

Phillip Platz

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EXPERIENCE

Mount Mercy University

June 2015–present
Cedar Rapids, Iowa

Assistant Director for Multimedia Marketing, Office of Marketing & Communications (June 2015–present)

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

- Prepare, manage, maintain and overhaul copy, design and media assets across multiple websites, microsites and landing pages.
- Develop, design, code and launch email newsletters, marketing campaigns and digital publications, addressing prospective students, alumni, donors and the public.
- Boost social media interactions and grow followers by as much as 200% in only two years.
- Research and analyze best practices for digital marketing, activating University's first-ever in-house paid digital ad strategy.
- Produce, capture, edit and share unique video stories across social media, email and web.
- Manage vendor contracts and partnerships.

Sinclair Broadcast Group

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

Senior Newscast Director, News Technical Production (June 2013–June 2015)

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.

SERVICE

Linn County Trails Association

December 2016–present
Cedar Rapids, Iowa

Board Member & Committee Chair, Outreach & Public Awareness (December 2016–present)

Renew and implement comprehensive communications plan, engaging members, donors and news media, while increasing public awareness of our efforts.

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

Social media — Facebook, Twitter, Instagram, LinkedIn, Snapchat, YouTube, Vimeo, Flickr, Hootsuite, Tumblr, Storify

Digital marketing — Facebook, YouTube, Google AdSense

Email marketing — MailChimp, Campaigner, FireEngineRed

Other skills — Live production director, broadcast design, video editing/compositing, motion graphics design, web analytics, social media integration, editorial calendaring