

ANTHONY LUX

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Award-winning constituent experience leader with record of results-driven strategic engagement. 13+ years working with top-tier universities, projects, and organizations of purpose. Elevating the capacity of complex organizations to effect change.

WORK EXPERIENCE

Colorado Center on Law and Policy, Denver

Communications Director (interim)

Mar 2021 – Present

- Designed & developed cclponline.org overhaul, with focus on news updates, brand refresh, and improved SEO (resulting in 20% external traffic increase in first 3 months following relaunch)
- Conducted legislative advocacy campaigns (email, social media, and web) during Colorado legislative session, resulting in strong audience conversion to support priority bills
- Refreshed fact sheets and other public documents, providing editorial guidance and contributing to message development
- Conducted brand personality survey to identify opportunities for stronger messaging
- Promoted reports, webinars, and other events (email, social and paid advertising), driving strong event attendance and managing technology for live virtual events
- Managed relations with reporters at Westword, The Sentinel, The Colorado Springs Gazette and others, directing to subject matter experts and driving greater awareness of CCLP's work
- Developed matrix of CCLP staff expertise for improved internal communication and faster routing for media

University of Denver, Denver

Content Experience Manager

Feb 2019 – Mar 2021

- Produced university crisis communications plans, including COVID-19 communications plan, coordinating with health policy leaders, general counsel and fellow communications professionals
- Created STAT Conference initial concept and produced all marketing materials resulting in attendance of several thousand higher ed professionals via Zoom and Facebook Live
- Led university-wide Marketing Automation Platform project through discovery, stakeholder buy-in and Phase 1 implementation, delivering proof of concept and comprehensive platform evaluation
- Redesigned email user experience design and content strategies, delivering 4x CTR and greater readership across central marketing and communications operations
- Served as in-house strategic consultant for campus partners and organizations looking to develop campaigns of their own, advising on messaging, promo placement, CTA, and audience targeting
- Implemented content marketing strategy for major brand awareness campaign (DU research) via Inside Higher Ed, Colorado Public Radio and alongside integrated digital marketing efforts

Lux Operations, Ltd., Denver

Constituent experience and engagement consultant

Feb 2018 – Mar 2021

- Developed identity, content and awareness strategies for startups, design firms and non-profits
- Produced brand assets, tactics and best-practice documentation to support client goals
- Developed inbound, social-connected and media-ready storytelling campaigns
- Advised clients on digital marketing, paid media and content-based lead generation
- Oversaw collaborations with full-service marketing agencies and in-house communications teams
- Crafted words, graphic designs and concepts that fostered action and elevated engagement

University of Denver, Denver

Marketing Director and Interim Executive Director for Advancement Marketing & Communications

May 2015 – Feb 2018

- Drove successful marketing efforts for Homecoming, inaugural Alumni Weekend celebration and more. Smashed attendance expectations and records at major DU events
- Instituted data-informed marketing approach to guide decision-making and optimization. Increased traffic, time on site, click-throughs and conversion
- Developed and deployed engagement strategies for 2016 and 2017 “One Day for DU” 24-hour giving days, doubling participation and dollars raised year-over-year
- Launched new online giving platform at give.du.edu, new alumni portal, and many microsites
- Led cross-functional marketing team through period of organizational transition, delivering powerful results and building reputation for successful collaboration
- Oversaw shift in social media strategy toward effective paid promotion and audience targeting, delivering well above industry benchmarks at reduced cost
- Led platform training activities to ensure successful university-wide technology adoption

Northeastern University, Boston

Senior Associate Director, Digital Strategy

May 2011 – Nov 2014

- Managed team of front-end developers, designers and content creators to deliver digital communications strategy, major website productions and focused campaign collateral
- Increased audience engagement 5x across northeastern.edu and on social channels through analytics-driven optimization and coordinated institutional engagement
- Modernized digital content production, measurement and QA throughout university web presence
- Produced social brand for the Office of the President, tripling engagement and improving PR
- Integrated print/web/social for award-winning *Making Tomorrow Happen*, *Empower: The Campaign for Northeastern* and *No Limits* campaigns
- Developed audience-specific strategies to reach prospective students, alumni, faculty, staff and donors
- Partnered with campus police and IT to institute updated emergency communication protocol

Harvard Law School, Cambridge

Asst Director for Online Strategy and Support

June 2008 – May 2011

- Migrated static html site to dynamic CMS in 6 months, implementing QA and ensuring improved distribution
- Collaborated with ITS to produce new content functionality supporting marketing needs
- Transformed public engagement by launching HLS presences on Facebook and YouTube
- Drove development of internal communications portal from RFP, vendor selection, IA discovery and SharePoint site building, designing architecture for future content management
- Provided actionable insights on user behavior and expectations by conducting large-scale marketing survey
- Co-founded “Online Best Practices” forum for cross-departmental collaboration on internet-related issues
- Authored law/policy articles, profiles and interviews for HLS Today News
- Assisted speechwriting for Deans Elena Kagan and Martha Minow (including 2011 Commencement Address)
- Delivered academic tech initiatives through collaboration with IT, HPAC and peer institutions

Boston University + National Science Foundation, Boston

STEM Program Manager, PROSTARS (grant program)

Nov 2007 – April 2008

- Managed K-12 STEM programming for underserved student populations, coordinating with Boston-area schools, university partners and STEM graduate student volunteers
- Promoted activities through print media, digital marketing and personal networking
- Produced annual report in accordance with National Science Foundation guidelines

EDUCATION

University of Southern California, Los Angeles

B.A., English: Creative Writing

May 2004

Honors: Inst. for Multimedia Literacy, Thematic Option, Engineering Honors Colloquium (while studying Aerospace Engineering), Adv. Fiction Workshops & Independent Study final semester

Harvard Summer School, Cambridge

Advanced Fiction: The Novel

July 2009

Competitive-admission summer program taught by Guggenheim fellow Salvatore Scibona

SKILLS

Integrated user experience: online, offline + social media content strategy development

Audience targeting: A/B split and multivariate testing, segmentation, profile development

Change management: platform evaluation, consensus building, disruptive technology adoption

Leadership: cross-functional team direction, project management, vendor relationship management

Problem Solving: Design thinking, SWOT analysis, risk analysis

Research + analysis: market, trending technology, longitudinal, academic, opposition

Copywriting + editing: marketing, technical, social, journalistic, AP Style

Web development: Expert HTML5 and CSS3, intermediate PHP, basic javascript

Content management: WordPress, Drupal, Vanilla, SharePoint, Cascade, Rhythmyx, Encompass

Engagement + analytics: Salesforce Radian6, Hootsuite, Sprout Social, Google Analytics, Kissmetrics

Social platforms: Twitter, Facebook, Google+, YouTube, Social Toaster

Email platforms: iModules, Mailchimp, MyEmma, Constant Contact, Litmus, Email on Acid

Software: Office 365; SharePoint; Adobe Creative Cloud (including Photoshop, Illustrator and InDesign); App Store management (iOS + Android)

SELECTED AWARDS

2014 CASE District 1 Excellence Awards

Empower: The Campaign for Northeastern University

2013 CASE District 1 Excellence Awards

Relaunch of News@Northeastern

2013 Mercury Awards

No Limits (Institutional Accomplishments)

Best Overall Presentation in Annual Reports