

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)

- Develop and implement the internal and external **marketing and communication strategy for the college**, for the intended purpose of increasing prospective student yield, current student retention, media exposure, and overall visibility of the college and ASU's West campus.
- Execute marketing strategy through innovative and engaging **digital content, social media, video, print design and web optimization**.
- Manage marketing department, cultivate a dynamic and high-achieving team, and create a collaborative environment to **ensure all projects are completed under deadline and with maximum quality**.
- **Organize 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

Executive Communication

Print and Digital Marketing

Content Creation and Distribution

Website Optimization

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

(April 2010–March 2015)

Advance Services (Omaha, NE)

- **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

(August 2007–April 2010)

KLKN-TV (Lincoln, NE)

- **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.