

# BL

## CONTACT

25 N State Route 61  
Sunbury, OH 43074

bri.loesch@gmail.com  
419-544-0998  
linkedin.com/in/briiloesch

## EDUCATION

### BACHELOR OF ARTS

Strategic Communication  
The Ohio State University

## EXPERTISE

### CONTENT MANAGEMENT

EMAIL

DIGITAL STRATEGY

ANALYTICS

WRITING/EDITING

SOCIAL MEDIA

GRAPHIC DESIGN

PUBLIC RELATIONS

## SKILLS

ADOBE SUITE

HTML

MODX CMS

DRUPAL CMS

BLACKBAUD CRM

# BRI LOESCH

## PROFILE

I am a communications professional with expertise in email marketing, content management, digital strategy, email and web analytics, html, writing, editing, social media, graphic design and public relations. I excel in a collaborative environment and enjoy staying on top of digital trends. I have experience leading and executing high-level communications projects.

## EXPERIENCE

### DIGITAL EDITOR | THE OHIO STATE UNIVERSITY

UNIVERSITY MARKETING

*July 2014-Present*

- Responsible for the execution of digital strategy at one of the largest universities in the country as part of the interactive communications team. Collaborate most frequently with the Alumni Association to create and execute email marketing messages and web content for its 500,000 alumni members. Also responsible for sending executive-level communications to alumni.
- Lead a community of email editors and other communicators across campus, providing them with training, resources, best practices and recommendations for broadcast email.
- Create and manage content for university websites, utilizing web analytics to inform digital strategies. Currently leading the redesign of Ohio State's visit site, as well a project to consolidate and streamline alumni email efforts to provide a more targeted and engaging experience for constituents.

### COMMUNICATIONS COORDINATOR | THE OHIO STATE UNIVERSITY

COLLEGE OF PUBLIC HEALTH

*June 2012-July 2014*

- Produced a wide variety of electronic and written materials aimed to promote and increase recognition of the college. Researched, wrote and edited news stories, feature articles and other content.
- Coordinated production schedule and content for college magazine. Prepared and distributed submissions to strategic news outlets, prepared and distributed e-newsletters, updated web content, created graphics and print materials, produced video content, maintained digital displays and managed college's social networks.

### ASSOCIATE EDITOR | THE OHIO STATE UNIVERSITY

COLLEGE OF DENTISTRY

*June 2011-June 2012*

- Created and managed the college's social media accounts including Twitter, Facebook and LinkedIn.
- Wrote content for the College of Dentistry e-newsletter, website and magazine. Wrote and submitted press releases, edited and proofread promotional and informational communications.
- Provided support for the dean in the form of editing Executive Committee meeting minutes, creating and editing PowerPoint presentations and writing and editing thank you cards.