

MICHAEL NAVARRE

AVP, INSTITUTIONAL MARKETING & COMMUNICATIONS, SLCC



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801.209.4282



Salt Lake City, Utah

WORK EXPERIENCE

- Jan 2016 - Present** **Salt Lake Community College | Salt Lake City, UT**
- AVP, Institutional Marketing & Communications
- Leads communications efforts for 10 campus sites and online that serve more than 45,000 students annually in both transfer and workforce education.
 - Oversees strategic planning and implementation of College-wide marketing, branding and communication efforts for both internal and external audiences, including integrated brand awareness and lead-generation advertising campaigns, public and media relations initiatives, public image campaigns, college website, email, text, blog and social media platforms, etc.
 - Works collaboratively with college leadership, faculty, staff and students to develop and implement strategic messaging to support the mission of the College, and oversees the creation of college-wide marketing materials, including printed collateral, magazine, signage, video and digital assets, presentations, speech writing, etc.
 - Leads the growth, planning and support of 25 communications professionals across the college's public relations, digital marketing, marketing management and creative services depts.
 - Chair of Strategic Enrollment Management Team, designed to assess and optimize student onboarding processes, and integrate current and potential students into CRM across all stages of the student-experience pipeline including lead-generation, conversion, retention, completion and advocacy.
 - Implements, reviews and evaluates qualitative and quantitative research for the optimization of messaging and engagement efforts; implements, reviews and evaluates KPI's for SEO, SEM, social/digital platforms, ad-serving, etc. to optimize lead generation, qualified leads, opportunities, conversion rates and retention.
 - Develops, tracks and reviews institutional marketing budgets; procures and manages media, agency, production, software and other vendor partnerships.
- Jan 2004 – 2016** **R&R Partners | Salt Lake City, UT**
- Group Account Director
- Lead and monitor agency resources to ensure accounts are adequately and efficiently staffed and necessary tools are provided to meet client needs and ensure agency profitability.
 - Interview, hire and make staffing recommendations across all accounts; Foster professional development of account teams and other staff; provide training and develop training tools to support all account management functions.

QUALIFICATIONS SUMMARY

Excellent communicator with the ability to project and elicit interest, enthusiasm and drive using a commonsense approach.

Adept at successfully leading communication-focused initiatives through complex institutional structures utilizing strong leadership, organization, and deadline management skills.

20+ years experience leading national retail, transit, and higher education marketing/advertising accounts. 10+ years experience leading and developing communication-focused teams and optimizing communication-focused workflow processes.

Currently heads up marketing and communications efforts for Salt Lake Community College, the largest and most diverse state college in Utah.

Past President, Board of Directors, Utah Chapter of American Advertising Federation.

SKILLS

- + Strategic marketing planning & dev.
- + Integrated campaign implementation
- + Team leadership, mentorship & mngt.
- + Self-motivated, trusted collaborator
- + Large-scale budget oversight
- + Media planning & buying
- + Social media strategy & engagement
- + Website strategy, dev. & optimization
- + Quan/qual market research & analysis
- + Long & short form copywriting & editing

ONLINE PROFILES

- + [linkedin.com/in/michaelnavarre](https://www.linkedin.com/in/michaelnavarre)

WORK EXPERIENCE (cont.)

Jan 2004 - 2016 R&R Partners | Salt Lake City, UT

Group Account Director - Senior-level client contact for transit, non-profit and higher education accounts, including Utah Transit Authority (UTA), Orange County Transportation Authority (OCTA), American Public Transportation Authority, Utah Department of Transportation, Utah Symphony & Opera, No More Homeless Pets, University of St. Augustine for Health Sciences, among others.

- Develop, write and implement strategic communication plans using all applicable resources i.e., research, competitive information, market analysis, etc.
- Brand/Rebranding efforts to create clear positioning that leverages clients' core strengths and key benefits.
- Integration of traditional and digital media platforms to provide a consistent brand experience and optimization of engagement across every customer interaction.
- Optimization of online media/digital assets to meet set objectives i.e., competitive positioning, lead generation, customer retention, e-commerce, etc.
- Oversee and manage client budgets and agency profitability (budgets range from \$500,000 to 2 million+).

Account Director

- Develop and maintain strong, trusting partnerships between agency and clients; account lead for transit, non-profit and higher education advertising accounts.
- Communicate with clients on a regular basis, make strategic recommendations and implement communications strategies and campaigns in partnership with the client and agency teams.
- Collaborate with agency resources, including research, media, PR, creative and print production to develop strategic and creative campaigns and assets for TV, radio, print, outdoor, online and other platforms.
- Conceptualize, write and edit long/short-format copy for campaigns, RFP's, proposals, presentations, marketing plans, etc.

1996 - 2002 Bonneville Communications | Salt Lake City, UT

Account Executive - Account lead for national retail accounts, including Foot Locker, Lady & Kids Foot Locker, Champs Sports, B. Dalton Bookseller and Wilson's Leather.

- Client relationship management, marketing strategy development, campaign implementation, creative dev./copywriting, budgeting, etc.

1997 - Present WordUp | Salt Lake City, UT

Owner - Freelance Marketing Planning and Copywriting: Conceptualize, write and edit long and short-format copy for campaigns, RFP's, proposals, presentations, marketing plans, etc.

EDUCATION & TRAINING

- University of Utah, Salt Lake City, UT - B. S., Sociology
- The Media School, Los Angeles, CA
- Account Executive School, Atlanta, GA
- Center for Creative Leadership, Boston, MA

REFERENCES & WORK SAMPLES

Available upon request.



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