

# KRAIG J. DOREMUS

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## EXPERIENCE

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### SWIFT SCHOOL

*Associate Director of Marketing and Communications*

*December 2021 – Present*

- Manage school's marketing and communications annual budget, optimizing resources for maximum impact and cost-effectiveness
- Successfully marketed Swift School's Boosterthon Fun Run events, which resulted in a year-over-year fundraising increase of 27%
- Implemented a social media strategy that increased Instagram reach by 107% and Facebook and Instagram profile visits by 74%
- Revitalized a previously dormant LinkedIn account, increasing impressions to over 1,000 per month
- Overhauled email communications to enhance engagement with the school community and improved open rates to an 81% average
- Served as project manager for the website redesign, overseeing implementation, copywriting, photography, and a successful launch
- Draft communications for the Head of School and Director of Enrollment Management
- Handled Swift School's COVID-19 response communications during the 2021-22 school year
- Created Swift School's Outplacement Portal to assist students who are ready to transition to mainstream public or private school
- Assist admissions with enrolling new students by employing strategic marketing tactics and personalized communication
- Produced and delivered three educational courses and breakout talks for marketing professionals in independent schools

### REINHARDT UNIVERSITY

*January 2020 – Present*

*Adjunct Professor of Sport Studies*

- Currently teaching Sport History. Teach students communications skills through research of baseball, basketball, football and prizefighting.
- Responsible for delivering fresh and engaging content via Canvas. Improve student performance through written and video work.

### MERCER UNIVERSITY

*Assistant Director of Athletic Communications*

*January 2020 – September 2021*

- Primary communications contact for women's soccer, men's and women's cross country, men's basketball and women's track and field
- Managed social media channels, including the men's basketball Twitter, which had a record 1.1 million impressions in December 2020
- Generated a 45 percent increase in men's basketball social media interactions in 2020. Helped the Twitter account gain 700 new followers.
- Led team of individuals across the marketing, and ticketing departments to increase Mercer Football's social media following to over 51,000 accounts, the 11<sup>th</sup>-highest total among FCS Football programs.
- Spearheaded the creation of the February 2020 National Signing Day materials for football, which gained over 1,400 views via Adobe Spark
- Developed positive relationships with local and national media outlets through pitching stories and press releases
- Maintained information on MercerBears.com, a SIDEARM Sports CMS
- Trained and supervised eight student workers and interns during office hours and on event days

### GARDNER-WEBB UNIVERSITY

*Athletic Communications Graduate Assistant*

*January 2018 – December 2019*

- Primary communications contact for softball, men's and women's soccer, women's basketball and men's and women's tennis
- Responsible for social media communications and content. Grew the softball Twitter following by 99.4 percent.
- Communicated with local media by pitching stories and writing and editing press releases and recaps

### FRONT OFFICE SPORTS

*Journalist*

*January 2017 – April 2019*

- Generated 4,000 page views in three days prior to the 2019 Daytona 500 with my piece on Busch Beer's "Car 2 Can" Campaign
- Broke the news of the Toyota Supra at the July 2018 race in Daytona as part of the Toyota Racing media team.
- Interviewed on the Motor Racing Network (MRN) Daytona affiliate during two race weekends at Daytona to promote my writing

### TALLADEGA SUPERSPEEDWAY

*Public Relations Intern*

*February 2017 – October 2017*

- Served as the primary writer for the fall 2017 souvenir program which sold out. Wrote and edited over 100 press releases and race recaps that were sent to more than 3,000 media members.
- Pitched and placed stories with local and national media alike. Created messaging and talking points around key partnerships and business initiatives pertaining to Talladega Superspeedway and NASCAR.
- Collaborated with the production team on the design of two souvenir programs. Updated one media guide prior to each race.
- Updated media contacts for area markets prior to driver appearances. Provided on-site and remote assistance for five appearances.
- Ensured accuracy of fact sheets, record books and statistics concerning Talladega Superspeedway
- Assisted in maintaining strong ties to the community by managing more than 100 donation requests for several silent auctions

## EDUCATION

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### GARDNER-WEBB UNIVERSITY

*January 2018 – December 2019*

Master of Arts in Sport Education, 4.0 GPA

### REINHARDT UNIVERSITY

*August 2012 – May 2016*

Bachelor of Science in Sport Studies, Minor in Business, 4.0 GPA