

EXPERIENCE

8/2013 - present **University of California, Berkeley – Berkeley, CA | Office of the CIO**

*Director of
Communications*

Marketing and communications for [Berkeley IT](#), our central IT department.

- Develop, manage, and execute complex strategic communications plans and programs, including creating written, visual, and electronic communications in support of projects and initiatives outlined in the [One IT Strategic Plan](#).
- Built the Berkeley IT brand following an organizational redesign resulting in a new name for the department. Led change management over the 16-month organizational design project.
- Help tell the campus IT story by promoting [IT services](#), providing information, communicating change, and sharing [news](#).
- Program manager helping to build the [One IT](#) community on campus offering opportunities for IT professionals to engage since 2014. Plan events from ideation through fruition including the annual [IT Summit](#). In 2023, managed all communications and marketing for the [UC Tech conference](#). Manage multiple social media channels plus the [One IT calendar](#).
- Manage all websites within the portfolio of Berkeley IT, aligning with the UC Berkeley brand including all content development, graphic design, and web architecture.
- Part of the IT Senior Leadership group, provide consultation to unit leaders and campus peers on all aspects of communications, including strategic planning, effective messaging, best practices, and problem resolution.
- Identify specific communications needs and develop the content and process for organizational improvements.
- As a member of the campus-wide senior communications team, I work with leadership on crisis communications efforts and with IT leadership to build and nurture the Berkeley IT brand.
- Leading an IT community of practice, partner with communications leads in other units to align communications strategy and activities.
- Long-time member of the [UC Women in Tech committee](#), leading the communications for the group as we continue to expand our engagement across the UC system partnering with UCOP CIO Van Williams and the UC Tech committee.

8/2012 – 8/2013 **University of California, Berkeley – Berkeley, CA | Admissions and Enrollment**

*Communications
Manager*

Marketing and communications for the launch of Cal Student Central.

- Independently developed and managed a comprehensive marketing and communications strategy for the launch of the Operational Excellence (OE) one stop student services initiative: Cal Student Central.
- Developed branding for the new center in alignment with UC Berkeley brand and within budgetary constraints.
- Created and implemented a communications plan to internal and external audiences utilizing a variety of channels (both online and print) collaborating with senior management and stakeholders toward a successful launch of the physical location and online presence.
- Ongoing strategic planning and project management for all online and print communications with consultation on continual improvements for business process efficiency.
- Served on the Student Affairs strategic planning initiative team.
- This was a one-year contract position.

SUCCESSFUL LEADER | MARKETING COMMS STRATEGIST | INITIATIVE
CLEAR COMMUNICATOR | PROGRAM MANAGEMENT | WEB | DESIGN
COLLABORATIVE | CREATIVE | EVENTS | WRITING | TEACHING

7/2007 – 8/2012 **Arizona State University - Tempe, AZ | Provost's Communications Group**

*Communications
Manager*

Strategic marketing and communications in support of the ASU mission and brand. The first three years of this position our team focused on high-level, campus-wide initiatives as the Provost's Communications Group, the last two years shifted focus to enrollment management.

Enrollment Management

- Extensive experience creating communication plans and campaigns following ASU brand guidelines our team helped to create and implement ASU-wide.
- Managed multiple, complex Web and print projects for a variety of academic units and student programs.
- Management and production at multiple levels of projects to include writing and editing, art direction, graphic and Web design to improve student experience at all touch points: in-person, phone contact, print and electronic communications, social media and overall online presence.

Provost's Communications Group

- Managed multiple, complex Web and print projects for a variety of academic units and student programs.
- Established and maintained great working relationships with deans, department heads, faculty, staff and students.
- Developed and implemented Web standards for colleges to maintain consistency between sites and to complement ASU brand identity.
- Conducted assessment and evaluation of Web effectiveness utilizing industry best practices.
- Skillful in Web architecture, I created user-centered navigation and content for complex websites.
- Site designs included pushing the edge with technology, interactivity and application development.
- Streamlined sites to utilize centralized resources for reduction in duplicating effort at the unit level and ASU-wide.

My ASU

- Our team, in collaboration with the University Technology Office, received the 2011 President's Award for Innovation for our work on My ASU, ASU's portal site for students, staff and faculty.
- Created content and designs for announcements, promotional ads and college box spaces of the main landing page.
- Managed all projects related to the continuous improvement of the Finances section of My ASU to clarify content, simplify processes and communicate change. This included creating project scope and timelines, communicating to all team members and stakeholders, building business rules for how new features would function, creating content and overseeing the design process, testing and troubleshooting.

4/2005 - 7/2007 **Arizona State University - Tempe, AZ | Student Financial Assistance**

*Marketing and
Communications
Coordinator*

Marketing and communications for the financial aid and scholarships office.

- Managed all marketing and communications activities to include print and electronic media.
- Determined appropriate media to reach audiences: websites, email, publications, press releases and other communication outlets.
- Managed marketing and communications projects from inception to completion to include budget preparation, compiling information and data, writing, editing and designing.
- Developed and designed marketing materials and strategies reviewing all systems and processes for optimum student experience.
- Developed and managed design standards for all print and electronic communication materials.
- Photographed events, people and places as needed for publications and the website.

Rita Rosenthal

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[view portfolio ►](#)

4/2001 - 8/2004 **University of Minnesota - Minneapolis, MN | School of Journalism and Mass Communication**

*Outreach
Coordinator*

Marketing and communications for the journalism school in support of their programs, research and outreach centers.

- Managed all outreach planning and marketing efforts to include all print and online communications to build new brand.
- Established and maintained great working relationships with faculty, staff and students as well as extensive external contacts including the professional media community, prospective students, donors and visitors.
- Designed and executed large-scale events for the professional media community, educators and other constituencies.
- Managed operations of the new state-of-the-art conference center and catering facilities.
- Supervised staff of three utilizing project management practices at all levels, developing and maintaining work plans, setting priorities, all event logistics, and attending events to facilitate operations.
- Webmaster for the school's main website and two research sites.
- Managed design and writing standards for all print and electronic communication materials within the department.
- Photographed events, people and places as needed for publications and websites.
- Managing Editor for the Murphy Reporter, the school's alumni magazine.

EDUCATION

University of Minnesota – Twin Cities: Master of Liberal Studies with a minor in complementary and alternative healing modalities; Bachelor of Arts in Art

REFERENCES

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PC & MAC | MICROSOFT OFFICE SUITE | ADOBE CREATIVE CLOUD
GOOGLE SUITE | SOCIAL MEDIA | DRUPAL + CMS | SALESFORCE + CRM
ACCESSIBILITY & USABILITY | SURVEYS | EMAIL & CALENDAR