

# KRAIG J. DOREMUS

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## EXPERIENCE

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### HIGH MEADOWS SCHOOL

#### *Marketing Associate*

*October 2024 – Present*

- Oversee the school's six-figure marketing budget and serve as the primary decision-maker on all marketing-related expenses.
- Spearheaded the development of communications strategies, including social media, advertising, and email campaigns to enhance brand awareness and attract prospective families.
- Transitioned digital ad spend to Google Ads, which resulted in a click-through rate (CTR) of over 10%.
- Developed the school's first social media plan and website content strategy. Increased Instagram content views by 127% in 60 days.
- Increased Facebook reach by 41% and page views by 31% in a two-month span through t
- Launched a LinkedIn posting strategy that resulted in nearly 9,000 impressions in less than 90 days.
- Revitalized the *Tire Swing* quarterly newsletter using Constant Contact, achieving a 64% open rate.
- Authored and edited feature stories, alumni testimonials, and the school's weekly newsletter.
- Produced and edited video content to support capital campaign messaging and fundraising initiatives.
- Managed photography and video assets. Served as primary photographer for all major events.
- Secured media placements for the Head of School.
- Represented High Meadows School during a Fall 2024 SAIS re-accreditation visit.

### SWIFT SCHOOL

#### *Associate Director of Marketing and Communications*

*December 2021 – October 2024*

- Managed school's marketing and communications annual budget, optimizing resources for marketing, branding, and enrollment success
- Managed enrollment-driven marketing partnerships that position Swift as a regional leader and display Swift's differentiators.
- Served as the school's chief storyteller and public relations representative, landing media placements and increasing brand awareness
- Successfully marketed Swift School's Boosterthon Fun Run events, which resulted in a two-year fundraising increase of 27%
- Executed content strategy aligned with Swift School's goals. Create admissions, marketing, and advancement collateral and publications.
- Wrote and edited content such as magazines, annual reports, blogs, and social media copy. The 2022-23 annual magazine won an award.
- Implemented a social media strategy that increased Instagram and Facebook reach and profile visits. The largest increase was 117%.
- Oversaw all analytics for [www.theswiftschool.org](http://www.theswiftschool.org) and Swift School's social media accounts to measure and report marketing impact
- Overhauled email campaigns to enhance engagement with the school community and improved open rates to an 80% average
- Implemented a brand strategy and improved brand perception via data and analytics. Ensured a cohesive voice on all platforms.
- Served as project manager for the website redesign with Finalsity, overseeing implementation, copywriting, photography, and the launch
- Collaborated with admissions to enroll new students by employing strategic marketing tactics and personalized communication
- Planned and coordinated all photography and videography needs. Capture and edit photos and videos.
- Produced and delivered three educational courses and breakout talks, including one at the SAIS Annual Conference

### 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 at the time.
- 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
- 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%.
- 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**

Master of Arts in Sport Education, 4.0 GPA

*January 2018 – December 2019*

### **REINHARDT UNIVERSITY**

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

*August 2012 – May 2016*