

# Matt Nazario-Miller, M.Ed.

[mattmnazario@gmail.com](mailto:mattmnazario@gmail.com) | [linkedin.com/in/mattmnazario](https://www.linkedin.com/in/mattmnazario) | (408) 310-8854

**Master of Education, Student Development Administration**  
**Bachelor of Arts, Media Studies**

Seattle University, Seattle, Washington  
University of San Francisco, San Francisco, California

---

## Marketing Communications Skills

Assessment & Reporting • Social Media Strategy • Content Development • Project Management • Client Relations  
Adobe Creative Suite • Asana • Basecamp • Brandwatch • Constant Contact • Hootsuite • Mailchimp • Slack • Trello

---

## *Khan Lab School, Office of Marketing & Communications*

### ***Director of Marketing***

***July 2020 - Present***

- Produce visual assets, including photo and video, for use on web, social media, and email using Adobe Creative Suite
- Cultivate strong partnerships with teachers, administrators, families, and students to uncover engaging stories
- Lead, implement, and assess social strategy for flagship accounts on Facebook, Twitter, Instagram, and LinkedIn
- Build and develop email newsletters for all audiences, including internal and enrollment communications
- Direct website content development, manage platform transition from Drupal to Finalsite as lead administrator
- Serve as point support for staff and teachers regarding marketing communications best practices and brand visuals
- Provide data-driven insights about communications outreach and engagement, including web, social media, email
- Manage employee lifecycle for student interns; serve as advisor for student media organizations
- Lead intake and response to press requests, general inquiries, educator research requests; manage visit requests.
- Source and manage freelance support for various communications needs, including visual assets and branding

### ***Assistant Director, Strategic Communications & Marketing***

***February 2020 - June 2020***

- Lead content marketing management focused on telling the digital story of a K-12 community to support enrollment
- Implement and assess social media strategy for flagship accounts on Facebook, Twitter, Instagram, and LinkedIn
- Produce multimedia assets, including photo and video, for use on websites, social media, and email campaigns
- Build and manage email campaigns in Constant Contact, including weekly digests and admissions communications
- Develop website content and infrastructure, including written stories and website redesign from Drupal to FinalSite

### ***Assistant Director*** | Santa Clara University, Office of Residence Life

***August 2018 - February 2020***

- Directed and managed branding and digital communications for a residential program serving 300+ residents
- Led department-wide recruitment branding, marketing collateral production, and assessment for annual trainings
- Recruited, supervised, trained, and evaluated 16+ part-time staff members, including 1 Assistant Resident Director, 9 part-time events staff, 6 part-time desk staff, and a volunteer cabinet of part-time events and programming staff
- Oversaw fiscal management of a budget of \$18,000 for event management and residential operations

### ***Social Media Strategist*** | UC Davis, Student Affairs Marketing & Communications

***July 2017 - August 2018***

- Developed, maintained, and executed strategic social media marketing to drive Division of Student Affairs goals
- Maintained UC Davis brand and voice consistency via website content and social media guidelines development
- Created and executed trainings for professional staff audiences and served as strategic marketing advisor to clients
- Recruited and supervised team of 6 part-time social media interns contributing content to 27+ accounts
- Edited and coordinated written content for 27+ channels on Facebook, Instagram, Snapchat and Twitter
- Sourced and produced photography and videography content for social media in collaboration with team specialists
- Analyzed and developed social media campaign reporting for clients with Hootsuite, Robohead, and Brandwatch

### ***Social Media Marketing Specialist*** | Seattle University, Office of Marketing & Communications

***August 2016 - July 2017***

- Managed development and execution of social media strategy on flagship channels to support enrollment goals
- Implemented voice consistency in written content, including social copy, web copy, ad copy, and marketing collateral
- Recruited, trained and supervised 6 part-time social media interns contributing content to social and web channels
- Monitored 6+ social media channels and metrics to guide social media content and university-wide digital strategy
- Analyzed and reported key performance indicators to assess paid and unpaid social media campaigns
- Developed and edited brand social media guidelines website, including digital strategy best practices for clients

### ***Digital Media & E-Communications Manager*** | Univ. of San Francisco, Marketing & Communications

***August 2012 - July 2015***

- Managed digital brand, content curation and KPIs for the University of San Francisco's flagship social media channels
- Coordinated, supervised, and trained part-time interns to manage content development for web and social media
- Produced and managed video, photo, email, and web SEO using Drupal, Ektron, Terminal4 and Adobe Suite tools