

Dave Clifton

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Expert Marketing Content & Public Relations Professional

Results-oriented, high-energy storyteller with 20+ years' experience creating impactful communication strategies and programs for clients, corporations, non-profits, and small businesses. Extensive work with telecom, DEI initiatives, B2B SaaS, cloud, and integrated healthcare technologies. Strong writing skills and expert editor. Diverse public relations experience, including business press, local, state, regional, national, consumer, and industry pitching. Developed and managed multiple external and internal marketing communications and PR programs. Work closely with C-Suite, Legal, Finance, and HR.

CORE COMPETENCIES

SaaS/Tech Communication Strategy and Content ☐ Public Relations ☐ Writing ☐ Editing ☐ Media Relations ☐ Marketing Communications ☐ Crisis Communications ☐ Corporate Communications ☐ Social Media ☐ Team Management ☐ Press Relations ☐ Diversity, Equity & Inclusion ☐ Investor/Industry Analyst Relations ☐ Storytelling ☐ Press Releases ☐ Article Writing ☐ Case Studies ☐ White Papers ☐ Blog Writing ☐ Web Content ☐ Media Pitching ☐ Communication Strategies ☐ Customer Testimonials

EXPERIENCE / ACHIEVEMENTS

Content Strategy / Writing

- Generated nearly \$885K in content-influenced revenue YTD for SpaceIQ
- Reporter for *The Salt Lake Tribune*, Utah's largest daily newspaper, for 8.5 years
- Crafted and distributed hundreds of press releases for clients and companies
- Develop complex case studies on global businesses, healthcare organizations, tech companies, and public sector entities

Media Relations

- Placed Lumen Technologies Chief People Officer in 2024 ReimagineHR report by Gartner
- Secured seven placements for trucking logistics company in *The Wall Street Journal* and *Bloomberg Business* using data and expert commentary
- Placed two in-depth columns in *The Wall Street Journal* for natural supplement client
- Regularly pitch unique, data-driven story ideas to global press
- Knowledge of media likes and dislikes (I was a reporter)

External / Internal Public Relations

- Developed and maintained 12 SharePoint sites for Lumen Technologies Diversity, Inclusion & Belonging Team and 11 Employee Resource Groups
- Produced a monthly Lumen Women in History series to highlight past, present, and future contributions by female professionals
- Created and launched SpaceIQ podcast – Power of the Workplace – from the ground up
- Produced and managed events of all sizes, including large-scale client summits and niche promotional programs for small businesses

Industry / Financial / Investor Relations

- Interacted with analysts from Verdantix, IDC, and Gartner
- Secured five positive Wall Street analyst reports for healthcare information company
- Work closely with CFO and C-Suite leadership on corporate announcements, M&A, funding

EMPLOYMENT

Senior Communications Consultant
Lumen Technologies, Remote
2022 – Current

Vice President, PR
Brands2Life, Remote
2021 – 2022

Content Strategy Specialist
SpaceIQ, Salt Lake City, UT
2018 – 2021

Founder and PR Specialist
Move Public Relations, Sandy, UT
2013-2018

Director of Content and PR
Lumeno Marketing, Layton, UT
2016-2017

Public Relations Director
Brandhive, Salt Lake City, UT
2011 -2013

Director of Marketing
HealthEquity, Draper, UT
2010-2011

Client Advocate and Marketing Communications Manager
3M Health Info. Sys., Salt Lake City, UT
2005-2010

EDUCATION

University of Utah, Salt Lake City, UT
Bachelor of Science, Journalism

REFERENCES

Mark Molzen, Global Issues Director, Lumen Technologies
602-614-1291 | mdmolzen@yahoo.com

Nai Kanell, Former supervisor, SpacelQ
801-755-4485 | naiskanell@gmail.com

Maggie LaStayo, Marketing Lead, College of Health, University of Utah
801-631-3265 | mmlastayo@gmail.com