

CODY PINKSTON

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SUMMARY

Creative, smart, good-humored communications professional with 16+ years of experience and an unusually broad skill set. Equal parts director and doer. Known for exceptional writing and a fanatical love of problem-solving through language. I have experience in a wide variety of environments, contexts, and subjects and can write to both general and advanced audiences.

WORK EXPERIENCE

2016 2017

Corporate Communications Manager

NAVIS | Bend, OR

Oversight and direction of internal and external communications for a \$30M B2B SaaS company. Managed agency relationship, providing strategy and direction for demand-gen content such as white papers, eBooks, infographics, and blog posts. Developed and directly managed social media strategy. Built, branded, and developed strategy and content for internal-communications platform to engage employees across locations. Directed, shot, and edited video productions and photo shoots for internal and marketing applications.

2012

2016

Director of Marketing

University of Oregon College of Education | Eugene, OR

Communications lead for an education-research college. Managed marketing team of two and department budget exceeding \$300K. Responsible for production or approval of all marketing and communications (print, web, video, social), public affairs communications, donor materials, and executive talking points, often under tight deadlines. Interpreted and implemented organizational priorities within the context of a larger brand. Print pieces included brochures, posters, booklets, donor prospectus and an annual report. Electronic work included all aspects of video production for 30+ finished pieces (writing, photography, audio, editing, motion graphics), and production of a quarterly HTML newsletter distributed to 11,000 alumni, donors, faculty and staff. Extensive application of AP and Chicago style.

2006

2012

Director of Media and Public Relations

Ripon College | Ripon, WI

Chief communications officer for a small college. Responsible for media relations, executive communications, all AV productions, digital content, strategic marketing planning, light web work and some design. Created college's first podcast channel and YouTube presence. Coached men's and women's golf (NCAA DIII). Supervised student writers. Led team to create alumni golf outing, now entering its 9th year.

2005 2006

Communications Specialist

Austin Community College | Austin, TX

Wrote, edited and refined copy for diverse audiences, including press releases, editorials, catalog copy and marketing materials. Spearheaded golf fundraiser for the Student Emergency Fund, now in its 12th year.

EDUCATION

Bachelor of Business Administration (Marketing) | New Mexico State University | 1997

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SKILL SETS

Communications

Journalistic writing
Press releases
Media relations
Videography
Photography
Motion graphics
Audio production/podcasting
Social media
Strategic planning
Crisis communications
Executive communications

Marketing/outreach

E-mail marketing
Message development
Media buying
Digital advertising
Product marketing
Roadmap planning
Basic design
Publications
Analytics
Content auditing
Event marketing

TECHNICAL/SOFTWARE

Production

Final Cut Pro X
Premiere
After Effects
Photoshop/Lightroom/Bridge
InDesign
Audacity
GarageBand

Business

Word
Excel
PowerPoint
Acrobat
Basic HTML
E-mail marketing apps (Constant Contact, MailChimp, Marketo)
Uberflip, WordPress CMS

REFERENCES

Jeff Robertson

Director of Marketing
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Dr. Mia Tuan

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Dr. David Joyce

President
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Dr. Lauren Lindstrom

Associate Dean of Research and Faculty Development
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