

ASHLEY S. BURDEN

MARKETING & COMMUNICATIONS



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573-355-2408



ashleyburden.com

EXPERTISE

Design & Writing

InDesign

Photoshop

Illustrator

Persuasive proposals

Executive communication

Web

Drupal

WordPress

CRM

iModules +

AWARDS

Outstanding Staff Service Award

Presented by the Trulaske College of Business, 2017

Telly Award

Centennial Speaker Series, 2015

Education Digital Marketing Award

"We'll show you" campaign;
Awarded by the Higher Education Marketing Report, 2015

EDUCATION

Bachelor of Journalism

Strategic Communication
University of Missouri
2003

I am a team leader and collaborator with a focus on thoughtful communications and a portfolio of influential marketing campaigns. With 15 years of experience in the field – and six in higher education and alumni communications – I have a breadth of solutions to share.

CURRENT POSITION

Director of Communications, 2012-Present

Robert J. Trulaske, Sr. College of Business, University of Missouri

- Oversee the Marketing and Communications Office: staffing, budgeting and resource allocation, strategic priorities and production schedule
- Act as the college's lead communicator with influence over executive communication and messaging to key stakeholders
- Advise the college's lead external communicators including administrators, recruiters and advancement officers
- Collaborate with external partner agencies and freelancers: manage contracts, RFPs, project timelines and report on project results
- Manage major, multi-faceted projects:
 - Coordinated and executed a newly released Strategic Plan
 - Wrote the Vision, Mission and Strategic Priorities
 - Infusing into all communications
 - Overseeing (and completed previously) a collegewide brand overhaul including an updated website and promotional materials
 - Rebranding the college's premier career readiness initiative from the Professional Development Program to the Professional Edge
 - Co-facilitated a yearlong Centennial Celebration with an extensive promotional campaign in major publications
 - Oversaw a Telly award-winning online interview series of notable alumni and the Dean
 - Managed a two-year book project with an external writer and designer; sponsored by Walsworth Publishing
 - Directed multiple video projects for student recruitment and donor recognition and engagement
- Regularly present on Marketing & Communications to the college's Strategic Development Board and Executive Committee
- Write and submit persuasive proposals and nominations, including funding requests from the Walker Foundation, major donor proposals, and nominations for influential awards and recognitions
- Facilitate media outreach to local and national press in collaboration with the News Bureau. Placements include *the New York Times*, *The Wall Street Journal*, and *The Economist*.

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PREVIOUS POSITIONS

Communications and Public Policy Director, 2008-2012

Alzheimer's Association Mid-Missouri Chapter and the Coalition of Missouri Chapters

- Directed outreach and promotion to support Alzheimer's Association programming and funding initiatives regionally and statewide
- Directed advocacy and public policy efforts for the chapter while representing the Missouri Coalition of Alzheimer's Association Chapters on statewide and national initiatives
 - Collaborated on the successful passage of multiple bills, including SB 213 – the Uniform Adult Guardianship Protective Proceedings Jurisdiction Act
- Designed and executed multi-faceted promotional packages to support education outreach and event promotion. Packages included invitations, programs, and signage as well as print, television, radio, web, and billboard advertising.
- Led media outreach with a focus on increased coverage and accurate media impression tracking. Improved media outreach and tracking resulted in the Mid-Missouri Chapter Communications Department ranked as one of the leading departments of Alzheimer's Association Chapters.
- Launched the Chapter's eNewsletter with a consistent 15% yearly increase in subscribers
- Maintained external communications including website, eNewsletter, and promotional materials with a focus on consistent messaging; resulted in website visits doubling from 2007 to 2010.

Public Health Worker, 2006-2008

Bayankhongor Health Department, Peace Corps Mongolia

- Partnered with medical professionals on health marketing initiatives and rural outreach
- Developed creative methods for health promotion including a hand-washing program for kindergarten children and a puppet show about dental health for public television broadcasting
- Participated in the initial phases of developing and building the Center for Children with Disabilities, a regional diagnostic and treatment center for southern Mongolian children. Produced promotional materials to support the Seed Grant Fund. The Center is now fully operational.

Program and Development Specialist, 2004-2006

Alzheimer's Association Mid-Missouri Chapter

- Executed communications and marketing projects to support chapter education and funding initiatives
- Implemented the Alzheimer's Association nationwide rebranding campaign by updating materials and monitoring brand compliance

Freelance Graphic Designer, 2002-2004

Various clients

Graphic Design Instructor, Fall 2003 Teaching Assistant

Missouri School of Journalism

Graphics Reporter, Summer 2003 Internship

South Florida Sun Sentinel