## University Communications and Marketing

Dave Remund, Ph.D. Sara Sommerlot **Executive Director Office Manager Jarad Bernstein Jeremy Sievers Betsy McKibbin Director of** Director of **Director of Marketing (starting May 21) Communications** helps drive inquiries from prospective students; **Brand Integration** leads campus communication; helps foster alumni engagement guides and elevates the University brand works to strengthen and ongoing collaboration with protect the University's **OPEN** Print Design, Dean of Admission. public reputation Assoc Director. Photography and Assoc Director of Admission. **Brand Integration Videography Academic Deans** and their **Ashton Hockman** leads website contracted **Academic Unit Marketing Directors** support for high-Asst Director, content strategy **Communications** and management profile design Jill Brimeyer for the University needs, and manages campus **Assoc Director, Marketing** student assistance communication; focuses on student recruitment for low-profile supports reputation **Dexter Jacobs** design needs; also, management **Asst Director. Meredith Ponder Brand Integration** external **Asst Director, Marketing** contractors for designs for digital **Media Relations** focuses on alumni engagement photography, and other media contracted support for videography, and media relations, issues video production, **Niki Smith Justice Simpson** management, as needed **Assoc Director, Communications and Marketing Asst Director,** and crisis situations

leads social media strategy for the University;

supports reputation management in partnership

with Communications team



Updated: May 2018

**Brand Integration** 

manages

photography and

videography