

JEFF GIROD



DIRECTOR, MARKETING & COMMUNICATIONS

CONTACT

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20295 Spring Street
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EDUCATION

MASTER OF FINE ARTS
University of California, Riverside
2010

BACHELOR OF ARTS
University of California, Santa Barbara
1996

SKILLS

| Communication

Hiring and People Management
Project Management
Customer Service
Strategic Planning
Public Speaking
Social Media Marketing
HTML-Rich Email
Search Engine Optimization
Data Analytics
Graphic Design
Copywriting and Editing

SUMMARY

An imaginative, versatile communications and marketing specialist, with extensive experience in print and digital publishing. Strong qualifications in staff and project management, branding and promotion, strategic planning, public speaking, writing and editing, social media, web, video, and design. Recognized as a goal-oriented self-starter, with a national award-winning record in narrative and visual presentation. Highly productive and detail-oriented, creating multi-layered campaigns effectively in a fast-paced, deadline-intensive agency environment.

PROFESSIONAL EXPERIENCE

Director, Marketing & Communications
College of Humanities, Arts, and Social Sciences
University of California, Riverside | 2018 — Present

Creates, implements and leads all aspects of a comprehensive marketing and communications strategy, for UCR's largest college with more than 13,000 students and 25 departments to promote college programs, people, resources and events.

- Hires, directs and mentors up to a 10-person student marketing team to create compelling video, photography, news releases, html-rich emails, digital, print, and social media to inform and engage campus stakeholders.
- Manages all facets of a social media marketing plan that includes Instagram, Twitter, LinkedIn and Facebook, to increase the college's visibility, boost traffic, engage with constituents and measure impacts.
- Led a creative team to create a 30-page, full-color brochure showcasing the college, which won a 2020 bronze award from the Council for Advancement and Support of Education (CASE) out of more than 540 submissions.

Senior Visual Content Manager
Student Affairs Marketing & Communications
University of California, Riverside | 2012 — 2018

Supervised a team of web designers and web copywriters, responsible for media collateral, re-branding, web design, SEO and analytics for more than 60 divisional websites, doubling site traffic, time spent on sites and user page views.

- Served as an advisor and resource to writers and graphic designers, setting performance standards, providing feedback, and ensuring all marketing projects adhered to UC Riverside campus branding.

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PROFESSIONAL EXPERIENCE CONTINUED

Strategic Planning Facilitator (limited appointment)

Vice Chancellor of Student Affairs (VCSA)
University of California, Riverside | 2016 — 2017

Worked closely with six departments within UCR's Student Health and Wellness Services to create mission statements, SWOT analyses, standardized set of 20 metrics, and SMART goals that aligned with UCR's and VCSA's strategic plans.

Senior Creative Copywriter and Web/Graphic Designer

Student Affairs Marketing & Communications
University of California, Riverside | 2008 — 2012

Provided art direction, graphic design, illustration, creative copywriting and editing for student-targeted marketing campaigns including websites, emails, newsletters, posters, brochures, club cards, fliers, t-shirts, etc.

Senior Columnist

Inland Empire Weekly | 2009 – 2014

Served as the editorial voice on topics as varied as sports, entertainment, politics and religion, penning the Final Word column appearing each week on the last page of the alternative weekly and online.

Commentator and News Correspondent

KPCC, 89.3 FM | 2007 – 2010

Provided a fresh, alternate perspective as a frequent on-air personality and live, in-the-field reporter for "Off-Ramp," based in Los Angeles, to diversify KPCC's programming and increase sponsorship.

Graphic Designer

The Press-Enterprise | 2000 – 2008

Coordinated with teams of editors, reporters and photographers to write and design more than 50 special sections for topics as varied as Hurricane Katrina to the Academy Awards and Super Bowl.

Reporter & Columnist

The Press-Enterprise | 2000 – 2008

Reported on local news and authored two of the newspaper's most popular columns for more than eight years, as a featured humor writer every Sunday and as fast-food reviewer, to grow print circulation and increase website traffic.

Graphic Designer, Reporter & Columnist

San Gabriel Valley Newspapers | 1997 – 2000

Integrated responsibilities in page design, illustration and art direction with copy editing, headline writing, reporting and column writing for the Pasadena Star-News, San Gabriel Valley Tribune and Whittier Daily News.

Advertising Designer

Los Angeles Times | 1996 – 1998

Collaborated with sales and marketing staffs to create full-page, full-run, color automobile and real estate advertisements for publication in the Los Angeles Times and its associated print publications.

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NONPROFIT EXPERIENCE

President

UCR Staff Assembly | July 2021 — July 2022

Oversees all aspects of operations, events, services, emergency assistance and scholarships to support and develop more than 3,000 UCR staff. Meets regularly with the Chancellor and campus leaders to discuss issues of importance to staff.

Board of Directors

Feeding America Riverside-San Bernardino | 2021 – Present

The Board of Directors is responsible for the oversight of finances, management, and performance of FARSB which distributes 2 million pounds of food per month in the Inland region and partners with over 250 local agencies.

Docent

Mission Inn Foundation | 2018 – Present

Serves as a volunteer docent, leading 75-minute walking tours for groups of up to 20 people on the grounds and first floors of Riverside's historic Mission Inn. Shares about the architecture and historical stories of the Mission Inn.

Council Member and Secretary

Highgrove Municipal Advisory Council | 2020 – Present

Serves as a voluntary member of the local board to discuss land use, transportation and general county information, and makes recommendations on these topics to the county supervisor.

Vice President

UCR Staff Assembly | 2020 – July 2021

Attends all meetings with major campus officials and other supporters of Staff Assembly. Serves as the main contact for all major corporate sponsors throughout the year and at major Staff Assembly events.

Director, Marketing & Communications

UCR Staff Assembly | 2019 – 2020

Responsible for all UCR Staff Assembly social media, print, web and email communications and promotion of Staff Assembly events including quarterly meetings, holiday parties, fundraisers and corporate sponsorships and events.

Nothing But Nets Council Member

United Nations Foundation | 2015 – 2019

Advocated for financial and political support to fight malaria in Sub-Saharan Africa. Lobbied local and national officials to support the United Nations Foundation through legislation, public statements and government funding.

MEMBERSHIPS & AFFILIATIONS

UCR Alumni Association, Toastmasters International, American Marketing Association, MENSA, UC Management Skills Assessment Program Alumni. Mission Inn Foundation, Nothing But Nets