

# DAVE M. HUNT

## DIRECTOR OF COMMUNICATIONS AND MARKETING

### CONTACT

Phone: (402) 450-8711 City: Peoria, AZ

Email: dave.hunt@asu.edu

Portfolio: www.DaveMHunt.com | vimeo.com/davemhunt

Social Media:

@ASUNewCollege [f](#) [@](#) [t](#)

**Dynamic storyteller, bringing compelling narratives to life** through visual and written mediums, including documentaries, social media content, print marketing and news articles.

**Natural ability to develop a creative strategy to achieve the organization's goals**, using research, best practices and team collaboration to produce engaging content and distribute through appropriate channels.

**Proven leader, building, managing and motivating strong teams** in multiple industries, guiding team members to produce at a high level and consistently meet deadlines.

### PROFESSIONAL EXPERIENCE

**Director of Communications and Marketing** March 2015—Present  
Arizona State University—New College of Interdisciplinary Arts and Sciences (Glendale, AZ)

- Develops and implements the internal and external **marketing and communication strategy for the college**, with the intended goal of increasing prospective student yield, current student retention, media exposure, and overall visibility of the college and ASU's West campus.
- Executes marketing strategy through innovative and engaging **digital, web, social media, video, and print projects**.
- Manages marketing department, cultivating a dynamic and high-achieving team, creating a collaborative environment to **ensure all projects are completed under deadline and with maximum quality**.
- **Organizes multiple college-level events**, including planning, vendor management, guest safety, show production and execution.
- **Promoted from Manager of Marketing** in April 2017 when the Director position opened due to exemplary performance and proven aptitude to excel in the expanded role.

#### Key Performance Metrics:

- **Produced over 100 videos.**
  - Average views increased **805%** on YouTube, **435%** on Vimeo.
  - Engagement increased **258%** on YouTube.
  - YouTube subscribers have **tripled**.
- **Significant increases in college and campus new student enrollment.**
  - Fall 2016: New College increased **6%**, West campus increased **16%**,
  - Fall 2017: New College FTF increased **19%**, West campus increased **17%**.
- **Social channels are surging.**
  - Facebook **followers growing 10 times faster** than previous period, Instagram growing **4 times faster**.
  - **Engagement has increased 86-150%** across all channels.
  - Facebook **video views increased 162%**, 30-second views increased **224%**.

### EDUCATION

**M.A. in Communication Studies**  
Arizona State University (2017)

- Program focused on visual communication and social media
- **Thesis:** "Unsportsmanlike Social Conduct" documentary
- 4.0 GPA

**B.A. in Journalism (Broadcasting)**  
University of Nebraska-Lincoln (2005)

### CAREER ACHIEVEMENTS

**1st Place Sports Special**  
2008, Associated Press

**2nd Place Sports Special**  
2007, Associated Press

**Story of the Year**  
2006, Oklahoma Association of Broadcasters

### SKILLS

Project Management

Team Management

Strategy Development and Implementation

Creative Design

Social Media

External & Internal Communication

Print and Digital Marketing

Content Creation and Distribution

Website Management

Video Production & Photography

Camera proficiency:

Lumix GH5 DSLR DJI Osmo

Canon 70D DSLR Sony NXCAM

Motion Graphics & Visual Effects

Adobe Creative Suite

Software proficiency:

Premiere Pro Illustrator

After Effects InDesign

Audition Photoshop

Event Management

# DAVE M. HUNT

## DIRECTOR OF COMMUNICATIONS AND MARKETING

**Phone:** (402) 450-8711

**Email:** dave.hunt@asu.edu

**Portfolio:** DaveMHunt.com

### PROFESSIONAL EXPERIENCE (Continued)

#### Sales Manager

Advance Services (Omaha, NE)

April 2010—March 2015

- **Organized and led sales activity** for the Omaha, Lincoln and Beatrice branches, identifying and pursuing businesses to provide national staffing service.
- Utilized strong relationship-building skills to acquire nearly 200 new customers, annually **ranking in the Top-5 for customer acquisition** company-wide.
- Designed **innovative and unique promotional sales strategies**, including prospect-specific marketing campaigns, give-aways, and creative print and digital marketing material to engage with prospective customers and separate from the competition.
- **Produced multiple television advertisements** from concept to completion, including script writing, storyboarding, directing, and on-camera acting.

#### Sports Director

KLKN-TV (Lincoln, NE)

August 2007—April 2010

- **Managed the Sports Department**, writing, producing, and anchoring the 6 p.m. and 10 p.m. newscast Monday-Friday.
- **Produced and anchored dozens of live sports specials**, organizing staff from multiple departments, including sports, news, engineering, sales and studio production to ensure a seamless broadcast, featuring live interviews and impactful pre-produced stories.
- Successfully **operated under tight deadlines in a high-pressure environment**, consistently producing high-quality content to help Channel 8 compete as the #1-rated newscast in the Lincoln market.
- **Conducted daily video shoots**, often one-man banding, of local stories and sporting events.
- **Cultivated and maintained relationships** with sources to acquire exclusive news stories and content.
- Won multiple journalism awards for **creative storytelling** and overall excellence.