

March 5th, 2018

Dear Hiring Manager,

Thank you for the opportunity to relay my resume to you via the re-employment pool. I believe that my strong foundations in marketing, advertising, and revenue-enhancing projects for the University of Oregon, coupled with my several years of experience in working and studying abroad, would make a significant contribution to your team.

My background includes more than a decade of experience in the marketing and communication industry in the US and abroad. Currently, I serve as the Assistant Director of Marketing and Alumni Relations for the American English Institute (AEI), where I supervise and mentor a highly collaborative, creative, and multi-cultural team comprised of both professional staff and students. I have expertise in developing and implementing holistic communications strategies, creating brand awareness and consistency, and increasing yield in strategic goal areas—all of which would strengthen the UO's enrollment efforts. Over the last decade, I have acquired a deep working knowledge of strategic planning, with particular emphasis on creating and implementing technical systems, web design and development, graphic design, social media strategies, campaign evaluation, and video and print production to align efforts with the ultimate goal of creating an effective and efficient "enrollment funnel."

I started my professional career at Yamagata Intech in Tokyo, Japan. The majority of my work focused on creating technical illustrations, producing print and web publications, website development, and international project management. This is where I became proficient in working with Adobe Suite. At The Kendall Group, I was able to further hone these skills and cross into the realms of digital advertising and marketing automation, while learning the potential value of the sales funnel as a model for financial stability for university environments. In that capacity, I implemented a multi-stage communications strategy from beginning to end, based on careful analysis of user-behavior.

I quickly became a Customer Relationship Management (CRM) software administrator. In this role, I was able to develop and implement automated digital marketing communications. This effort proved fruitful for Kendall even during the economic downturn of the late 2000s. Because of the success of these newly-created CRM marketing campaigns, I was able to further increase Kendall's advertising with Search Engine Marketing (SEM) within Google and other search engines. The combined successful efforts in digital advertising then led to my focus on print production. Kendall dropped its local advertising agency in 2006, and our team was able to develop our own in-house marketing department, where I served as lead graphic designer for two years.

My interest in public service ventures led me in 2010 to the International Society for Technology and Education, where I was able to create a digital advertising plan that emphasized email marketing, SEM, and a website redesign focused on the user experience. In 2011, I reached my ultimate goal of joining the University of Oregon. At the Erb Memorial Union, with a Marketing Department serving the entire Student Life portfolio, I was able to focus on designing print and web publications, as well as aligning several divergent brands under one umbrella brand of the UO. I collaborated with other Directors in the re-branding of Student Affairs into Student Life in 2014 and contributed to the development of their current Style Guide. During the EMU renovation, I was able to leverage my email campaign skills to raise more than \$95,000 from alumni and donors.

When the AEI opened a position for a Marketing Director, I saw the opportunity to combine these skills with my experiences overseas. I was able to leverage my own expertise as an international student as well as my professional background in design and illustration, digital marketing campaigns, and expertise in utilizing the enrollment funnel as a proven route to increasing yield and revenue.

One of the central tenets of UO's mission is the importance of nurturing academic success among international students and faculty. I can contribute to the UO's mission by bringing a decidedly international and multicultural perspective. Specifically, I can articulate the value of the UO's diverse offerings with an intentional goal of recruiting new international students, and can successfully partner with the Division of Student Life to create, implement, and monitor retention strategies.

I am dedicated to the ideals of cultural competency and working to promote an inclusive, intimate, and welcoming environment for students. I believe my global perspective, combined with my enthusiasm and expertise in marketing, communications, and international education, would be a strong addition to the UO. Thank you for your consideration.

Sincerely,



Brooke Eisen

BACKGROUND

I am a University of Oregon graduate with more than six years of experience in marketing and communications on-campus. My experience spans more than a decade, with emphasis in digital marketing, development of revenue tracking systems, and reports that enable data-driven decisions. Additionally, I am adept with gathering and assimilating information for writing print and web publications, as well as producing them using Adobe Suite. I excel at developing strategic marketing and communications plans that are actionable and time-specific. My experience has allowed me to function as both lead graphic designer and web developer. I have a strong grasp of designing, editing, and producing marketing materials for both print and web. I also have extensive experience in the graphic design and printing processes. I am an expert user of Drupal, with years of experience in custom theme and form development, as well as content management.

A branded example of these abilities can be found at: aei.uoregon.edu/student-life/about-eugene and throughout the site. Other demonstrations of these abilities -- including samples of effective collaboration with internal and external partners and highlights of innovative marketing pieces -- can be found on EMU Marketing's portfolio website: emumarketing.uoregon.edu/work. More details about my personal and professional experiences can be found on my website: brookeeisen.com.

ACCOMPLISHMENTS:

- **INCREASED ENROLLMENT** – Implemented Customer Relationship Management (CRM) software and designed workflow and communications schedules for the AEI to enable marketing automation and targeted ad-hoc campaigns to prospective and admitted students. Prioritized communications to increase yield of conditionally admitted students 6% (~19 students) from 2016 to 2017, despite consistent decreases year-over-year prior. These students represent nearly \$113,000 in tuition for the AEI and \$1.3M to the UO at current retention rates.
- **DEVELOPED PARTNERSHIPS** – Implemented advanced techniques in a digital campaign to target priority partners in targeted countries. Campaign yielded over one-hundred prospective partner inquiries to the UO in less than 24 hours and three signed MOU's over a two-week period.
- **WEBSITE REDESIGN** – Collaborated with the Director of User Experience to develop intuitive hierarchy and increase functionality. Implemented responsive web design to ensure layout accuracy on mobile devices and tablets. Developed Drupal and Wordpress plug-ins for Locallist campus calendar. Customized default Drupal theme using CSS.
- **WEBSITE TRACKING** – Developed customized dashboard reports based on enrollment funnel milestones, goals, payments received, and other key metrics. Produced performance reports and offered optimization recommendations. Created advanced segments for advertising outlets to quantify return on investment.
- **BRANDING** – Partnered with others in Student Life to create a divisional Style Guide to align individual units for consistency. Overhauled AEI's website and printed materials for consistency with the UO brand. Developed on-brand templates for heavy users that required quick turn-around.
- **SOCIAL MEDIA** – Worked with units within the AEI to consolidate individual accounts. Created social media editorial calendar and recurring meetings. Coordinated multi-media efforts for key activities and events. Partnered with other accounts for shout-outs around the world. Received the first of four total applications with social media as originating source in Fall 2017.
- **SEARCH ENGINE MARKETING** – Initiated and executed all aspects of SEM that included account setup, administration, monitoring, and reporting. Managed campaigns with over 10% click-through rates and over 5% lead conversion rates.
- **DATABASE EXTRACTION SYSTEM** – Multi-faceted system used on a day-to-day basis for quantification of website and print campaign profitability. Designed to quantify marketing and advertising efforts and improve budgeting methods, enrollment management, and designating in-market prospective students for targeted ad campaigns.
- **DIGITAL CAMPAIGN SYSTEM** – Created a system which tied advertising, CRM, and email data together. Developed advanced workflows based on user behavior throughout the marketing funnel. Leveraged data systems to deliver dynamic content in communications to prospective students and customize calls-to-action. At the EMU, leveraged alumni data to raise more than \$95,000 to offset student fee increase.

EXPERIENCE

ASSISTANT DIRECTOR OF MARKETING AND ALUMNI RELATIONS

University of Oregon, American English Institute: Eugene, Oregon; September 2015 — present

Provided leadership in developing cohesive international marketing and recruiting plans. Led effort to educate and implement an enrollment management sales funnel. Developed and leveraged unique selling points for the AEI that highlighted Eugene as a destination and a path to the UO for prospective students. Implemented CRM system and marketing automation to attain and increase enrollment of prospective students from diverse countries. Collaborated with the Alumni Center to develop network of former student ambassadors. Aligned the AEI with the UO brand on the web and with printed materials.

MARKETING DIRECTOR

University of Oregon, Erb Memorial Union: Eugene, Oregon; December 2011 — 2015

Responsible for daily operations of the EMU Marketing Department, including leadership of cross-functional teams, development and administration of annual budget, and supervision and mentoring of professional and student staff. Developed strategic marketing, communication, and branding plans for the EMU and its diverse units. Conducted market research to assess the needs, perceptions, and satisfaction levels of the EMU and its services and programs. Oversaw web and social network presence for EMU services and programs. Led branding meetings and exercises and implemented production system based on creative briefs to ensure expedience and accuracy. Collaborated with divisional marketing team to implement evidence-based decision-making tools to shape division-wide branding efforts. Led renovation communication team.

ONLINE MARKETING MANAGER

International Society for Technology in Education: Eugene, Oregon; 2010 — 2011

Responsible for management and strategic oversight of online marketing presence, marketing plans, and managing campaign production schedules. Responsible for website design, user experience, administration of content management system, and daily website operations. Responsible for strategic planning, design and execution of marketing campaigns, advanced segmentation, and campaign tracking. Provided reporting of performance, highlighting trends including revenue generated.

IT MARKETING MANAGER

Kendall Auto Group: Eugene, Oregon; 2006 — 2010

Developed and implemented marketing campaigns based on senior management goals. Managed all aspects of marketing campaigns, including both print and web. Provided web server setup and administration. Managed marketing project teams. Initiated company's participation on social media websites including Twitter, Facebook, and YouTube. Served as graphic designer from 2006-2008 encompassing web, print, and signage. Worked with company president and owner to develop long-term marketing and e-commerce strategies. Created monthly report summaries for executive review.

PROJECT COORDINATOR

Yamagata Intech: Tokyo, Japan; 2004 — 2006

Collaborated in diverse environment as project coordinator for Yamagata's Japanese office and its Malaysian and Indian contractors in the creation of instruction manuals for Honda of Japan. Provided real-time translation between Japanese project leaders and foreign contractors. Developed multimedia websites using flash animation and HTML, CSS, and dynamic data via XML. Utilized marketing skills to create technical illustrations, print documents, and dynamic websites.

TECHNICAL EXPERTISE

Programming Languages: HTML, CSS, Javascript, PHP and MySQL. Course level training in ASP.NET and MSSQL.
Software: Expert level skills with Microsoft and Adobe products including: Illustrator, Photoshop, InDesign, Excel, Powerpoint and Word. Also proficient in Google Analytics, Webmaster, and Ecommerce Tools. Email campaigns using iModules, Mailchimp, Lyris, and other CRMs. Project management tools such as Basecamp and Trello.

EDUCATION

University of Oregon	Computer Science, International Studies	Eugene, Oregon	2004
Aoyama University	Japanese, U.S. Law	Tokyo, Japan	2003
Waseda University	Japanese	Tokyo, Japan	2002

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