bronze, **Best Admissions Website**, Educational Digital Marketing Awards  
2016, Silver, **LEAD Marketing Award**, HBCUgrow  
2017, Platinum, **LEAD Marketing Award**, HBCUgrow  
2017, Platinum, **LEAD Website Award**, HBCUgrow  
2018, Special Merit, **Total Advertising Campaign**, CASE Region III  
2018, Special Merit, **Website Design and Organization**, CASE Region III  
2018, Gold, **LEAD Marketing Award**, HBCUgrow  
2018, Platinum, **LEAD Website Award**, HBCUgrow  
2019, Gold, **Best Video**, Zedman Awards  
2020, Gold, **Best Practices in Communications and Marketing**, CASE Region III  
2020, Gold, **Online Innovation**, CASE Region III  
2020, Silver, **Best Fundraising Video**, CASE Region III  
2020, Bronze, **Best Media Relations Program**, CASE Region III

## PRESENTATIONS

2006, presenter, **Improving Your Alumni Magazine**, CASE Region V Conference  
2007, presenter, **Developing a News Service**, CASE Region V Conference  
2008, presenter, **Navigating Communications during a Budget Crisis**, CASE Region V Conference  
2009, poster presenter, **Using Twitter to Engage Media**, HighEdWeb Conference  
2011, poster presenter, **What Do You Mean There is No Web Strategy?**, HighEdWeb Conference  
2013, presenter, **WhatIf Social Media IS theCrisis?**, Higher Education Social Media Conference  
2014, presenter, **Structuring Your Communication Office to Support IMC**, Integrated Marketing Academy  
2017, presenter, **Structuring Your Communication Office to Support IMC**, CASE Region III Conference  
2017, presenter, **Transformation: Using Your Strategic Plan Rollout as a 'Stake in the Ground' for Your Brand**, CASE Region III Conference  
2017, presenter, **Transformation: Using Your Strategic Plan Rollout as a 'Stake in the Ground' for Your Brand**, CASE Webinars  
2018, presenter, **Structuring Your Communication Office to Support IMC**, UNC Advancement Symposium  
2018, presenter, **Branding on a Shoestring**, CASE Webinars  
2019, presenter, **Destroying Silos: Transforming Higher Education through Mar/Comm**, CASE Webinars  
2020, presenter, **The Grind: After the Launch**, UNC System Communications Council Convening

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## ACTIVITIES

2000, judge, Society of National Association Publishers annual awards  
2005-2007, member, Diversity Committee, Northwestern Health Sciences University  
2007, editorial advisory board member, Bloomington Magazine  
2011-2012, editor, The Journal of Higher Education Web Professionals  
2012, judge, CASE III Awards  
2012-2015, member, Diversity and Inclusion Task Force, Radford University  
2013, instructor, University 100, Radford University  
2014, co-coordinator, Integrated Marketing Academy, HighEdWeb  
2014, judge, Circle of Excellence Awards, CASE  
2015-2016, member, UNC Advancement Conference Planning Committee  
2017-2019, board member, College News Association of the Carolinas  
2017-2018, member, UNC Advancement Conference Planning Committee  
2017, judge, Circle of Excellence Awards, CASE  
2017, judge, CASE III Awards  
2018, judge, CASE III Awards  
2019, judge, Circle of Excellence Awards, CASE  
2019, judge, CASE III Awards  
2019, board member, Women's Fund of Winston-Salem  
2020, vice chair, Women's Fund of Winston-Salem

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## COMMITTEE MEMBERSHIPS

2004 - 2005, member, Diversity Committee, Northwestern Health Sciences University  
2005 - 2007, chair, Alumni Magazine Advisory Group, Northwestern Health Sciences University  
2007, vice president, Employee Council, Northwestern Health Sciences University  
2007, co-chair, Internal Communications Committee, UW Oshkosh  
2009 - 2010, member, Intranet Task Force, UW Oshkosh  
2010 - 2015, chair, Cabinet Web Advisory Group, Radford University  
2011 - 2014, chair, Mobile App Task Force, Radford University  
2012 - 2013, chair, Portal Task Force, Radford University  
2012 - 2015, chair, Campus Communications Task Force, Radford University  
2012 - 2015, member, Diversity and Inclusion Committee, Radford University  
2014 - 2015, chair, Social Media Users Group, Radford University  
2015 - present, chair, Strategic Planning Objective Workgroup, Winston-Salem State University  
2015 - 2019, member, Commencement Steering Committee, Winston-Salem State University  
2018 - present, chair, Digital Communications Technology Governance Group, Winston-Salem State University  
2019 - present, member, Enrollment Management Steering Committee, Winston-Salem State University  
2019 - present, member, Student Success Steering Committee, Winston-Salem State University