

Elizabeth Metcalf

ELIZABETHENGASSER.JOURNOPORTFOLIO.COM

EXPERIENCE

University of South Florida

July 2022 - Present

Executive Communications Manager

Responsible for promoting the strategic vision and outreach activities of the University of South Florida's president to help raise the chief executive's visibility, build community trust among stakeholder groups and advance the university's goals.

Responsibilities:

- Manages day-to-day speechwriting, talking points and other timely communications needs on behalf of the president to ensure their vision is shared clearly with key stakeholders and aligns with the university's strategic goals and priorities.
- Manages the president's day-to-day social media activities and engagement across a variety of social media platforms. Attends campus and community events to provide coverage and social media support.
- Manages Inside USF: The Newsletter, a bi-weekly email newsletter that conveys key messages from the president, showcases outreach activities and includes other relevant information for university employees.
- Creates and manages an executive communications content calendar using project management software to ensure that content aligns with overarching communications and public relations goals.
- Collaborates with colleagues throughout the university to consider opportunities for the USF president to participate in thought leadership activities such as writing op-eds, white papers or case studies.

University of South Florida

May 2016 - July 2022

Director of Communications, College of Education

Responsible for implementing, managing and measuring the effectiveness of a comprehensive marketing and strategic communications strategy for the College of Education and its programs.

Responsibilities:

- Account management, including liaising with College leadership and faculty to define communications goals and develop strategies for achieving goals.
- Project management, including building and managing production schedules that ensure on-time delivery of marketing assets.
- Content development, including crafting, curating and editing copy and multimedia elements of the college's communications channels. Manages a team of staff who assist with day-to-day content development.
- Website management, including management of content via the university's enterprise content management system.
- Media relations, including serving as the primary media contact for the college, and collaborating with other units to push content to media outlets.

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EXPERIENCE

Obesity Action Coalition

May 2015 - May 2016

Creative Content and Outreach Coordinator

- Responsible for developing and creating OAC communications, marketing and supporter engagement pieces and materials such as magazines, brochures, e-newsletters and blogs.
- Developed, managed, and grew organizational social media platforms and digital presence.
- Provided copywriting and graphic design support for national activation campaigns, fundraising appeals, publications, and digital marketing activities.

University of South Florida Alumni Association

Dec. 2013 - May 2015

Communications Assistant

- Wrote and edited briefs, class notes and feature stories for the USF Alumni Association's email newsletter, magazine and website.
- Assisted with content creation for online communication vehicles such as Facebook, Twitter, LinkedIn and text messaging services.
- Assisted with photography needs for communication channels.

EDUCATION

University of South Florida

August 2012 - May 2015

Bachelor of Arts in Mass Communications, Cum Laude

The Zimmerman School of Advertising and Mass Communications

Honors & Awards: Hearst Award Finalist (Top 20), Breaking News Competition

University of Florida

August 2019 - August 2021

Master of Arts in Mass Communication

College of Journalism and Communications

Concentration: Public Interest Communication

Honors & Awards: Graduation with Distinction

SKILLS AND CERTIFICATIONS

Skills

- News and Feature Writing
- Speechwriting and Executive Communications
- Website Content Management Systems (WordPress, OU Campus)
- Social Media Management
- Email Marketing (Constant Contact, Mailchimp, HubSpot)
- Adobe Creative Suite
- Photography
- Graphic Design

Certifications

- Content Marketing Certification - HubSpot (Earned July 2017)
- Email Marketing Certification - HubSpot (Earned April 2018)
- HubSpot Marketing Software Certification (Earned Oct. 2020)
- Social Media Marketing - HubSpot (Earned June 2022)