

BETHANY HUBBARD

[linkedin.com/in/bethanyhubbard](https://www.linkedin.com/in/bethanyhubbard)

Mission-driven communications and marketing professional who is passionate about crafting compelling stories to promote brand awareness and audience engagement

EXPERIENCE

Senior Associate Director of Digital Communications

Feb 2020–Present

University of Chicago Medicine and Biological Sciences Development, Chicago, IL

I lead digital communications and strategy for the medicine and biological sciences fundraising office, collaborating with giving, events, and alumni teams to engage donors and prospects through compelling content about the impact of philanthropy on scientific research, education, and healthcare.

- Implement digital strategy through audience segmentation, marketing automation, and targeted digital communications
- Lead video and social media content strategies
- Write engaging stories about the impact of philanthropy on medical research and care
- Manage websites, and co-lead redesign of main website using UX-design process. Collaborate with the design team on architecture, prototype build, and user testing. Serve as primary WordPress developer.
- Manage Associate Director of Outreach and Events Communications

Associate Director of Digital Communications

Nov 2017–Feb 2020

University of Chicago Medicine and Biological Sciences Development, Chicago, IL

- Managed creation and distribution of digital content
- Launched internal video production process—producing stewardship and events videos in-house
- Created donor-focused social media channels and launched a social stewardship program. Initiated use of social media to identify donor prospects.
- Co-led redesign of alumni website, acting as the primary developer of a new WordPress website. Led development and launch of two customized TeamRaiser crowdfunding websites.
- Spearheaded office-wide adoption of digital tools including Slack and Box. Led team implementation of Asana and Front, and acquisition of Salesforce Marketing Cloud.
- Co-led science communication and improv workshops for scientists

Assistant Director of Communications

Aug 2015–Nov 2017

University of Chicago Medicine Comprehensive Cancer Center, Chicago, IL

- Served as managing editor for Cancer Center publications, and wrote about cancer research for the medical center's owned media channels
- Led development and build of a new WordPress website, and managed social media channels
- Provided communications support for patient marketing, fundraising campaigns, and events

Publications Editor

Apr 2012–Jul 2015

Science in Society at Northwestern University, Evanston, IL

- Editor-in-chief of *HELIX* magazine—recruited, trained, and managed the magazine's volunteer-based writing staff of science students

- Organized annual scientific images contest and outreach events, coached event speakers, and produced publicity materials
- Managed social media channels
- Led an office rebranding initiative, website redesign and launch, and iOS app development project

Freelance Writer and Editor

May 2014–Nov 2016

- *iCoreMed Technology and Service LLC*: Edited research studies for medical authors who are non-native English speakers and formatted manuscripts for appropriate journals in preparation for submission
- *Discover Magazine*: Produced science photo galleries with accompanying captions and crafted blog posts on scientific research for the online magazine's D-brief section

Editorial Intern

Jan 2012–Mar 2012

The Ecologist, London, U.K.

- Wrote in-depth investigative stories on environmental and societal issues, as well as articles on eco-friendly and sustainable living, and managed magazine's presence on Facebook

Publications Intern

Jun 2011–Aug 2011

Swedish Covenant Hospital, Chicago, IL

- Reported on local health and science issues for the hospital's online wellness magazine, produced content for the employee news website, designed publicity materials, and edited web copy for SEO

Actor and Improviser

Jan 2006–Sept 2016

- Graduate of the Second City Conservatory for Improvisation and the iO Improv Program

EDUCATION

Master of Science in Journalism

Mar 2012

Medill School of Journalism, Northwestern University, Evanston, IL

- Harrington Award for Magazine Writing and Editing, Kappa Tau Alpha honors society

Bachelor of Science in Communication

Jun 2006

Northwestern University, Evanston, IL

- Majors: Theatre, English (Writing in Poetry), Music Theatre Certificate

SKILLS

Salesforce Marketing Cloud • FrontApp • Blackbaud Luminare • TeamRaiser • Google Analytics • Slack • Box
Asana • MailChimp • Constant Contact • Prezi • WordPress • Drupal • Microsoft Office • Excel • PowerPoint
Adobe Creative Cloud • Premiere Pro • Photoshop • Dreamweaver • InDesign • Illustrator
Cyberduck • Pantheon • HTML • CSS • PHP • Improvisation