

Brian D. Stuart • 12B Brookedge • Guilderland, NY 12084
781.454.5528 • b.david.stuart@gmail.com

GENERAL QUALIFICATIONS

- Strong communicator with experience translating high-level strategy to marketing tactics that help organizations convey unique value and find their voice in a crowded marketplace.
- Disciplined leader who motivates and aligns work teams to achieve common goals and deploy finite resources to gain competitive advantage.
- Agile and adaptable writer with success in achieving results through a variety of print, electronic and other media including publications, the web, speeches and scripts, proposals, internal communications and more.
- Critical thinker who can quickly assimilate, synthesize and communicate complex information to diverse audiences.
- Efficient project manager who balances competing priorities while building productive internal, external relationships.

EXPERIENCE AND ACCOMPLISHMENTS

United Way of the Greater Capital Region, Albany, NY
Director of Marketing and Communications

2009 – present

- Frame United Way's complex community impact mission to align with motivations of donors, volunteers and collaborative partners; manage messages and media (web, print, video, events, public relations) to ensure United Way initiatives are perceived as valued products that support fundraising and engage stakeholders.
- **Accomplishments:** Assumed leadership after a three-month gap in marketing support to meet tight deadlines for fundraising campaign materials and to align web structure and content with campaign themes; worked with staff to move the organization toward crisply expressing features, benefits and meaningful outcomes; created organization's first e-newsletter and Facebook page; thematically linked sub-initiatives beneath parent brand for unified impression.

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 the launch of a capital campaign and expansion into new markets; oversaw publications, advertising, media relations, web development and strategic messaging; provided frequent counsel to president and senior staff; served as editor, project manager and primary writer for alumni magazine; served as university spokesperson; hired, supervised two assistant directors and administrative support.
- **Accomplishments:** Guided institutional messaging through successful transition to university status; managed external partners for completion of rebranding project and new web site; wrote crisis communications plan; effectively managed institution's image through a succession of sensitive and complex public challenges and opportunities; streamlined processes for newsgathering; managed largest communications staff in institution'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; managed art-directed photo shoots to enhance image library.
- **Accomplishments:** Oversaw writing, design, production of a new recruitment publication suite; 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

- Wrote news and feature articles for web, alumni magazine, annual report and academic brochures; advanced college's image through strategic messaging; built mutually-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 annual record number of news and feature stories generated by Public Affairs Office; created key message measures to ensure Public Affairs writing supported the College 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 including annual reports; developed two web sites; created, purchased ads; oversaw media relations; wrote speeches for CEO, key leaders; planned annual meetings; led committee of volunteers to gain additional marketing resources.
- **Accomplishments:** Created association's first web site; launched successful direct mail campaign; credited with significantly raising association's public image and gaining consensus / 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, annual 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 powerfully communicate non-profit agency outcomes.
- **Accomplishments:** Contributed to largest annual campaign increase in 12 years; marketing plan and style guide were chosen and distributed as statewide models; formally recognized by peers in New York metro region for brand management; secured donated advertising and photography; served 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 the local, regional and national media; created crisis communications plan; trained staff in public image stewardship; wrote president's letter to key donors; coached staff for media; 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 multi-source analysis pieces under tight 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 and features for both daily and weekly newspapers; took photos to accompany articles.
- **Accomplishments:** Solely responsible for managing all aspects of the news bureau during a staff shortage.

AWARDS AND HONORS

- 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, third-place divisional 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 City) for 1998 marketing execution
- First-place awards for Bowery Mission brochure and newsletter in IUGM 1995 Communications Competition
- Consistently high ratings for presentations at regional marketing conferences

EDUCATION

MBA / University of Maryland - University College, Phi Kappa Phi

BA, Journalism; **BA**, Russian; **Minor Concentration**, Linguistics / University of Rhode Island

Graduated with High Distinction, Phi Beta Kappa