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GENERAL QUALIFICATIONS

- Strong communicator with deep and diverse experience translating high-level strategy into tactics that help organizations convey unique value, find their voice and grow their resources in a competitive marketplace
- Agile and adaptable writer with skill and practice at carrying a consistent message through a variety of media, including publications, the web, video, speeches, proposals, events, internal communications and more
- Critical thinker and creative problem solver who can quickly assimilate, synthesize and translate complex information to broad audiences and adapt messages to reach and motivate high-potential customers
- Respected leader with affirmed ability to set a clear strategic path in the context of competing priorities, to find patterns within complexity and build productive relationships across the organization and with external partners

EXPERIENCE AND ACCOMPLISHMENTS

United Way of the Greater Capital Region, Albany, NY

2009 – present

Director of Marketing and Communications

- Frame United Way's community impact mission to align with motivations of donors, volunteers and partners; manage messages and channels (print, web, video, advertising, social media, events, public relations) to ensure the organization's initiatives are perceived as valued products that attract financial and other investment.
- **Accomplishments:** Assumed leadership after a three-month gap in marketing staff to meet tight deadline for collateral to support \$5 million campaign; realigned web structure and content to satisfy key audiences; created style guide to increase organization's capacity to clearly express features, benefits and outcomes; launched e-news and social media strategy; linked sub-initiatives with institutional mission to increase brand coherence and stature.

Franklin Pierce University, Rindge, NH

Director of Marketing and Communications (3 yrs.), Consultant (1 yr.)

2005 - 2009

- Led marketing effort to strengthen recruitment and fundraising for an entrepreneurial college making the transition to university status; managed communications to support college's expansion into new markets and launch of a capital campaign; oversaw publications, advertising, media relations, web development and strategic messaging; provided high-level counsel to president and senior staff; served as editor, project manager and primary writer for alumni magazine; served as university spokesperson and managed crisis communications; hired a marketing team.
- **Accomplishments:** Guided institutional messaging through transition to university status; managed external partners for rebranding / visual identity project and new web site; developed new crisis communications plan; successfully guided institution through a series of highly sensitive and complex public relations challenges and opportunities; streamlined processes for newsgathering, dissemination; managed largest marketing department in college's history.

Mount Ida College, Newton, MA

Associate Director of Communications

2004 - 2005

- Managed publication production, advertising and media relations for a suburban Boston college seeking to secure a new market position; served as web manager and marketing liaison for faculty and administrators; collaborated on brand evolution with Dean of Admissions and Vice President for Enrollment Management and Marketing.
- **Accomplishments:** Oversaw writing, design, production of a new recruitment publication suite and annual report; managed multiple vendor relationships to achieve a critical balance of in-house expertise and external services.

Bridgewater State College, Bridgewater MA

Public Affairs Writer

2003 - 2004

- Conducted research and wrote news and features for web, alumni magazine, annual report and academic brochures; advanced college's image through strategic messaging; built productive relationships with faculty and administrators.
- **Accomplishments:** Participated on two-person team that developed the concept and content of an award-winning annual report; wrote complex and comprehensive cover stories for alumni magazine; contributed to high volume of news and feature stories generated by Public Affairs Office; created key message measurement tool to ensure Public Affairs writing supported the college's Mission Implementation Plan.

Old Colony YMCA, Brockton, MA

Vice President of Marketing and Media Relations

2000 - 2003

- Managed all aspects of marketing for a \$30 million multi-division YMCA association; wrote, designed publications; developed two web sites; created and purchased ads; oversaw media relations; wrote speeches for senior management and volunteers; planned signature events; led volunteer marketing committee.
- **Accomplishments:** Created association's first web site; launched successful direct mail campaign; credited with significantly raising association's public image and gaining consensus and efficiencies among dispersed departments.

United Way of Dutchess County, Poughkeepsie, NY

Director of Communications

1997 - 2000

- Customized national rebranding initiative for the local market; designed and wrote donor communications, impact reports and fundraising materials for \$5 million annual campaign; designed, purchased ads for print, radio and television; ensured frequent, accurate, image-enhancing media coverage; trained staff and volunteers to deliver a unified message in fundraising appeals and to effectively communicate non-profit agency outcomes.
- **Accomplishments:** Contributed to largest annual campaign increase in 12 years; marketing plan and style guide distributed as statewide models; recognized by New York metro region peers for brand management achievements; secured donated advertising and photography; selected as co-chair of Statewide Marketing Task Force.

Bowery Mission / Christian Herald, New York, NY

Manager of Communications and Public Awareness

1994 - 1997

- Wrote, designed donor communications; developed foundation proposals; placed stories in local, regional and national media; created crisis communications plan; trained staff in image stewardship; provided media coaching; wrote president's letter to key donors; managed video projects from concept to scripting, shooting, post-production.
- **Accomplishments:** Wrote proposals that helped secure \$100,000+ in new funding; significantly increased agency's news coverage, which included segments on *CBS This Morning* and CBS Radio's *Osgood File* and a letter to the editor in the *Wall Street Journal*; managed successful video PSA campaign in competitive New York media market.

JOURNALISM EXPERIENCE

Poughkeepsie Journal, Poughkeepsie, NY

Municipal Beat, General Assignment and Regional Transportation Reporter

1989 - 1994 (two years freelance)

- Wrote news, features and analysis pieces under daily deadlines.
- **Accomplishments:** Wrote front-page Sunday features; promoted to cover region's largest school district.

The Register Citizen / State Line Free Press, Torrington and Canaan, CT

General Assignment Reporter

1988 - 1989

- Wrote news, features, took photos for daily and weekly newspaper; engaged with community to develop story ideas.
- **Accomplishments:** Solely responsible for managing all aspects of the news bureau during a staff shortage.

AWARDS AND HONORS

- 2011 media campaign for United Way financial stability initiative received Capital Region PRSA Empire Award
- 2010 United Way brochure selected as finalist, non-profit category, for Capital Region PRSA Empire Awards
- Collaborated on concept and writing of Bridgewater State College 2004 Annual Report, which won a national bronze award in the annual Admissions Advertising Awards sponsored by *Admissions Marketing Report*
- Second and third-place division awards for web site, radio ad in 2000 United Way National Communications Contest
- Brand Management citation from United Way of Tri-State (metro New York) for 1998 marketing plan and execution
- Two first-place awards, for Bowery Mission brochure and newsletter, in IUGM 1995 Communications Competition

EDUCATION AND TRAINING

- **MBA** | University of Maryland, University College | *Phi Kappa Phi Honors*
- **BA, Journalism; BA, Russian; Minor Concentration, Linguistics** | University of Rhode Island | *Phi Beta Kappa*
- **Leadership Tech Valley, Class of 2012** (Regional leadership development and community immersion program)