

RUTHIE GRIGOLETTI

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Higher education marketing professional passionate about helping academic programs tell their stories in meaningful, student-centered ways. Experienced in collaborative planning, enrollment-focused campaigns, and brand storytelling for colleges and campus units at Ball State University. Known for bringing structure to creative work, strengthening partnerships, and helping teams move ideas into action.

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

- HubSpot Academy – Digital Marketing Certification (2026)
- Google Ads Certification (Skillshop, 2026)
- Leadership Excellence and Development (LEAD) Academy (2021)
- ClickUp Expert & Intermediate Certifications (2022)