

Ruthie Grigoletti

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EXPERIENCE

Senior University Marketing Advisor

Ball State University | May 2025 – Present

- Serve as a senior-level marketing consultant to academic units across the University, offering strategic guidance and creative direction.
- Act as the division's subject matter expert for ClickUp, leading initiatives to streamline project management and support cross-team efficiency.
- Developed comprehensive standard operating procedures (SOPs) adopted across the division to improve clarity and consistency.
- Lead and manage complex, high-impact marketing projects from intake through execution, aligning with institutional goals and brand standards.
- Provide high-level creative direction for campaigns, publications, advertising, and digital/web content.
- Strategically delegate and manage team workflows to promote collaboration, build skills, and meet deadlines.
- Supervise and mentor student employees, contributing to their professional growth and success.
- Participate in hiring, onboarding, and mentoring of new team members, fostering an inclusive and collaborative team culture.
- Plan and facilitate internal professional development workshops and peer learning sessions.
- Represent the division at major University events and serve on cross-functional committees.
- Lead and support external brand training and presentations for campus partners.
- Develop and maintain specialized expertise in key areas such as admissions marketing, academic strategy, and digital campaign management.
- Analyze campaign metrics and project outcomes to guide data-informed strategy and improvements.
- Stay current on higher education marketing trends and best practices to enhance institutional visibility.

University Account Manager

Ball State University | November 2020 – Present

- Serve as the liaison between the marketing division and campus partners, managing strategies for CCIM, Fine Arts, Architecture, Student Affairs, and Lifetime Learning.
- Develop and monitor comprehensive marketing plans that blend creative and strategic approaches to meet University goals.
- Oversee diverse marketing projects, including writing, design, and web development.
- Led the division-wide adoption and integration of ClickUp as the primary project management tool.
- Supervise the Client Services Student Assistant, ensuring clear guidance and

efficient operations.

Lead Project Manager

Spotted Monkey Marketing | May 2018 – November 2020

- Managed multiple marketing projects, ensuring timely, high-quality delivery aligned with client goals.
- Created tailored marketing and communications strategies to meet unique client needs.
- Wrote press releases and coordinated media distribution with local news organizations.
- Designed graphics using InDesign, Illustrator, and Canva to enhance brand storytelling.
- Monitored and analyzed Google My Business and Google Analytics data to refine campaigns.

EDUCATION

Master's Degree – Emerging Media Design and Development

Ball State University

Bachelor's Degree – Public Relations

Ball State University

CERTIFICATIONS & TRAINING

- Leadership Excellence and Development (LEAD) Certificate
- ClickUp Expert and Intermediate Certificates
- CITI Program – Social and Behavioral Research: Basic/Refresher
- Basic Spanish for Ball State University Employees