

J. Stewart Crew

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EDUCATION

Johns Hopkins University (Baltimore, Md.)

May 2017

Master of Arts, Communication

Focus: Digital Communication

Corporate/Non-profit Communication

The University of Georgia (Athens, Ga.)

May 2013

Bachelor of Arts, English; Spanish minor

Focus: Rhetoric and Composition

SKILLS AND PLATFORMS

Traditional

- Inbound marketing
- Online fundraising
- Grant writing, management
- Copy writing, editing

Digital & Social

- Facebook
- Twitter
- Instagram
- YouTube
- MailChimp

- The Raiser's Edge
- HTML/CSS
- Ubuntu Linux
- Apache/nginx
- Drupal/WordPress

- Google Analytics
- Windows/Office
- InDesign
- Illustrator
- Photoshop

EXPERIENCE

Principal – Solution Guard, LLC (Washington, DC)

July 2015 – present

As a full-time graduate student, founded a small business to serve independent K-12 and higher education clients, along with regional non-profit organizations.

Responsibilities

- Work with organizational leaders to develop recruitment and fundraising communication strategies
- Research and advise clients on current and emerging industry trends, especially those which improve online user experience
- Provide insights and analysis of organization's existing communication structure
- Serve as ad-hoc administrative support agent for understaffed clients

Achievements

- Developed comprehensive inbound marketing plan to launch Andrew College's new regenerative agriculture degree program
- Conceptualized and designed marketing collateral for Golden Isles Career Academy's annual fund campaign
- Planned and launched online companion site as part of Safe Harbor Children's Center's \$4.5M campaign

Director of Communications – Andrew College (Cuthbert, Ga.)

July 2013 – July 2015

Began serving as the Communications and Alumni Coordinator, then the Associate Director for Communications, before becoming the Director of Communications.

Responsibilities

- Curated institutional social media; administered targeted Facebook and Twitter ad campaigns
- Oversaw \$2M+ foundation portfolio
- Developed fundraising appeals in support of a \$1.8M annual fund goal
- Managed online student recruitment campaigns
- Supervised relationships with marketing, advertising and public relations vendors
- Monitored and analyzed key performance indicators on essential web properties
- Produced monthly electronic newsletters
- Chaired the campus communications committee

Achievements

- Managed a record-breaking digital mini-campaign, which finished \$15,000 above a \$5,000 goal and bolstered the annual fund's new donor segment
- Grew social media audience by approximately 35% over a two-year period
- Managed internal and external communications strategy during crisis events
- Authored case statement for \$7.5M capital campaign
- Co-authored and edited federally-mandated accreditation document; developed online content solution to host paperless report and supporting files
- Implemented new campus-wide digital signage system, reducing service costs by 70%