

## **Kristin D. Ede**

1348 Via Colonna Terrace, Davis, CA 95618

[kristin.d.ede@gmail.com](mailto:kristin.d.ede@gmail.com) | (352) 246-3801

<https://www.linkedin.com/in/kristinede/>

### **Education**

B.S. Public Relations, Business Minor  
University of Florida, 2005

M.Ed. Educational Policy and Planning  
Boston University, 2015

**Skills:** Adobe Creative Suite, Acrobat;  
Salesforce Marketing Cloud; Element451  
CRM; Constant Contact; Wordpress; Canva;  
Microsoft Office; basic HTML; Hootsuite and  
Sprinklr Social Media tools; Google Suite and  
Analytics; SLR digital photography.

### **Experience**

#### **Senior Director of Enrollment Marketing, San José State University Online**

January 2022 – present

Establish brand and strategic plan for the University's first-ever online degree-completion programs at San José State University. Meet enrollment goals to establish new revenue streams by successfully nurturing top-of-funnel leads. Lead a team of talented professionals with skills in content strategy, writing, web U/X design, and CRM engagement. Launched in year one robust display, PPC and social media ads; 30-second NBC-TV spots; a website; unique brand identity; print collateral; YouTube livestream series; and a CRM with lead nurture campaigns across email and texting. Report to and support the AVP of Marketing for University Marketing and Communications, and optimize KPIs and a budget spend of \$250,000 annually.

Awards: 2023 UPCEA Excellence in Marketing Award, Silver – SJSU Online Brand Campaign

#### **Director of Strategic Communications, University of California, Davis, College of Letters and Science**

January 2020 – January 2022

Lead all communication activity for the largest college at UC Davis in four strategic areas – student recruitment, branding, development/fundraising, and news/media – alongside a team of four staff and four student employees. Manage marketing and communications annual budget. Develop strategic recruitment and yield campaigns and assess engagement. Serve as a member of senior staff, reporting directly to the Dean of the College and offering strategic consultation and advising. Oversee big-picture research and planning, assess ROI, staffing structure, and resources. Key strategic projects: development of virtual tour, online marketing toolkit as college resource, website optimization, capital campaign branded materials and COVID-19 crisis communications. Direct social media, video production, website refresh, graphic design, and written communications.

Awards: 2022 CASE District VII Excellence Award – Most Improved Magazine

#### **Senior Associate Director of Communications, Boston University Undergraduate Admissions**

June 2017 – January 2020

Lead and mentor a team of five, managing staff with expertise in editorial content, CRM email campaign strategy, in-house video production, print strategy, social media and direct mail. Conduct research to refine strategies as new generations and trends emerge in higher education. Manage a \$1.5 million marketing and communications budget. Serve as a member of senior staff, reporting directly to the Dean of Admissions and offering strategic consultation and advising. Oversee big-picture research and planning, assess demand generation ROI and enrollment funnel marketing strategy annually. Set priorities for search strategy with vendors such as the College Board and EAB. Established marketing campaigns and policy during the launch of a new CRM (Salesforce Marketing Cloud). Led the overhaul of the BU Admissions website redesign project in partnership with the University agency. Managed the development of a new virtual tour and mobile walking tour. Served on the Wheelock College and Boston University Merger Committee, oversaw merger communications.

Awards: 2018 CASE District I Excellence Award, Gold – Admissions Viewbook

**Senior Assistant Director of Communications, Boston University Admissions | July 2011 – June 2017**

Research, organize, and draft a five-year strategic communications plan. Led creative strategy, project management, and writing for more than 50 publications and online content, including Viewbook. Manage a \$500,000 print budget and the Marketing Specialist staff position. Implemented an Early Decision campaign strategy that resulted in a 20% increase in applications. Developed an editorial calendar to organize communication streams and strategies. Curated digital content for a new Admissions Reception Center: videos, Keynote presentations, etc. Manage web content and strategy for admitted students that resulted in a 110% increase in traffic. Direct welcome packet redesign that contributed to a 3% increase in student yield. Oversaw content strategy for an annual collection of academic "peaks" that position BU as a leader.

**Communications and Design Manager, Boys & Girls Clubs of Boston | August 2007 – July 2011**

Managed Development Committee projects, working on communications to high net-worth donors. Wrote speeches for CEO, Club members, staff and alumni. Managed media requests and crises, placed educational stories in The Boston Globe, Boston Business Journal and community papers. Launched and directed social media initiatives. Edit content, page layout and photos for the organization's website, Annual Report and e-Newsletter. Research best practices for e-Marketing and grew the email database by 3,000 emails over two years. Coordinated project requests from 10 Club sites and consistently met deadlines. Oversaw professional photo shoots and production of a three-minute Club video tour. Coordinated a pro-bono advertising campaign with Hill Holliday worth nearly \$250,000.

**Marketing Representative, Edison & Ford Winter Estates**

March 2006 – July 2007 | Fort Myers, FL

**Public Relations Assistant, Florida Museum of Natural History**

Jan. 2004 - June 2005 | Gainesville, FL