



# WILLIAM MCKEEVER

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## Skills

- Content Creation
- Developmental Editing
- Copywriting
- Copyediting
- Press Kit Creation
- Social Media Marketing
- Media relations
- Brand management
- Public Relations Communications
- Community Outreach
- Graphic Design
- Art Direction

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## Experience

### Technical Writer (Contract Position)

07/2022 – PRESENT

Financial Services Division - Cornell University | Ithaca, NY

- Spearhead brand website overhaul for the Financial Services Division.
- Create and implement a division style guide for better brand management and cohesiveness across the department.
- Working in a supervisory role to allow for good communication flow between service departments eliminates communication bottlenecks and reduces answer times.
- Maintain strict adherence and implementation of the Cornell brand style guide.
- Editing and rewriting complex financial operations and procedures make them more simplistic and accessible.

### Account Manager (Contract Position)

03/2023 – 07/2023

CHANGE HVAC Marketing | Skaneateles, NY

- Manage a marketing client's journey from onboarding to yearly review.
- Lead Art Direction for various client projects through the in-house creative team.
- Strategically problem-solve various client issues to ensure a positive outcome.
- Create, mobilize, and implement targeted social media and print marketing campaigns.
- Understand and translate metrics and analytics into useful and relatable terms for clients.
- Report on all clients in my portfolio during weekly production meetings.
- Understand a client's needs and react proportionately to ensure those needs are met.
- Continuously study and understand the ever-changing HVAC market and anticipate ways to navigate those changes.
- Build customer rapport and brand loyalty by delivering continued customer service.
- Understand the fundamentals of SEO and Google Ad Strategy to offer the right services needed for clients.

### Communications & Engagement Manager02/2022 – 03/2023 United Way of Tompkins County | Ithaca, NY

- Implement current marketing strategies that have allowed for a 6% increase in donor engagement.
- I spearheaded Office 365 and local network migration from Citrix to the Andar environment.
- Created a QR code marketing campaign, allowing donor and funded partner interactions and increased brand awareness during the Celebration 2022 event.

- Maintained organizational website and implemented self-written code snippets, improving overall usability.
- Serve as UWTC's internal IT Helpdesk, which saved UWTC over \$23,000 in outsourcing funds.
- Research and implement new social media platforms & strategies as they arise.
- Lead organization-wide brand management team and volunteers in their understanding of brand standards.

**Marketing & Development Coordinator**

**11/2021– 02/2022**

The Cherry Arts, Inc. | Ithaca, NY

- Design and implement marketing plans for Cherry projects & initiatives, including social media, print, and short video, and liaise with artists & organizations presenting work in the Artspace to access their marketing needs and co-promote their projects.
- When needed, provide marketing language and data for grant applications; tracked grant-based marketing spending.
- Work with the Artistic Director and General Manager in communications, stewardship, and development of donor base, including individual givers, corporate and individual sponsors, advertising purchasers, and private foundations.
- Initiate and build relationships with relevant journalists and press entities.
- Participate in grant research and drafting alongside the Artistic Director, Education Director, and Grants Committee.

**Marketing & Development Coordinator (CONTINUED)**

**11/2021– 02/2022**

The Cherry Arts, Inc. | Ithaca, NY

- Advocate for and facilitate press coverage.
- Help manage artist interviews and publicity requests.
- Manage and maintain accounts, posting daily on one or more feeds, aiming for continuous growth in follower numbers for each platform.
- Capture photos/videos of Art Space happenings regularly.
- Capture and collate social media analytics for granting purposes.
- Maintain website; create new pages, banner images, and menu items for projects and events as required.

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## Education and Training

**BS: Strategic Communications**

The University of Texas | El Paso, TX  
3.41 GPA

**MS: Publishing (Currently Attending)**

Pace University | New York, NY  
3.6 GPA

## Additional Information

- United States Naval Veteran. Attained the Rank of E-5, serving from January 1999 to April 2004. Commendations: Navy & Marine Corps Achievement Medal, National Defense Medal, Global War on Terrorism Medal.
- Graphic Design Certification | Central Texas College 2012
- Student awards include First Place, Central Texas College Student Art Competition Honorary Mention, and The University of Mary Hardin Baylor Student Art Competition. Dean's List at The University of Texas at El Paso 2019-2021.
- Volunteer Editor, writer, and graphic designer for the Veterans Administration.