

RUTHIE GRIGOLETTI

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Strategic higher education marketing leader guiding multi-college academic portfolios and advancing institutional priorities through brand strategy, enrollment-focused campaigns, and operational innovation. Promoted to Senior University Marketing Advisor to lead the Academics focus area at Ball State University. Recognized for strengthening cross-campus partnerships, building scalable systems, and translating complex academic goals into measurable marketing impact.

PROFESSIONAL EXPERIENCE

Senior University Marketing Advisor, Ball State University | May 2025 – Present

Promoted to lead marketing strategy for seven academic colleges and multiple academic-adjacent units, including Student Affairs, Honors College, University Libraries, Online & Strategic Learning, and Information Technology.

- Develop and oversee annual marketing plans for all academic colleges within condensed planning cycles, ensuring alignment with enrollment and institutional priorities.
- Provide senior-level consultation to deans and leadership teams on positioning, messaging, and competitive differentiation.
- Guide integrated campaigns across web, digital advertising, print, photography, video, and storytelling.
- Lead division-wide implementation and optimization of ClickUp project management system, redesigning workflow hierarchy and governance standards.
- Built intake portals, 12 automated request forms, dashboards, and reporting structures now used division-wide.
- Spearheaded creation of a condensed Adobe Express brand style guide to improve accessibility and brand compliance.
- Design reports, ads, and other digital and print pieces (e.g., Student Affairs Impact Report, ECI Livability Ad).
- Develop comprehensive Standard Operating Procedures (SOPs) adopted across Marketing & Communications to improve clarity, efficiency, and consistency.
- Designed a structured 30/60/90-day onboarding framework implemented for new hires and student employees.
- Mentor in the University's Pathways Mentoring Program and supervise student employees using intentional development models.

University Account Manager, Ball State University | November 2020 – May 2025

Primary marketing strategist and liaison between Marketing & Communications and assigned academic and student-facing units, including CCIM, Fine Arts, Architecture &

Planning, Teachers College, Student Affairs, Lifetime Learning, Honors College, and University Libraries.

- Developed and managed comprehensive marketing plans integrating brand strategy, digital campaigns, print collateral, and web initiatives.
- Conducted messaging research and facilitated focus groups to refine academic positioning.
- Oversaw diverse marketing projects across writing, design, photography, and web development.
- Led the division-wide adoption and integration of ClickUp as the primary project management tool, establishing new workflow standards.
- Supervised the Client Services Student Assistant, strengthening internal communication and operational efficiency.

Lead Project Manager, Spotted Monkey Marketing | May 2018 – November 2020

- Managed multiple concurrent marketing campaigns from strategy through execution.
- Developed customized marketing and communications strategies aligned with client growth objectives.
- Coordinated media outreach and authored press releases.
- Designed branded materials using Adobe Creative Suite and Canva.
- Analyzed Google Analytics and Google My Business data to optimize performance.

EDUCATION

- Master of Arts, Emerging Media Design and Development | Ball State University
- Bachelor of Arts, Public Relations | Ball State University

CERTIFICATIONS & LEADERSHIP DEVELOPMENT

- Leadership Excellence and Development (LEAD) Academy
- ClickUp Expert & Intermediate Certifications
- CITI Program – Social & Behavioral Research
- Basic Spanish for Ball State Employees