

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. Highlight proficient in Adobe Creative Cloud.

PROFESSIONAL EXPERIENCE

January 2020 - May 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 executed a robust and modern donor stewardship program.
 - Wrote communication 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