

Phillip Platz

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EXPERIENCE

City of Cedar Rapids

February 2018–present
Cedar Rapids, Iowa

Utilities Communications Coordinator

Oversee publications, media promotions, and outreach that support Utilities Department services and programs.

- Develop and implement communication plans.
- Serve as public information officer for Utilities Department.
- Manage media contracts.
- Develop and coordinate educational programs and materials.

Mount Mercy University

June 2015–February 2018
Cedar Rapids, Iowa

Assistant Director for Multimedia Marketing

Led strategy for web, social media, email, video and paid digital advertising, while providing support for photography, graphic design and print.

- Prepared, managed, maintained, and overhauled copy, design, and media assets across multiple websites, microsites, and landing pages.
- Developed, designed, coded, and launched email newsletters, marketing campaigns, and digital publications, addressing prospective students, alumni, donors, and the public.
- Boosted social media interactions and grow followers by as much as 200% in only two years.
- Researched and analyzed best practices for digital marketing, activating University's first-ever in-house, paid digital ad strategy.
- Produced, captured, edited, and shared unique video stories across social media, email, and web.
- Managed multiple vendor contracts and partnerships.

Sinclair Broadcast Group

KGAN CBS 2 / KFXA FOX 28
June 2010–June 2015
Cedar Rapids, Iowa

Senior Newscast Director

Worked closely with newsroom staff, turning team vision into the compelling production of Emmy-nominated, late-breaking newscasts:

- Directed production crew and operated newscast switcher while producing error-free newscasts under hard deadlines.
- Adapted quickly to often-changing live project variables, employing strategic, critical thinking to produce ideal outcomes under tightening parameters.

EDUCATION

Columbia College Chicago

Bachelor of Arts degree, 2010 • (Major: Television) • *magna cum laude*

TECHNOLOGY

Microsoft Office Suite
Apple iWork
Adobe Photoshop
Adobe Premiere Pro
Adobe After Effects
HTML/CSS

CMS — WordPress, Drupal, Movable Type, Revize
Social media — Facebook, Twitter, Instagram, LinkedIn, Snapchat, YouTube, Vimeo, Flickr, Hootsuite, Tumblr, Storify
Digital marketing — Facebook, YouTube, Google AdSense
Email marketing — Constant Contact, MailChimp, Campaigner, FireEngineRed
Other skills — Live video production, broadcast design, nonlinear editing, motion graphics, web analytics, social media integration, editorial calendaring