



+ CREATIVE PROBLEM SOLVER  
+ PROVEN MARKETING PROFESSIONAL  
+ ACCOMPLISHED PROJECT MANAGER

## MARKETING & CREATIVE STORYTELLING OVERVIEW

- + Extensive portfolio of marketing project management, including content creation, web building, graphic design, social media, video creation, email marketing, SEO, and more
- + Proven history of collaborating with departments and delivering on time, in budget, and on brand
- + Published journalist and playwright with an eye for detail and a mind for creativity

## MARKETING & PROJECT MANAGEMENT EXPERIENCE

### Gonzaga University School of Law

*Marketing & Communications Manager*

Spokane, WA

Nov 2017 – Current

- + Directs the law school's omni-channel marketing strategy and brand development
- + Coordinates with senior leadership and various department, such as Admissions, Alumni, the Center for Civil & Human Rights, and the Center for Professional Development
- + Manages digital advertising in-house, including ad design, purchasing, and reporting
- + Develops social media strategies that emphasize organic growth and consistent quality
- + Maintains brand standards within Gonzaga University's approved brand framework
- + Collaborates with Gonzaga MarCom on major initiatives as a project lead
- + Supervises a staff of two, one full-time and one half-time

### Structured

*Digital Marketing Strategist*

Liberty Lake, WA

Sep 2015 – Oct 2017

- + Developed co-branded marketing campaigns with national leaders in technology, including Cisco, Aruba/HPE Networks, DUO, Citrix, Palo Alto Networks, and Juniper Networks
- + Managed all aspects of company's digital presence, including website and social media

### BZ Design, Inc.

*Freelance Writer, Social Media Manager*

Rochester, NY

Dec 2013 – Sep 2015

- + Created content for agency's clients: brochures, corporate blogs, web copy, social copy
- + Launched new brands, developed social strategies, and consulted in client meetings

For more on my employment history and freelance career, please visit: [kvncrr.com](http://kvncrr.com).

## ENTREPRENEURIAL & CREATIVE WRITING EDUCATION

**Gonzaga University**, *Masters in Communications & Leadership - in process*

**University of Rochester**, *Bachelors of Arts in Entrepreneurship, Creative Writing*, Rochester, NY, 2015

## VOLUNTEERING, LEADERSHIP & COMMUNITY IMPACT

- + BehindTheSetlist.com, *Co-Founder, Managing Editor, Web Developer*
- + Big Brothers Big Sisters of the Inland Northwest, *Big Brother Mentor*

## CONTACT

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