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ABOUT

When I join your organization to oversee a strategic communications and marketing program, you'll gain an effective leader with extensive knowledge and experience developing and implementing full-scale messaging campaigns for targeted audiences to meet and exceed organizational goals. To accomplish this, I work collaboratively and efficiently with my team, executive leadership, subject matter experts (SMEs), associates, partners, key stakeholders, clients, vendors, content creators, graphic designers, photographers/videographers, web gurus, coders and more! You can expect high-level, skilled knowledge in the following areas:

- storytelling
- message strategy and implementation
- multi-media campaign creation and implementation
- content creation and management
- marketing communications
- communications management
- project management
- brand identity
- corporate communications
- video campaigns
- collateral production
- inception-to-implementation programming
- internal communications
- digital marketing
- social media management
- public/media relations
- communications staffing and development
- creative management
- channel management (owned, earned, paid)
- ideation
- metrics and analytics
- writing/editing/publishing
- crisis communications
- targeted content marketing
- content curation
- *All things digital and messaging!*

COMPOSITE CAREER EXPERIENCE

I've led digital and traditional programs/projects—including **D2C** and **B2B**—within **Fortune 100/500 corporations**, **higher ed**, **membership** associations, **healthcare**, **non-profits**, public relations **agencies** and private **consultancy** including: [JPMorgan Chase](#), [Paradise Valley Community College](#), [Avnet](#), [American Express](#), [Scottsdale Area Association of REALTORS®](#), [Beztak Properties](#), [Salvation Army](#), [Southwest Center](#) (healthcare), [DeSimone Global Marketing](#), [KPNX TV-12](#) (NBC Affiliate), [The State Press](#) (Cronkite News), [Bank of The West](#) (BMO), [The Performance Management Group](#), [Lucy Dickens Fine Art](#), [Local First Arizona](#) and [10 to 1 Public Relations](#). These roles are defined as a composite under [Fitzhugh Communications~AZ](#).

Strategic Communications Leadership via **Fitzhugh Communications (supporting corporate, academic, private and nonprofit entities)** ≈ 2006 - present

- Develop, implement and lead communication strategies and campaigns designed to promote programs and multiple lines of business in an organization.
- Identify, frame and recommend a position based on collaborative research and industry insight.
- Develop long- and short-term strategic communications plans using multichannel approach.
- Write clear, concise, engaging content for digital platforms, print pieces and marketing assets.
- Direct and manage web content and implement preliminary search engine optimization (SEO terms).
- Plan, create, implement, measure and report on the performance of all digital marketing campaigns (web, SEO/SEM, email automation, social media, display advertising).
- Design, build and maintain social media presence.
- Direct and manage asset creation and placement (incl. media buying and negotiation).
- Project management direction for team productivity and success (intercept, direct requests via digital project tools.)
- Direct media relations, assist reporters to promote organizational visions, missions, advocacy efforts.
- Oversee activities of graphic designers, writers, social media managers, project coordinators, administrative staff, photographer/videographers, coders and other external creative vendors/agencies.
- Develop/direct production of videos and other media to support multiple lines of business (including membership activities, education, outreach and services) as well as to integrate digital content and news releases.

COMPOSITE CAREER EXPERIENCE (CONTINUED)

- Direct, produce dynamic website content, messaging to increase website traffic toward company goals, offerings.
- Craft and curate content for multiple websites and social media channels, weekly newsletter and more.
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI, KPIs).
- Identify trends and insights to optimize budget spends and performance based on the insights.
- Brainstorm and implement new and creative growth strategies.
- Plan, execute and measure message evaluation and conversion tests (A/B, multivariate).
- Create campaign landing pages, optimize user experience and user funnels.
- Identify target audiences and devise digital campaigns that engage, inform and motivate.

RECENT ACHIEVEMENTS (PARTIAL LIST)

PARADISE VALLEY COMMUNITY COLLEGE

- Relunched marketing and strategic communications department after two-year leadership vacancy.
- Created and led new programs and campaigns for increased efficiency, while staying under budget, which positively impacted college enrollment and community engagement.
- Strengthened and elevated a diluted brand (inherited due to leadership vacancy).
- Built and led a remote team utilizing project management skills and digital tools.

PR AGENCIES: LOCAL FIRST ARIZONA - Phoenix, AZ and 10 to 1 PUBLIC RELATIONS - Scottsdale, AZ

- Successfully pitched multiple press pickups and placed stories for agency projects/departments (Local First AZ) as well as for multiple clients (10 to 1 PR).
- Lead and developed associate team members to support clients and internal departments.

SCOTTSDALE AREA ASSOCIATION OF REALTORS® (SAAR) - Scottsdale, AZ

- Led production and launch of education website, thereby increasing enrollment and engagement.
- Initiated and led production and launch of individual business unit promotional videos, which grew pipelines.
- Initiated, developed and implemented a master strategic communications plan for year-over-year tactics and multiple, individual event and advocacy campaigns.
- Developed/managed relationships amongst local media editorial staff, media sales staff and internal subject matter experts, which positioned our SMEs as the “go-to” influencers for industry hot topics.
- Implemented organic search engine optimization (SEO) program, which elevated our search rankings.
- Developed and implemented “raw” video promotional campaigns, which engaged members and increased participation.
- Transformed weekly newsletter thereby heightening awareness and audience engagement.
- Initiated interdepartmental collaboration forums to support annual, data-driven, membership campaigns.
- Initiated Marketing Advisory Council—an influencer campaign/resource, which expanded organic reach, brand.

BEZTAK – CASA DEL RIO SENIOR LIVING COMMUNITY - Peoria, AZ

- Developed and implemented weekly newsletter, which enhanced the engagement of community members and staff.
- Enhanced weekly community events with unprecedented entertainment and activities, which elevated morale.
- Based on feedback, implemented programs to enhance physical and psychosocial wellbeing of members.

SOUTHWEST CENTER (fka Body Positive, Inc.) - Phoenix, AZ

- Led successful agency rebrand including: updated logo and graphics standards; created marketing content and design for assets and new website; developed messaging for rebrand launch; successfully pitched op-ed placement in statewide newspaper; successfully pitched and led feature story content for regional magazine.
- Enhanced public relations/marketing function by broadening scope and reach to untapped audiences.
- Streamlined marketing materials and advertisements, which increased visibility/engagement.
- Led streamlining of grant writing function, which increased targeted funding opportunities.

QUALIFICATIONS

CORNELL UNIVERSITY

Ithaca, NY

Digital Marketing Certificate

Focus: Opportunities and strategies with leading channels and platforms—digital, mobile and emerging technologies

ARIZONA STATE UNIVERSITY

Tempe/Phoenix, AZ

Master of Mass Communication

Walter Cronkite School of Journalism and Mass Communication

Specialization

News Editorial, Public Relations

Related Field

Public Affairs

ARIZONA STATE UNIVERSITY

Tempe, AZ

Bachelor of Science

Hugh Downs School of Human Communication

Specialization

Communications—Rhetoric/Public Address, Public Speaking

DIGITAL COMMUNICATIONS, COMPUTER, INTERNET & WEB 2.0 SKILLS

- **Device Expertise:** Macintosh and Microsoft Windows operating systems (applications and technical facets), closed circuit monitor displays, public marquees.
- **Technology and Application Expertise:** Mac and MS Office suites+ (Keynote, Pages, Numbers, Final Cut Pro, PhotoScape X, iMovie, Word, Excel), Adobe Design products (CC: InDesign, Dreamweaver, Acrobat, Flash, PhotoShop, Premier; knowledge of Lightroom, Illustrator, InCopy), Wix, Carousel Signage, Venus Daktronics, Canva, PowerPoint, Publisher, Photo Editor, AI (formal certification in progress).
- **Project Management Tools:** Wrike, Basecamp, Asana, Monday.
- **Internet Applications & Message Distribution/Management Expertise:** Cision, PRWeb, Newswise, PitchEngine, EIN, HARO, Qwoted, MailChimp (incl. analytics), Constant Contact (incl. analytics), NewsExposure, Talkwater, HubSpot, SEO, SEM, Google Analytics, SpyFu, Adobe Experience Cloud, Google Ad Manager, AdSense, StatCounter, SAM, Joomla, BBEdit, HTML.
- **Social Media and Lead Generation Tool Expertise:** Sendible, WordPress, FaceBook (including ads, analytics), LinkedIn (including analytics), X, HootSuite, Ripl, Instagram, YouTube, EZ Texting (mass SMS), Issuu, SlideShare (list continually expanding).

ADDITIONAL RELEVANT SKILLS

- **AI** (formal certification in progress)
- **Photography:** Capture and edit.
- **Video:** Capture and edit.
- **Publishing:** Design, curate and manage content.
- **Spanish** (intermediate): Speak, read, write (advanced instruction in progress).
- **Health/Fitness/Wellbeing:** Certifications, facilitation.

PROFESSIONAL AFFILIATIONS

- A local journalism organization: past board member; member.
- Several key, strategic communications memberships in online communities.
- A leading, national journalism organization: member.
- A primary, international public speaking organization: past chapter president.

Standard resume available upon request.