

# ELISABETH CURTIS

## Marketing and Communications

authoreecurtis@gmail.com | linkedin.com/in/eecurtis | eecurtis.com

3 May 2025

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Dear Hiring Manager,

With over 20 years of diverse experience spanning communications, creative collaboration, and strategic planning, I have honed the skills necessary to drive impactful messaging and foster teamwork across a variety of settings. My background includes leading high-level communication strategies in higher education, alongside entrepreneurial ventures and volunteer initiatives that emphasize collaboration, professionalism, and foresight.

I bring a proven track record of aligning communication strategies with organizational goals. I'm deeply motivated by working with institutions and organizations that make an impact, those that change lives, build communities, and foster meaningful connections.

In my current role, I've led internal, external, and executive communications across a complex unit comprising 12 departments. I've successfully unified messaging across platforms and audiences while driving quantifiable results—boosting website traffic by over 11,000% and increasing LinkedIn engagement by 893%. These results stem from a blend of data-driven strategy, compelling storytelling, and cross-team collaboration.

Beyond the numbers, I take pride in building systems and supporting people. I've led and mentored full-time staff and interns, advocated for new roles, and built communication processes. My entrepreneurial mindset, refined through years of freelance and contract experience, means I'm highly adaptable, resourceful, and comfortable wearing multiple hats in fast-paced environments.

In addition to digital strategy, I have extensive experience in stakeholder engagement and event marketing. In my current role I've planned and promoted over 80 events per year and crafted messaging for audiences ranging from state legislators to alumni, donors, and community leaders. I also bring the long-term discipline and collaborative skills of a professional musician, adding both creativity and depth to the way I approach communication. I'd love the opportunity to bring that same energy to your team and help amplify the important work you're doing.

Thank you for considering my application. I look forward to the opportunity to discuss how my background and passion can support your mission.

Warmly,



Elisabeth Curtis

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### SKILLS

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- Brand Alignment
- Content Creation
- Event Promotion
- Executive Messaging
- Internal and External Communications
- Leadership and Team Management
- Marketing Strategy
- Public Relations
- Strategic Communications
- Storytelling

### TOOLS/TECH

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- Adobe Creative Suite
- AI-Powered Tools and Prompting
- Canva
- Constant Contact
- DuBot
- Facebook, Instagram, LinkedIn, YouTube
- Google Analytics
- Google Suite
- Microsoft Office (Word, Excel, Powerpoint)
- Monday.com
- Terminal 4
- Wix

### PROFESSIONAL EXPERIENCE

#### **Marketing and Communications Manager (3 yrs)**

*College of Arts and Letters, Idaho State University (ISU)*

*Aug 2022–Present*

- Lead communications strategy for 12 departments, aligning with college and university-wide goals
- Manage and execute internal, external, and executive messaging across web, print, and digital platforms
- Supervise full-time staff and student interns; build scalable systems to expand output
- Produce high-impact content for the Dean: speeches, public statements, reports, presentations, and social messaging
- Coordinate the promotions of 80+ events annually
- Develop materials for donors, alumni, and legislators
- Oversee 200+ tasks and projects at any given time using Monday.com Work OS
- Write an average of over 46 news releases and stories per year
- Curate and design a monthly newsletter via Constant Contact, achieving an open rate of 60.8% (above industry average of 36%), a click rate of 4.2% (industry average of 1%), and an unsubscribe rate of 0.1% (industry average of 1%) (based on Constant Contact reporting numbers obtained May 3, 2025)
- Conducted a complete website overhaul resulting in increasing page views by 30.7%, total users by 11.7%, and new users by 31.5%, while boosting engagement rate by 49.3%, through improvements in navigation, SEO, and content structure (based on Google Analytics data from pre-revision Aug 2022 to post-revision May 2025)
- Prioritized accessibility across platforms, achieving a DuBot accessibility score of 98%
- Launched and cultivated the Dean's LinkedIn profile growing followers to 812, connections to 755, and generating 73,121 impressions and 2,918 engagements in the second year (based on LinkedIn analytics from May 2024 to May 2025)

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### REFERENCES

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#### Miriam Dance

Associate Vice President of Marketing and Communications, ISU  
(208) 282-4407 miriamdance@isu.edu

#### Michele Brumley, Ph.D.

Associate Vice President for Research, ISU  
(208) 282-3205 michelebrumley@isu.edu

#### Meg Holmes

Promotions Director and Business Manager, School of Performing Arts, ISU  
(208) 282-6452  
megstover@isu.edu

#### Colin Johnson, Ph.D.

Assistant Professor, ISU  
(208) 282-2540 colinjohnson@isu.edu

#### Holly Kartchner, Ph.D.

Director of Outreach and Retention, ISU  
(208) 282-5362 hollykartchner@isu.edu

### Assistant to the Management Administrator (1.5 yrs)

Idaho State University | Feb 2021–Aug 2022

- Drafted internal and external communications for the Dean
- Created press releases, podcast synopses, and social media
- Updated and built website pages

### Personal Branding and Services Marketer

*Professional pianist and piano teacher | 1999-2020 (21 yrs)*

*ACE Certified Personal Trainer | 2009-2017 (8 yrs)*

- Managed marketing, branding, and outreach for my personal training and professional musician businesses
- Created websites, blogs, social media, and messaging to grow client bases and build personal brand
- Oversaw business operations: scheduling, records, client communication, and promotional strategy
- Produced multimedia content, including music for award-winning independent films and educational materials for clients
- Accompanied school and university musicians in practices and performances
- Taught piano and coached clients, developing strong communication and relationship-building skills

### Transcriptionist, Rev.com | 2018-2020 (2 yrs)

Transcribed 9,507 minutes across 319 projects with 100% on-time delivery, 4.93/5 accuracy

### Select Publications and Honors

- Student Representative, English Undergraduate Committee, ISU, 2021–2022
- Ford Swetnam Poetry Prize, 2021
- Publications in *Black Rock & Sage*, 2021, 2022
- Charles Kegel Scholarship – Awarded for essay writing