

## **Greg Houle**

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An experienced marketing and communications professional with a comprehensive understanding of how to develop and implement strategic, multifaceted, goal-driven messaging. Extensive practical experience and a deep knowledge of a wide range of traditional and modern marketing and communications strategies and tactics. A diplomatic and highly efficient self-starter who excels at taking action, solving problems, and helping organizations improve how they tell their stories and project their values and mission in creative and impactful ways.

### **COMMUNICATIONS AND MARKETING PROFESSIONAL**

#### **Summary of skills and qualifications**

- Highly experienced writer and content creator who can quickly produce compelling and impactful articles, letters, speeches, newsletters, reports, podcasts, collateral, and a range of content that conveys strategic and impactful messaging, including content that is designed for fundraising and donor stewardship.
- Extensive experience developing, executing and measuring comprehensive communication and marketing strategies that are designed for success.
- Direct experience developing and executing digital and traditional advertising strategies, including search engine marketing and social media advertising.
- Knowledge of a variety of website content management systems, including WordPress, Movable Type, Drupal, Squarespace, Expression Engine, Final Site, and others.
- Knowledge of a variety of email marketing tools, including Mailchimp, Constant Contact, Emma, eNotify, and Blackbaud Online Express.
- Proficient with a variety of website analytics and website improvement applications such as Google Analytics, Siteimprove, Campaign Monitor, and others.
- Extensive experience with both Salesforce and Blackbaud. Highly proficient in Adobe Creative Cloud.

## PROFESSIONAL EXPERIENCE

June 2022 - Present

### **Independent Communications Consultant and Writer**

- Developing and executing a broad scope of strategic communications and writing for a range of organizations, including:

- Ghostwriting leadership communication.
- Researching and writing articles on a host of topics, from the arts to the sciences and beyond.
- Developing, executing, and managing a variety of email communication and newsletters.
- Writing, editing, and producing reports and magazines.
- Producing podcasts, video, and website content.
- Developing and executing content strategy.

January 2020 - June 2022

### **Senior Director, Advancement Marketing and Communications California Institute of the Arts (CalArts) Valencia, CA**

- Directed strategic communications activities for the Advancement division, including fundraising and alumni and family engagement. Produced impact-focused content and collateral, including articles, donor appeals, social media, and a variety of communications for a range of constituents.

- Wrote articles, produced newsletters, videos, annual reports, collateral, and other strategic content, including launching a successful podcast series designed to engage donors, alumni, and families of the institution.
- Developed and implemented a robust donor stewardship program.
- Wrote communications for senior leadership, including the president, provost and senior vice presidents.
  - ***Effectively increased engagement with the alumni newsletter by nearly 50%; Developed a new fundraising-focused newsletter that was highly successful***
  - ***EXAMPLE: [The 2021 Annual Report](#)***

October 2017 – January 2020

**Senior Director of Marketing** (promoted from Director of Marketing in July 2019)

**Woodbury University**

**Burbank, CA**

- Developed and led a strategic and multifaceted marketing and communication program for the university, including creating collateral, improving the website, and building a robust content marketing program designed to reinforce the university's messaging and attract prospective students and donors.
  - Developed and launched a broad range of new strategies including a virtual tour, a virtual and printed viewbook, a dynamic and extensive social media program, a podcast series, and more.
  - Produced new admissions and fundraising collateral material that was designed to better reflect the image of university and project key messaging points.
  - Developed traditional and digital advertising campaigns, with minimal budget, that helped to improve the visibility of the university and drive traffic to the website.
    - ***Helped to increase website traffic by nearly 40%***
    - ***EXAMPLE: Developed the concept and scripted a [video viewbook](#)***

June 2016 – October 2017

**Director of Marketing and Communications**

**The Center for Early Education**

**West Hollywood, CA**

- Stepped into a new role and adeptly managed the internal and external communications and marketing efforts for one of the nation's top primary schools.
  - Developed and improved communication vehicles and produced multi-faceted content designed to appeal to various constituencies, including a quarterly magazine, newsletter, updated collateral, annual report, and more.
  - Regularly wrote communications for the head of school and other members of the administration.
    - ***Developed a highly successful parent-focused newsletter and led the redesign of the schools website, on a compressed schedule, which greatly improved the user experience***

November 2012 - June 2016

**Director of Communications**

**State University of New York, College of Optometry  
New York, NY**

- Oversaw the communications and marketing efforts for the SUNY College of Optometry and its clinical care facility, the University Eye Center. Developed and executed a multifaceted communications strategy.
  - Engaged in a robust content marketing strategy—including producing articles, videos, and photos—designed to highlight the institution’s accomplishments and bring its mission to life.
  - Built and maintained the institution’s social media presence.
  - Developed and executed successful media relations strategies that resulted in multiple, high-level media placements, including *The New York Times*, the *New Yorker*, the *Los Angeles Times*, National Public Radio and many others.
  - Wrote and produced all of the college’s communications materials, including a monthly newsletter, annual reports, and a viewbook.
  - Wrote communication for the president and other high-level administrators of the college.
    - ***Content marketing efforts helped to drive a significant increase in website traffic and engagement***
    - ***EXAMPLE: Created the concept and direction for the “[View from SUNY Optometry videos](#)”***

September 2008 – November 2012

**Advancement Communications Manager  
Lebanese American University  
New York, NY**

- Developed and managed the strategic communications and media relations activities for the university, including managing the communications efforts in support of the institution’s comprehensive, global fundraising campaign.
  - Produced much of the university’s print and online communication materials, including a quarterly magazine, quarterly and monthly newsletters, and additional collateral materials such as calendars and brochures.
  - Built the university’s highly successful social media program from the ground up producing a variety of original content designed to appeal to a global audience.
    - ***These efforts modernized the communication activities of the university, producing engaging content and new vehicles to project messaging in a more strategic manner***

## **PREVIOUS EMPLOYMENT EXPERIENCE**

Between June 1999 and September 2008, I worked as a public relations and communications professional in the book publishing industry. I held various positions managing the promotion of books and authors, gaining extensive experience writing, engaging in media relations as well as other communications and marketing activities. I also gained years of experience working efficiently in a high-pressure environment and managing the work of others.

## **EDUCATION**

- Master of Arts – History, University of North Carolina at Greensboro
- Bachelor of Arts - History, University of North Carolina at Greensboro