

# LIBBY DOWDALL

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## COMPETENCIES

Integrated Marketing and Communications • Advancement/Development Communications • Writing • Editing • Copy Editing • Content Strategy • Content Marketing • Email Marketing • Web Content Management • CMS User Training • Graphic Design • Social Media Strategy and Community Management • Photography • Videography

## COMMUNICATIONS EXPERIENCE

Communications Specialist, University of Wisconsin-Madison Department of Chemistry (August 2012 to present)

- Crafts communications strategies and implements tactics to engage targeted audiences including alumni, donors, and corporate partners
- Writes stories about chemistry research, teaching, and outreach innovations and activities
- Creates and manages solicitations for the departmental annual fund, which sees \$200,000+ in annual gifts
- Leads communication strategy, crafts custom solicitation materials for the Chemistry Building Project, a \$43 million capital campaign
- Collaborates with Wisconsin Foundation and Alumni Association and colleagues across campus to shape best practices for campus-level advancement and stewardship efforts
- Designs content strategy for departmental website
- Trains content editors across 60+ departmental websites
- Co-directs departmental website improvements and departmental website template development processes and projects
- Coordinates Chemistry Board of Advisers meetings and ongoing strategic engagement of Board members

Communications Coordinator, Project HealthDesign, University of Wisconsin-Madison (November 2010 to August 2012)

- Wrote health policy comments, hearing testimony documentation, and blog posts that influenced federal policies on health information technology and the 'meaningful use' of electronic health records
- Served as managing editor of the Project HealthDesign Blog, which averaged two posts per week and 50 unique views per post, edited grantee team and collaborator blog posts and coached contributors on how to write for blogs and social media
- Created and implemented a social media plan for Twitter and other social platforms that fostered new outreach to and partnerships with several of Project HealthDesign's target audiences; evaluated and adapted social media efforts
- Managed complex communications schedules and project timelines across a number of consulting groups, five distributed grantee research teams, and program leaders at Robert Wood Johnson Foundation
- Implemented a segmented approach to email marketing that routinely resulted in open rates above 25% and click-through rates above 8%

Web and Visual Communications Specialist, Westminster Christian Academy (September 2009 to July 2010)

- Overhauled content on school websites and developed online registration system that cut registration processing time by 25%
- Engaged segments of constituents via custom email campaigns and improved open rate across e-mail lists by 15%
- Implemented a social media marketing plan for Facebook, Twitter and LinkedIn that doubled audience engagement
- Crafted development communications, including website copy and emails, that contributed to \$4 million in campaign pledges from February 2010 to July 2010
- Designed and edited biannual issues of the school's magazine, which reached nearly 8,000 donors and alumni

Graphic Design and Web Project Coordinator, Covenant Seminary (September 2007 to September 2009)

- Coordinated the redesign of four institutional websites that increased student admissions inquiries by 25%, broadened the seminary's prospective donor base by 5,000, and engaged more than 2,000 users in online learning within one year
- Designed print materials that contributed to \$1.3 million in annual giving

Graphic Design Intern, ALIVE Magazine (May 2007 to August 2007)

- Designed ads and department pages for a city magazine with a readership of 200,000

Graphic Design Intern, Vox Magazine (January 2007 to May 2007)

- Designed weekly department pages, as well as covers and editorial features, for a city magazine with a readership of 15,000

News Reporting Intern, Columbia Missourian (August 2005 to December 2005)

- Pitched, researched and wrote original stories about local government for a daily newspaper with a readership of 6,500

## AWARDS

- Academic Staff Early Career Award, UW-Madison College of Letters & Science, 2017

## PROFESSIONAL ACTIVITIES

- Representative, UW-Madison Academic Staff Assembly, 2016-present
- Presenter, “Communicating with Alumni and Donors,” UW-Madison College of Letters & Science All Board Meeting, April 2017
- Member, Scholarship Stewardship Task Force, Wisconsin Foundation and Alumni Association, 2014-16
- Presenter, “Working with Content Editors,” Drupal Camp Wisconsin, June 2013

## COMMUNITY INVOLVEMENT

- Volunteer, Blackhawk Church Children’s Programs, 2014-15
- Founding Member, Madison Health Tech, 2012-13

## EDUCATION

University of Missouri-Columbia (2003-07)

- Bachelor of Journalism, Spanish and political science minors, Honors College certificate
- Additional studies at Pontificia Universidad Católica Argentina

## TECHNICAL EXPERTISE

Adobe Creative Suite (Photoshop, InDesign, Illustrator) • HTML • Drupal • WordPress • Web Analytics (Google Analytics, Adobe Omniture) • Social Media Management and Advertising • Final Cut Pro X