



## Michael Persson | Strategic Marketing & Communications Leader

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Barrington, RI

### Executive Profile

Seasoned strategic marketing, communications and creative leader leveraging extensive, results-oriented experience to bring marketing strategy, communications and creative direction to higher education, philanthropic and secondary education institutions. Adept at building teams, fostering close collaboration among cross-functional teams and clients, and orchestrating stunning campaigns through targeted media that advance each institution's unique mission.

### Areas of Expertise

- Content Marketing
- Campaign Development
- Content Creation
- Video Creation & Direction
- Brand Creation & Management
- Strategic Planning
- Internal Communications
- Project Management
- Public Relations
- Crisis Management
- Executive Leadership
- Team Mentorship

### Professional Experience

#### **DIRECTOR STRATEGIC MARKETING & COMMUNICATIONS, CATHOLIC MEMORIAL, 2020 - PRESENT**

Conceive, drive and oversee all strategic school marketing and communications initiatives from advertising, creative marketing campaigns and internal/external messaging.

- Partner with President, Alumni & Development Office to increase fundraising efforts resulting in a year over year 61% increase since 2020.
- Headed rebranding of all marketing assets across all media including web & print design, video, magazines, alumni & corporate donor fundraising campaigns.
- Implemented CRM platform to increase marketing impact and alumni and donor journey creation.
- Launched new internal/external communications and messaging protocols.

#### **SENIOR ASSOCIATE DIRECTOR CREATIVE CONTENT, BOSTON COLLEGE — 2017 - 2020**

Orchestrated and executed on all strategic content in partnership with Senior Vice President of Advancement. Oversaw design, delivery and implementation of all content assets in close collaboration with creative professionals and institutional teams.

- Designed and implemented look and content of first-ever \$150M athletics campaign.
- Leveraged editorial and photographic experience to oversee all design for web and print assets including animation concepts for IMAG programming for college's largest annual fundraising event – Pops on the Heights – which raised \$14M in a single night.
- Orchestrated redesign, rebrand and editorial content of high-level donor publication, *Beacon* magazine.
- Won CASE Award for Excellence for \$10M Financial Aid fundraising campaign.

#### CHIEF CREATIVE OFFICER, INNOVATIVE SOURCING GROUP (ISG) — 2014 - 2017

Directed and developed all ISG in-house strategic rebranding. Partnered with top-level clients to conceive and deliver impactful design of their branding and product lines.

- Increased ISG revenue by 150% over two years.
- Leveraged editorial and photographic experience to direct client private-label branding in look books, catalog design and catalogue production.
- Expanded and oversaw ISG and client trade show presence and participation including design and production of marketing and display assets.

#### MANAGING EDITOR, HAWTHORN CREATIVE — 2012 - 2014

Headed management and editorial content of luxury magazines for resort-based clients. Collaborated with clients and in-house teams to create high-level content across channels.

- Launched company initiative to pitch and win over more upscale clientele
- Conceived and developed high-level content for global clients including Marriott Hotel's Autograph Collection Magazine
- Spearheaded through design and editorial, content-image rich monographs large-format bound 4-color publications for #1 client's top resort.

## Education

St. Martin's School of Art – BA in Photography, London, UK

## Awards

- Platinum, Short Form Web Video, Recruitment category, AVA Digital Awards, 2023
- Silver, Enrollment Admissions In-House video at the Inspired Brilliance Awards, 2022
- Bronze in Websites at the CASE D1 Excellence Awards, 2018
- First Prize in Magazine Writing, Rhode Island Press Association Awards, 2010
- Finalist of the Dorothea Lang/Paul Taylor Prize, Duke University, 2008