

Amy Calhoun

VALUE STATEMENT

20+ years progressive experience in higher education. Success in establishing strategic direction and translating that vision into tactical action. Communication connector with the ability to draw out information across constituencies and communicate strategic priorities through appropriate channels.

PROFESSIONAL EXPERIENCE

Internal Marketing and Communications Manager

College of DuPage | Glen Ellyn, IL

2018 to current

- Developed internal communications department coordinating bi-weekly employee newsletter, weekly and daily communicate to share important updates and strategic outcomes to campus constituencies.
- Project leader for the [ChapsUnite Against Racism](#) initiative which explores diversity, equity and inclusion by educating through stories, allowing for reflection and enabling action.
- Led executive presidential transition plan to ensure seamless handoff from one administration to the next.
- Co-chair of the Communications Working Group for the Guided Pathways initiative. Guided Pathways aims to eliminate achievement gaps by providing opportunities for all students to be successful.
- Ensured department/program marketing initiatives align with the strategic brand of the institution.
- Engaged administrators, faculty and staff in informational interviews to identify strengths and gaps for communications audit and to continue developing student success opportunities.
- Assessed current institutional expectations of campus communications to inform the strategic planning for internal communications.
- Partnered with Information Technology to secure and implement internal communications software platform with the strategic goal of higher employee engagement. Employee open rate averages at 52% in the first 3 months.
- Added participants to the social media team with a dedicated social media specialist and focused content on campus storytelling. Grew social media engagement: Twitter 100%, Instagram 177%. Grew social media as follows: Facebook 19%, Twitter 30% and Instagram 90%.
- Directed creative strategy for Marketing and Communications Department campus engagement tour to build strategic partnerships and help constituencies understand how to utilize marketing and communications services for unpaid promotion, innovative social marketing and multimedia opportunities.

Marketing Coordinator

College of DuPage | Glen Ellyn, IL

2012 to 2018

- Launched geofencing and retargeting campaign aimed at four-year students looking to complete credits during the summer term resulting in an ROI of 626%.
- Directed creative strategy for rolling enrollment campaigns aligning direct mail, social, print and mobile advertising messaging.
- Directed advertising strategy for the Homeland Security Training Institute and the Firefighter Testing Consortium.
- Developed brand awareness digital campaigns targeted at traditional and non-traditional students.
- Single-handedly created content and managed college's main social media platforms growing as follows: Facebook 9%, Twitter 80% and Instagram 250%.
- Created and managed marketing and promotions for auxiliary events such as Career Fair, STEMCON, Food and Wine Festival, Food Truck Rally and 5K Sunset Race with annual increased attendance at all events.

Calhoun, Amy

Marketing Specialist

College of DuPage, McAninch Arts Center | Glen Ellyn, IL

2000 to 2012

- Developed marketing campaigns to support the 60+ performances including student music and theatre.
- Managed \$100,000 advertising budget.
- Negotiated with media for best price and/or placement and pitched stories to regional media outlets.
- Initiated social media platforms for marketing purposes.
- Developed sales campaign which grew number of subscriber households by 10% and initiated the MAC Kids Club which increased children's performance attendance by 52 households.
- Initiated annual fund campaign for resident theater company resulting in \$35,000 raised over the course of four years. This was a solo side project as the theater did not have a dedicated fundraiser on staff.

Administrative Assistant

Lyric Opera of Chicago | Chicago, IL

1998 to 2000

EDUCATION

Master of Arts, Performing Arts Administration, Columbia College Chicago, 2004

Bachelor of Arts, Theater Management, Buena Vista University, 1998

[Removing Barriers to Change in Organizations](#), Wharton Online, 2022

COMMITTEE INVOLVEMENT

College of DuPage

- Strategic Enrollment Management Retention Sub-Team (2022)
- Campus Roadway Branding Committee (2020)
- Coordinator Enrollment Communications Hiring Committee (2020)
- Guided Pathways Communications Working Group (2018/2019)
- Building Naming Committee (2019 and 2022)

BOARD OF DIRECTORS

Wheaton Drama, Inc. (2004 to 2007)

- Initiated fundraising campaign securing \$7,000+ in first appeal.
- Awarded \$4,000 Illinois Arts Council Grant.
- Oversaw ticket sales and volunteer ticket staff.

VOLUNTEER

- Naperville Park District, Coach Pitch Baseball, Head Coach (2014 and 2015)
- Naperville Little League Baseball, Team Score Keeper (2017, 2018, 2019, 2020)

PRESENTATIONS

- Calhoun, A. (2017). I Have All of These Apps, Why Can't I Get More Done. Talk presented at the HighEdWeb conference in Hartford, CT.
- Calhoun, A. and Jorgensen, L. (2015, 2016 and 2017). Herding Cats: Managing Social Media Without Losing Your Mind. Presented at Public Relations Information and Marketing Association (PRIMA) of North Carolina conference in Raleigh, NC; National Council for Marketing and Public Relations (NCMPR) conference in Charleston, SC and Council for Advancement and Support of Education (CASE) in Anaheim, CA.

Calhoun, Amy