



Austin Wiebe

119 W 38th St. • Minneapolis, MN 55409
austinwiebe@gmail.com • 605-350-3579
www.austinwiebe.com

Communications Experience

Aug. 2022 -
Mar. 2023
(Laid off)

Director of Marketing *Moneythink*

- Developed strategic marketing plans for Moneythink and its college comparison tool, DecidED.
- Led a team of staff and consultants to execute marketing and communications strategies.
- As a member of the leadership team, collaborated on strategic direction and organization management.
- Launched organization's paid social media marketing initiatives.

Sept. 2020 -
Aug. 2022

Senior Director of Marketing and Communications *Healthy Building Network*

- Led all marketing and communications functions by developing and executing effective plans.
- Produced and managed content for a variety of channels including websites, blogs, newsletters, reports, social media, presentations, donor communications, grants and press releases.
- Grew organization's social media engagement by more than 270% and newsletter clickthroughs by more than 180% in first year.

Dec. 2016 -
Sept. 2020

Director of Marketing and Communications *Comunidades Latinas Unidas en Servicio (CLUES)*

- Drove organizational strategy and innovation around communications and marketing.
- Oversaw all printed and digital communication including managing staff, consultants and interns.
- Led the development of a new, fully bilingual website in English and Spanish.
- Supported the planning and execution of annual donor events and fundraising communications.

Nov. 2013 -
Dec. 2016

Assistant Director, Marketing and Communications *Xperitas*

- Led organization through rebranding and brand development after the merge of two organizations.
- Managed development of a new website combining content and functionality from five previous sites.
- Oversaw the production of compelling new marketing videos including filming in five countries.

Previous
(2009-13)

Online Marketing Specialist *National Multiple Sclerosis Society*

- Created and edited content for numerous websites, newsletters, social media and fundraising platforms.

Associate Editor *CSC Publishing, Inc.*

- Wrote and edited content for a publisher of seven trade magazines in engineering and pharmaceuticals.

Consulting Experience

May 2011 - Present

Contract writing, editing and web management services

As an experienced writer, editor and creative professional, I provide a variety of services on a contract basis. Past client projects have ranged from web management for the French American School of Minneapolis to digital project management consulting for Hamline University to thesis editing for MA candidates at Adler University.

Education

Graduated May 2011

Bachelor of Arts, Professional Journalism *University of Minnesota - Twin Cities*

- Graduated summa cum laude with a 4.0 GPA.
- Completed minors in Spanish and Design.
- Studied abroad in Cuernavaca, Mexico, and Buenos Aires, Argentina.

Skills



Writing
Editing
Strategic marketing
Branding
Public relations
Donor communication
Project management
Leadership
Group facilitation
Vendor management
Web management
Creative problem solving
Event management
Web & print design



MailChimp
Constant Contact
WordPress
Drupal
Google Analytics
Google Ads
Social media management
Social media advertising
HTML/CSS
Salesforce
SurveyMonkey
Zoom
Webinar management
Numerous CMS/EMS platforms



Adobe Creative Cloud
- Photoshop
- InDesign
- Illustrator
- Dreamweaver
- XD
Canva
Google Workspace
Microsoft Office 365
Slack
Asana
FileMaker
iMovie
Numerous CRM systems



English
Spanish

