

Linda M. Spice

Communication Strategist

PERSONAL PROFILE

Lifelong learner offering more than 30 years of journalism and storytelling experience, with the last 14 years focused on multimedia platforms in promotion of higher education advancement initiatives.

CONTACT

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Portfolio:
<https://lindamspice.pressfolios.com>

Website:
<https://www.lindamspice.com>

EDUCATION

Carroll University
B.S. in Communication,
Journalism emphasis

M.Ed. in Adult, Community and
Professional Education;
certificates in Adult Learning and
Community and Civic
Engagement

SKILLS

- Multitasker adept at working on tight deadlines individually and as part of a team.
- Storyteller who strives to cross-promote initiatives on multimedia platforms for greater outreach and impact.
- Facilitator of adult learning and team building activities.
- Service-oriented, community engagement advocate.

PROFESSIONAL EXPERIENCE

Alverno College, October 2021-Present

DIGITAL COMMUNICATION SPECIALIST

- Lead the web and digital strategy for Alverno College, including training employees to use the CMS for alverno.edu.
- Counsel and consult with key stakeholders to ensure that Alverno's brand and reputation are creatively represented through the college's digital properties, including social media.
- Oversee all college-owned social media platforms, working collaboratively with campus partners to ensure that the Alverno experience is visible to prospective students and their families.
- Use metrics that measure the value of content, content accuracy and search relevance.

Carroll University, November 2009-October 2021

ELECTRONIC COMMUNICATIONS COORDINATOR

- Collaborated with Advancement team members overseeing alumni engagement, annual giving, major gifts, gift planning, reunion giving, and athletics to strengthen digital strategies for fundraising initiatives.
- Initiated and led storytelling strategies for greater impact across multiple platforms to include web, print, and video.
- Evaluated and shared platform data with team members to plan e-communication strategies.
- Supervised student employees in electronic communication projects.



DIGITAL PROFICIENCY

- Adobe Premiere
- Photoshop
- MS Office
- Final Cut Pro
- Kentico CMS
- Morweb CMS
- MS Teams, Zoom
- Higher Logic e-marketing
- Blackbaud/Net Community
- Facebook, Twitter, Instagram, LinkedIn, YouTube, Vimeo, Flickr

AWARDS

- CASE, Gold Award, Excellence in Individual Event, Special Events, 2015
- CASE, Silver Award, Best Video, Alumni Relations, 2015

SKILL ENHANCEMENT

- CASE All-District Conference, 2021
- Non-Profit Storytelling Conference, 2019
- Poynter Institute Video Boot Camp, 2009

REFERENCES

Available upon request.

Digital samples available
www.lindamspice.com

ADDITIONAL EXPERIENCE

Carroll University, 2017-2019

ADJUNCT LECTURER, 200-LEVEL DIGITAL MEDIA COURSE

Designed curriculum for undergraduates with an experiential approach to produce portfolio-worthy projects.

Freelance, 2009-Present

WRITER & VIDEOGRAPHER

- 2023-America Works
- 2023-Waukesha County Community Foundation
- 2015-Present: Literacy Services of Wisconsin
- 2009-Present: Milwaukee Business Journal
- Also published in Milwaukee Magazine, First magazine
- New York Daily News, wispolitics.com

Milwaukee Journal Sentinel, 1994-2009

REPORTER

- Produced breaking news and online content with consistently high page views.
- Pursued stories with multimedia approach.

INVOLVEMENTS

Alverno College, October 2021-Present

- 2022, 2023 Community Conference Planning Committee
- Hispanic Serving Institution Committee

ACCOMPLISHMENTS

Carroll University, November 2009–October 2021

- Outstanding Organization Adviser of the Year
- Inducted as member of Phi Kappa Phi Honor Society
- Chaperoned student group during volunteer Alternative Spring Break trip in Nashville, Tenn.
- Partnered with faculty as co-leader of Cross Cultural Exchange program to Arizona/Mexico border
- Chaired president's Video Task Force
- Subcommittee member for university's DEI initiatives