Austin Wiebe

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Professional Experience

Oct. 2023 - Jan. 2026 (Laid Off)

Marketing and Communications Manager
Canopy Mental Health & Consulting and Canopy Roots

- Developed and implemented marketing and communications strategies to drive engagement.
- Created and launched multi-channel campaign that resulted in over 50% client growth in category.
- Led press and media relations to enhance public awareness and advocacy efforts.
- Analyzed data and metrics to inform continual iteration and growth.
- Managed a team responsible for community engagement and public education.

Aug. 2022 - Mar. 2023

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.

Education

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 Mexico and Argentina.

Certificate in Digital Marketing Strategy
Harvard Business School

- Completed coursework in 2026.

Skills

Writing
Editing
Strategic marketing
Branding
Media relations
Web & print design
Strategic planning
People management
Event management
Team leadership
Project management
Crisis communications
Emotional intelligence
Creative problem solving

WordPress
Drupal
Salesforce
Hubspot
MailChimp
Constant Contact
Google Analytics
Google Ads
Social media
Squarespace
SEO/SEM
HTML/CSS
Webinar management
Numerous CMS/EMS platforms

Adobe Creative Cloud
- Photoshop
- InDesign
- Illustrator
- Dreamweaver
- XD

Asana
Basecamp
Slack
Canva
Google Workspace
Microsoft Office 365
iMovie
Numerous CRM systems

English
Spanish