

Matt Nazario-Miller, M.Ed.

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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 & Tools

Adobe Creative Suite • Asana • BambooHR • Basecamp • Brandwatch • Constant Contact • Google Analytics • Hootsuite • iContact • Slack • Trello • Zoom

Senior Communications Manager | San Francisco Day School, Office of Advancement **December 2021 - Present**

- Direct digital storytelling content themes to support K-8 development fundraising and admission recruitment goals
- Manage communications campaign (graphic design, web, email, print, event visuals) for annual fundraiser event with 400+ attendees, generating \$275,000+ in donations for Discounted Tuition and diversity, equity, and inclusion programs
- Designed and launched organization's first digital newsroom, including website integration and content tagging system
- Contribute written articles for publication on the digital newsroom, intranet, weekly e-newsletter, and social media
- Develop and launch internal communications campaigns, including biweekly staff spotlight series for web and email
- Manage crisis communications, including time-sensitive email and website notices to all constituencies
- Curate and design weekly organizational email newsletter to audience of 700+, including sourcing copy and visuals
- Produce visual assets, including photo and video, for use on web, social media, email using Adobe Creative Suite

Khan Lab School, Office of Marketing & Communications

Director of Strategic Communications & Marketing **July 2020 - December 2021**

- Led content marketing management focused on telling the digital story of a K-12 community to support enrollment
- Produced visual assets, including photo and video, for use on web, social media, email using Adobe Creative Suite
- Cultivated strong partnerships with teachers, administrators, families, and students to uncover engaging stories
- Led development and implementation of website CMS, including email lists, web portal users, content integration
- Led, implemented, and assessed social strategy for flagship accounts on Facebook, Twitter, Instagram, and LinkedIn
- Built and coordinated e-newsletters, including operational, admissions, enrollment, and academic communications
- Directed website content development, managed platform transition from Drupal to Finalsite as lead administrator
- Provided data-driven insights about communications outreach and engagement, including web, social media, email
- Managed full-cycle recruitment and onboarding for part-time and full-time staff for organization of 60+ employees
- Led intake and response to press requests, general inquiries, educator research requests; manage visit requests

Assistant Director, Strategic Communications & Marketing **February 2020 - July 2020**

- Implemented and assessed social strategy for flagship accounts on Facebook, Twitter, Instagram, and LinkedIn
- Produced multimedia assets, including photo and video, for use on websites, social media, and email campaigns
- Built and managed email campaigns in Constant Contact and Finalsite, including internal and sales newsletters
- Developed website structure and content, including written stories and website transition 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+ constituents
- Led recruitment campaign branding, marketing collateral production, and assessment for annual staff trainings
- Conducted full-cycle recruitment, and evaluation for 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 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**

- Led social media marketing strategy and implementation to support Admission and 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
- Led full-cycle recruitment and supervision for 6 part-time social media interns contributing content to 27+ accounts
- Edited and coordinated written content and storytelling 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
- Managed full-cycle recruitment and supervision of 6 part-time interns contributing to social media 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