

# James VanDyke

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## Summary

Strategically-minded marketing manager with a strong background in marketing strategy, digital marketing and measuring communications efforts.

### Strengths

- Identifying and communicating key messages and storylines
- Planning and executing marketing efforts across multiple media
- Writing and editing, clear and concise copy
- Creating and delivering compelling presentations
- Evaluating communications and marketing efforts

### Knowledge areas

Public Relations  
Digital Marketing  
Social Media  
Presentations  
Video production  
Event Marketing

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## Experience

### Director of Marketing, Advertising and Digital Media

Rockwall ISD | Rockwall, TX | September 2011 to Present

- Plan and create content across multiple media including: web, video, email, print and social media
- Designed and launched District website that won TSPRA 2013 Best in Category award
- Manage district sponsorship and sports advertising program that generates more than \$200,000 each year
- Created communications efforts that led to 65% passage of \$258 million dollar bond election

### Interim Chief Communications Officer

Rockwall ISD | Rockwall, TX | April 2014 to May 2015

- Led Communications Department of school district with 1,600 employees and 15,000 students
- Led District strategic plan efforts to ensure completion and reporting of goals to Trustees and public
- Launched new initiatives to reach residents without students and senior citizens in preparation for bond election.
- Lead media relations during crisis situations such as: Ebola, death of students and inclement weather
- Planned and coordinated large events for key audiences

### E-Marketing Specialist

SMU | Dallas, TX | December 2006 to September 2011

- Created presentations to secure multi-million dollar gifts to the university
- Led social media initiative that resulted in more than 350,000 monthly impressions of SMU content
- Co-led effort to launch university wide content management platform
- Led university mobile marketing efforts, including mobile website and admissions text messaging
- Provided strategy and consulting for University marketing initiatives
- Supervised student workers

### Production Specialist

Artistry Marketing | Dallas, TX | August 2005 to September 2006

- Guided development and user interface of content management application
- Provided consulting services for client's web strategies
- Coordinated production of entire web production pipeline

- Created collateral pieces for clients based on their target audience and brand
- Supervised Client Technical Support team

### **Communications Specialist**

Experian | Dallas, TX | June 2003 to August 2005

- Planned, coordinated and executed campaigns targeted at clients, consumers and internal audiences
- Provided consulting services for Experian.com and the Credit Data Industry Association
- Wrote and maintained consumer contact messages
- Designed and developed database driven intranet site

### **Marketing Coordinator**

E-zekiel.com | Birmingham, AL | February 2002 to November 2002

- Implemented marketing strategies that helped company achieve profitability and yearly growth rate over 100%
- Designed and implemented client referral program
- Executed targeted direct mail campaigns by mining prospect database and tailoring messages to audiences

### **Education**

#### **MBA with Marketing Concentration**

SMU | Dallas, TX | May 2009

#### **B.A. in Journalism and Mass Communications**

Samford University | Birmingham, AL | May 2003

- Dual concentration in Advertising and Public Relations
- Minor in Business Management

### **Activities & Honors**

- Special Event Best in Category winner Texas Schools Public Relations Association, February 2014
- Presenter at Texas Schools Public Relations Association State Conference, February 2013
- Keynote Speaker at Baptist Communicators Association National Conference, March 2012
- Chairman, Buildings and Grounds Committee at The Heights Church, August 2012 to August 2014
- Editor-in-Chief, Exodus Magazine, Spring 2003
- Alpha Delta Sigma Honor Society of the American Advertising Federation
- Dale Carnegie Award for Highest Achievement, January 2003

### **Technology**

<b>Productivity</b>	<b>Design</b>	<b>Web</b>	<b>Media</b>
Microsoft Office (Word, Excel, Powerpoint)	Photoshop	HTML5, CSS, Javascript & JQuery	Final Cut Pro X
iWork (Pages, Keynote)	Illustrator	PHP & ASP.Net	Live Video Streaming
Google Analytics	InDesign	SQL & MySQL	Photography
Basecamp & Asana	Dreamweaver	Wordpress	
Filemaker		Sitecore & XSLT	