

Wendy Reiser Cromwell
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Marketing and communications professional with experience in nonprofit, higher education, and newspaper settings. A digital storyteller who creates a sense of urgency among constituents and new audiences to bolster financial support. An accomplished writer/editor/designer with a talent for crafting clear, compelling messaging and graphics for email, social media, and website marketing. A proven leader who fosters a collaborative and productive environment. A project manager achieving objectives on time within budget.

Expertise and Skills

- Copywriting, content strategy, writing, editing, Associated Press Style, public/media relations, digital project management, design development, marketing, digital marketing (social media, email and Google Ads), crisis communications, and internal communications
- Microsoft Office Suite (Microsoft Word, Excel and PowerPoint), Adobe Creative Suite, Cision, Google Analytics, Asana, MailChimp, Hootsuite and social media insights, Raiser's Edge and Luminate, and content management systems, including WordPress, and Squarespace

Professional Experience

Atlanta Ronald McDonald House Charities, Atlanta, GA

August 2018 — Present

Digital Marketing Manager

Set and execute institutional digital strategy, inclusive of digital ads, website, and email communications.

Responsible for design development for all digital and printed communications.

- Increased online giving by 20% through digital channels (website/event sites), raising \$8 million with an annual growth rate of 4.6%. Helped increase donor database by 45% to 21,126 donors, with an annual growth rate of 5%.
- Grew digital sales of BMW Raffle ticket revenue by 24.2% in 3 years by optimizing social media advertising and launching dedicated landing site for ticket sales, netting \$619,137 to support 3,869 families for 1 night at the Atlanta Ronald McDonald Houses. In 2023, the raffle raised \$240,159 through 2,946 tickets.
- Improved website performance with 2020 relaunch of armhc.org, resulting in increased traffic (73%), sessions (32%), new users (26%), returning visitors (77%), engagement rate (33%), and lowered bounce rate by 33% in 3 years
- Developed email marketing strategy, including more effective results tracking, larger targeted lists, personalization and optimized sending times and days, leading to a 23.7% increase in open rate and lowering bounce rate by 6.3% to 1.7%.
- Grew all social media channels, Facebook likes by 29%, followers by 34.5%, and annual engagement rate by 4.5%; Instagram followers by 50.8% and annual engagement rate by 2.9%; and LinkedIn followers by 72% and annual engagement rate by 7.3% in 4 years.
- Executed 1,450 digital and print communication projects in 6 years on time and within budget, saving organization roughly \$30,000 in design costs annually.

Georgia State University College of Law, Atlanta, GA

August 2012 — July 2018

Director of Communications

Founded the college's marketing and communications office. Responsible for comprehensive marketing and communication plans to support institutional strategic initiatives, enhance scholarly reputation, and drive student recruiting.

- Developed highly effective, professional team achieving institutional goals, and aided the institution in growing to a national rank of 65 during a six-year period. Consistently kept department within budget and returned \$50,000 to university to help balance 2017 budget.
- Migrated and redesigned law.gsu.edu to WordPress to better highlight College of Law's reputation and achievements and enhance student recruitment, resulting in year-over-year increases in users since launch in 2014, including 134% in 2015, 250% in 2016, 276% in 2017.
- Deployed communications strategies designed to engage and inform alumni practitioners, including publishing a magazine three times a year, establishing integrated bimonthly email newsletters and social media campaigns, and developing targeted email campaigns. These outreach efforts improved alumni support and engagement, helping the College of Law increase donor gifts by 31% in

2 years and raise \$1.6 million annually. The College of Law surpassed its \$25 million goal by more than \$1 million for capital campaign 1 year early.

- Enhanced reputation of College of Law with targeted media campaign that positioned faculty as legal experts with local, regional and national outlets, yielding 7,121 placements in 3 years, a 70% increase in coverage.
- Redesigned *Georgia State Law* magazine, emphasizing news applicable to practice; published 3 times a year.
- Initiated strategic communications campaign for admissions, reimagining collateral for prospective students, including a dedicated website with information and forms for incoming students.
- Created social media strategy to reach prospective students and key influencers, yielding a 529% increase in Instagram followers; 72% increase in Twitter followers; 30% increase in Facebook visits and followers; and a 4% increase in LinkedIn followers, through the first quarter of 2018.

Emory University School of Law, Atlanta, GA

November 2008 — July 2012

Associate Director of Publications and *Emory Lawyer* Editor

Positioned institutional publications to align with school's positioning as an innovative top 20 law school on the rise. Developed content strategy and publication plans for alumni magazine and admissions collateral.

- Re-concepted *Emory Lawyer* alumni magazine to give greater voice to alumni, student and faculty achievement; developed editorial budget; created online version and managed project vendors. In the 2009 alumni survey, 86% reported wanting to receive the magazine in print, up from 70% in 2007.
- Created *Emory Insights* journal, highlighting faculty research for peer institutions and faculty; and assisted with media relations and positioning of faculty as media experts with local/national outlets.
- Established admissions communications plan to increase student credentials that redesigned collateral to highlight signature programs and unique offerings as well as the authentic voices of students, alumni, and faculty. Increased the median LSAT score and GPA for admitted students.
- Managed social media channels, including Facebook, Twitter, LinkedIn and YouTube and implemented communications strategies for Emory Law academic, admission and fundraising/alumni relations events.

Georgia Institute of Technology, Atlanta, GA

March 2006 — November 2008

Senior Information Specialist, Professional Education Unit

Established messaging and branding for 30+ programs across direct mail and digital channels, including unit's annual reports, using market research data.

- Created messaging and positioning for 400+ annual direct marketing projects, lead generation web pages, paid search advertising, websites, emails, and press releases for professional education, distance learning and conference center.
- Developed website redesign strategy for dlpe.gatech.edu, based on market research; rewrote and repositioned copy for consistency, generating 10% increase in traffic over previous website design.

Agnes Scott College, Decatur, GA

January 2022 — March 2006

Senior Writer/Editor

Assisted with the writing and editing of Agnes Scott The Magazine, the College's website, and electronic/print newsletters.

- Edited quarterly newsletter, *Main Events*, highlighting alumnae (writing, editing and supervising freelancers and interns). By including business reply envelope, *Main Events* generated \$100,000+ in donations in 4 years.
- Created and edited biannual *Bold Aspirations* newsletter as part of campaign to raise to raise \$60 million. Campaign exceeded goal by \$10 million.
- Maintained college website, as well as edited bimonthly electronic newsletter for students.

Newspaper Experience

Atlanta Journal-Constitution, Atlanta GA

News/Sports Designer

March 1999 — January 2002

Albuquerque Journal, Albuquerque, NM

Assistant Design Director

March 1996 — March 1999

Supervised staff of 10; oversaw design of weekend papers; developed special sections

The Augusta Chronicle, Augusta, GA

Copy Editor/Designer

January 1994 — March 1996

Community Involvement

- 2023-present** **Co-chair, Coalition for a Diverse Decatur & DeKalb:** co-lead coalition to advocate for affordable housing. Relaunched coalition website and social media channels. Digital efforts successful in helping to reinstate Missing Middle Housing Zoning in City of Decatur policies.
- 2022-2023** **Secretary, Beacon Hill Middle School Parent-Teacher Association:** Record and publish minutes, lead parent email campaign, designed print collateral and launched website.
- 2018-2021** **Elder, North Decatur Presbyterian Church: personnel chair:** develop and implement strategic 3-year staffing plan to ensure fair compensation and growth for ordained and non-clergy staff. Curtailed rising health insurance costs for lay staff. Revised personnel manual to standardize procedures and reflect changes in laws and policies.
- 2017-2018** **Communications Director, 159 Georgia Together Board of Directors:** responsible for enewsletter, growing it from 10 to 453 in 12 months; social media, maintaining a private group of 18,600 members, and creating website, with a 27% increase in traffic in 9 months.
- 2017-2018** **Secretary, Glennwood Elementary School Parent-Teacher Association:** maintain website, increasing traffic by 115% and new visitors by 8% over 2017.
- 2007-2011** **Elder, Columbia Presbyterian Church:** developed comprehensive outreach plan, yielding 42 members in 4 years through redesigned website, generating a 174% increase in site visits, a 161% increase in page views and a 13% increase in new visitors over previous site in 1 year.
- 2008-2010** **Board member, Avondale Arts Alliance:** Developed comprehensive plan to promote events and mission of organization, generating a 25% increase in attendance in 2 years.

Professional Development/Education

- **Professional Organizations:** American Marketing Association, PRSA|GA
- **Conferences:** 2024 Ronald McDonald House Charities Global Conference, University of Georgia Small Business Development Center Social Media Conference, Georgia Center for Nonprofits DOING LAB: Write the Marketing Plan, University of Georgia Small Business Development Facebook Advertising Workshop, AMA Marketing Conference for Higher Education; PRSA|GA Annual Conference; CASE Editors Forum, Law School Media Communicators Conference
- **Education:** Bachelor of Science in journalism with history minor, Arkansas State University

Awards

- **2010 PRSA Bronze Anvil Award** for Emory Law viewbook and **Anvil Certificate of Commendation** for *Emory Lawyer* magazine. **PRSA|GA Phoenix Award Certificates of Excellence** for More Than Practice branding campaign, *Emory Lawyer* magazine and Emory Law Travel Piece
- **2009 PRSA|GA Phoenix Awards** for *Emory Lawyer* magazine and Emory Law viewbook and **Certificate of Excellence** for direct mail for annual fund solicitation and **UCEA** marketing and publications **gold award** for the 2008 Revenue Management Conference Save the Date card, **silver award** for the Georgia Tech DLPE website, and **bronze awards** for the 2009 Defense Technology Catalog and 2008 DLPE Annual Report
- **2008 UCEA marketing and publications silver award** for multimedia campaign for the 2007 Revenue Management and Price Optimization Conference and 2006 **LERN Best Interactive Marketing Campaign** for 2007 Georgia Tech Defense Technology Professional Education campaign
- **2005 CASE Special Recognition**, external tabloids for Agnes Scott *Main Events*
- **1998 Society of News Design Special Recognition** for Mark McGwire commemorative page

References available upon request