**STACY PIGOTT**

Tucson, Arizona ▪ 520-539-4152 ▪ stacy.pigott@gmail.com

Strategic marketing and communications executive passionate about using data-driven insights to deliver measurable results of real-world impact on health, well-being, and community.

**PROFESSIONAL EXPERIENCE**

**Executive Director, Brand Communications** January 2021 – Present

*University of Arizona Health Sciences Office of Communications* Tucson, Arizona

* Design and implement strategic marketing and communications campaigns to elevate brand awareness and promote University of Arizona Health Sciences mission and goals. Define and track key performance indicators to measure success.
  + Example: Created an integrated marketing campaign for Cannabis Awareness Month to raise awareness of the Comprehensive Center for Pain & Addiction. With no budget, improved press release open rate by 3% over yearly average; surpassed media placement goal by 940% (total 105 media placements); exceeded social media average engagement rate goal of 5% by more than 1% across five channels; increased video views by more than 400%.
* Conceptualized and implemented U of A Health Sciences’ first two in-house marketing campaigns via Google Ads, YouTube Ads, television, radio, newspaper, direct email, and organic and paid social media.
  + Example: Designed student-focused brand awareness campaign for developing PT program – Came in under budget while securing more than 675,000 impressions, 83,000 ad interactions, 500 outbound clicks from chs.arizona.edu to PT application site, and average ad interaction rate of 12.35% (16.37% video, 5.81% Google Search/Display Ads) in less than six weeks.
* Supervise six employees in brand communications, news and media relations, and social media.
* Direct and finalize all content for external audiences. Write press releases, content marketing features, web content and social media posts as needed.
* Effectively collaborate with colleagues across a highly matrixed organization to promote events, principal-level gifts, strategic events and community outreach efforts.

**Interim Associate Vice President, Communications** June 2022 – May 2023

*University of Arizona Health Sciences Office of Communications* Tucson, Arizona

* Served as a member of the Health Sciences Senior Leadership Team. Developed and executed overall brand strategy for the U of A Health Sciences, resulting in a 96% year-over-year increase in views on brand content.
* Led crisis communications efforts for U of A Health Sciences and collaborated with central communications office.
* Composed all executive communications, including drafting speeches, talking points, messages and presentations; Provided counsel on media engagements; Worked collaboratively with university leadership on presentations/meetings.
* Restructured office to improve organizational structure, increase employee productivity and enhance collaboration while reducing operational costs.
* Oversaw approximately 40 full-time employees on four teams: external communications, internal campus communications and publications, digital and creative services, and Biocommunications, a pay-for-service marketing agency.

**Director, Communications/Digital Content & Media Relations** February 2020 – January 2021

*University of Arizona Health Sciences Office of Communications*Tucson, Arizona

* Pioneered U of A Health Sciences’ use of integrated communications plans to advance strategic initiatives.
* Pitched strategic content and secured local, state, national and international media coverage during a global pandemic, securing research-based news stories in national and international outlets including CNN, FOX News, Canadian Broadcast Corporation, WIRED Italia, HuffPost UK, National Herald India, World Israel News, International Business Times, MSN, etc.
* Maintained editorial calendar and distribution schedule for all external content.
* Established news release distribution and branding guidelines for Health Sciences colleges, centers and institutes.

**Director, News Content & Communications** June 2018 - February 2020

*University of Arizona Office of University Communications*Tucson, Arizona

* Controlled day-to-day news operations in the fast-paced central communications office, including managing the university’s news website, news.arizona.edu, and UANow weekly external newsletter.
* Oversaw media relations and event logistics for University Communications during Commencement in coordination with the Executive Office of the President. Secured parking, transportation and admission for media, provided on-site support, distributed pre- and post-event photos and video for use by local and national media outlets.
* Wrote, edited and distributed content, prioritizing published scientific research and grants.
* Cultivated relationships with media. Fulfilled media requests, scheduled interviews, and escorted film crews on campus.

**Assistant Director, News (Interim Director, June 2018-March 2019)** August 2017 - March 2019

*University of Arizona Office of University Communications*Tucson, Arizona

* Developed story ideas and drafted content for external and internal websites/newsletters, including press releases for distribution to local/state/national/international media.
* Fielded media inquiries and facilitated media relations at events and press conferences.

**Editor** January 2013 - August 2017

*Morris Media Network* Fort Worth, Texas

* Administered a twice-monthly news-based consumer enthusiast publication and digital newsletter.
* Supervised eight full-time employees and 12 freelance writers.
* Initiated complete website redesign and managed robust social media presence (600,000 Facebook fans).

**Executive Editor** August 2011 - January 2013

*Sabre Publishing* Norman, Oklahoma

* Ran a twice-monthly, news-based consumer enthusiast publication and expanded circulation internationally.
* Implemented the redesign of a 30-year-old publication while maintaining brand continuity.
* Managed a core editorial staff of four full-time employees and more than a dozen freelance writers.

**EDUCATION**

**Arizona State University**, Phoenix, Arizona

* Master of Science, Digital Audience Strategy

**Michigan State University**, East Lansing, Michigan

* Bachelor of Science, Double Major: Animal Science; Agriculture and Natural Resources Communications

**AWARDS**

* Public Relations Society of America, Southern Arizona Chapter: 2018-2024 – multiple awards in the categories of General Marketing Campaign, Social Media Marketing, News Release or PSA, Magazines or Periodicals, Public Relations Campaign, and Multimedia Communications
* Council for Advancement and Support of Education: 2018 & 2020 – awards in the categories of Communications & Media Relations and Publications
* Multiple national journalism and publishing awards for magazines, feature articles, news reporting, event coverage, editorial writing, website, personal column, photography and nonfiction book.