

## **Jeffrey M. Noblitt**

### **Strategic integrated marketing communications expert who is:**

- A collaborative, motivating leader of diverse, award-winning teams.
- A brand evangelist committed to building buy-in from the inside out.
- Technologically savvy with a demonstrated track record implementing targeted, impactful online marketing tactics.
- Dedicated to student success, community leadership and championing the public higher education mission.
- Creative, ethical, inclusive, collegial, catalytic, positive and, most of all, effective.

### **Experience**

#### **California State University, Northridge**

#### **Associate Vice President for Marketing and Communications, 9/13-present**

Lead team of writers, editors, multimedia producers, photographers, web programmers, graphic designers, media relations representatives, marketing coordinators and other marketing communications staff members to advance the reputation and visibility of an urban, public master's university serving nearly 40,000 students.

- After a period of high-turnover and a lack of continuity, brought stability and accountable leadership for department to achieve dozens of awards annually
- Recruited and grew diverse, high-achieving team, while motivating existing staff to improve efficiencies and quality of their work
- Led launch of CSUN's research-based brand identity and positioning, including development of new institutional logo, to advance the university's reputation and visibility in Southern California and beyond
- Successfully managed and continue to manage communications for crises/incidents in an ethical, responsive and strategic manner, providing counsel, writing statements, social media posts and crisis messages, and coordinating media engagement
- Write high-level executive communications such as speeches, letters and opinion-editorials
- Developed and implemented university communications strategy for COVID-19 response, including launch of CSUN as One website, authoring campus update messages, and management of social media throughout the pandemic
- Lead campaign branding and communications for CSUN's first comprehensive fundraising campaign, which launches in 2022
- Supervise Director of Media Relations and serve as university spokesperson as needed
- Direct marketing research to measure brand awareness and affinity among key audiences and refine strategic messaging and positioning
- Co-chair Website Coordination Committee and lead website redesign initiative to be completed in 2021-22
- Chair Campus Communicators to lead collaboration of dozens of communications and marketing staff housed in departments across the university

- Serve as member of Extended Cabinet, Strategic Enrollment Planning Committee and Employee Success Committee, focused on leadership development, and served on *Feria de Educación* committee and Smoke Free Campus committee
- Co-chair Winter and Summer Celebration employee recognition events
- Collaborate with colleagues in Institutional Research on ranking coordination, resulting in multiple national rankings accolades
- Launched Campus Creative Services to provide an in-house creative agency model for university partners, now grown to nearly \$200,000 annual revenue
- Developed marketing communications for award-winning \$25 million campaign for the David Nazarian College of Business and Economics
- Grew social media reach and engagement across all platforms
- Partnered with Michael D. Eisner College of Education on successful “Teaching Inspires” marketing campaign
- Worked with campus partners on launch of student success campaign “Matadors Rising” resulting in increased graduation and retention rates and average unit loads
- Extended university brand across university through award-winning environmental graphics
- Helped launch implementation of Blackbaud NetCommunity giving, membership, event and broadcast email modules to integrate with Raiser’s Edge database
- Manage broadcast email for university
- Recently assumed supervision of 88.5 FM, an award-winning non-commercial Triple A format station
- Developed campaign for university radio station signal expansion reaching from Los Angeles to Orange County
- Support development and annual giving with direct mail, videos, social media and website communications
- Led redesign of CSUN Magazine and increased frequency to twice annually
- Partner with CSUN Athletics on branding, crisis communications, promotions and other strategic communications
- Launched CSUN Weekly e-newsletter and expanded to three weekly editions to students, faculty/staff and alumni/friends
- Led development of internally produced ad campaign utilizing cable TV spots, print, out-of-home and digital tactics
- Serve community as member of New Horizons Board of Directors, a local disability services provider
- Support government and community relations with strategy, media coordination and communications
- Provide support for special events, including managing event run of show
- Speak at conferences, on-campus professional development and serve as judging captain for multiple awards competitions

**Waubonsee Community College, Sugar Grove, Illinois**  
**Executive Director of Marketing and Communications, 7/12-9/13**

**Director of Marketing and Communications, 2/08-6/12**

**Acting Director of Marketing and Communications, 8/07-2/08**

Led award-winning team of marketing and communications professionals at growing, highly diverse community college

- Developed and implemented integrated marketing communications strategy contributing to strong enrollment growth in collaboration with Enrollment Management, Admissions and college leadership
- Led staff of 12 marketing coordinators, web designers, print designers, photographers and copy center staff
- Served as college spokesperson in print, online and broadcast media, leading media relations and crisis communication
- Built college brand awareness among target audiences, including completion of an internal brand audit
- Wrote and edited institutional publications, speeches, online copy and other communications
- Managed \$1.5 million college marketing budget, maximizing return on investment
- Implemented social media marketing, online/search engine marketing and search engine optimization strategies
- Oversaw website management and redevelopment project, including CMS implementation
- Developed and launched college's first alumni publication, Connect, and annual Report to the Community
- Actively represented the college in the community, including serving as elected Chairman of Aurora Downtown
- Served internally as senior advisor on numerous committees, including President's Cabinet and Diversity Working Group
- Planned and executed successful special events such as anniversaries, building openings and groundbreakings
- Guided multicultural marketing initiatives, including bilingual communications with target audiences
- Used research, both qualitative and quantitative, to hone marketing strategies, tactics and messaging
- Developed, managed and executed TV, print, radio, out-of-home, online and social media marketing campaigns

**Marketing Communications Manager: 9/05-7/07**

Managed online marketing, media relations, sports information and all student development/recruitment communications

- Managed two Marketing & Communications employees and served as departmental second-in-command
- Served on college Brand Identity Committee, leading key aspects of rebranding process
- Developed college style manual and managed its consistent application in print publications and online

**Cambridge Educational Services, Des Plaines, Illinois**

**Vice President, 5/02-7/05**

Provided executive leadership and direction for publisher of textbooks, software and other educational services

- Managed publishing team of three in-house editorial staff and more than 20 outside editors and authors
- Expanded company position into new markets while adding more than \$1 million in revenue
- Performed final editorial and graphic decision-making for all company products and communications
- Traveled nationwide to discuss products and services with school decision-makers
- Delivered in-services to secondary and post-secondary educators nationwide
- Spoke to audiences at national and regional educational conferences

**Richmond Register, Richmond, Kentucky**

**Assistant Managing Editor, 11/01-5/02**

**News Editor, 9/01-11/01**

**City Reporter, 5/01-8/01**

**Education Reporter, 2/01-4/01**

Advanced from education reporter to assistant managing editor at regional daily newspaper

- Led a collaborative newsroom staff of 12 and represented newspaper in local community
- Paginated news pages daily, including the front page, and maintained newspaper website
- Actively participated in newspaper decision-making, including editorial board and redesign committee service

**Cambridge Educational Services, Des Plaines, Ill.**

**Publications Director, 9/99-2/01**

- Developed, designed and edited all company publications
- Redesigned company logo, developed brand strategy, devised and implemented successful marketing campaign

**Loyola Magazine, Loyola University, Chicago**

**Freelance Contributing Writer, 8/96-12/00**

- Wrote features, including a cover story, and news briefs for CASE award-winning alumni magazine

**Education**

**Roosevelt University**

- M.S., Integrated Marketing Communications; Department of Communications Honors

**Loyola University Chicago**

- B.A., Communication Studies; Minor, Italian; Dean's List; Magna Cum Laude

**Macalester College**

## **FEMA Emergency Management Institute**

- IS-700.A: National Incident Management Systems (NIMS) An Introduction
- IS-100.HE: Introduction to the Incident Command System for Higher Education

## **Computer/Technical Skills**

Extensive experience with social media and online marketing, Google Analytics, web content management systems, Hootsuite, Basecamp project management software, Adobe Creative Suite, Microsoft Office, online accessibility requirements and many other applications

## **Professional Organizations and Community Involvement**

- Member of New Horizons Board of Directors, Chair of Governance Committee
- Member of Council for Advancement and Support of Education (CASE), American Marketing Association (AMA), and University and College Designers Association (UCDA)
- Judging captain for CASE Circle of Excellence Awards and CASE District VII Awards of Excellence
- Past community involvement includes Chairman of Aurora Downtown, member of the Association for Individual Development Board of Directors, and member of the Mayor of Aurora's Business Roundtable

## **Higher Education Publications**

- Co-Author of "Turning Special Events into PR Gold," January 2011, NCMPR's Counsel magazine
- Author "The Student as Customer: Lessons for Traditional Colleges and Universities from For-Profit Higher Education," 2009 IMC Review: Journal of Integrated Marketing Communications, published by Roosevelt University
- Co-author of "Birth of a Brand," October 2008, published in NCMPR's Counsel magazine
- Co-author of "Birth of a Brand: How to Ensure a Successful Rebranding Process," November 2006, published by the American Marketing Association in the Symposium for the Marketing of Higher Education proceedings

## **Awards**

CSUN's Marketing and Communications team received more than 150 national and regional awards between 2013 and 2021.

Highlights comprise 12 CASE District VII Awards of Excellence and 26 Higher Education Marketing Report Educational Advertising Awards, including a Best in Show Award.

Waubonsee's Marketing and Communications team received 148 national and regional marketing awards between 2007 and 2013.

Highlights include four CASE Circle of Excellence Awards, eight NCMPR Paragon Awards and 16 Higher Education Marketing Report Educational Advertising Awards.