

Amanda Briggs, MS

abosarge@gmail.com | (248) 952-7235

Professional Experience

IU Richard M. Fairbanks School of Public Health at IUPUI and IU Fort Wayne

Director of Marketing, Communication and Recruitment

August 2021 – present

- Lead marketing, communication and recruitment efforts for school across two campuses.
- Manage cross-functional team of marketers, designers, recruiters and admission counselors.
- Manage brand across school with a focus on all marketing, communication and recruitment channels.
- Lead all media relations efforts that communicate school achievements and establish the Fairbanks School of Public Health as a leader in public health in Indiana and the nation.
- Developed and led communication efforts during COVID-19 pandemic including a statewide prevalence study; contact tracing across Marion County; speechwriting for city and state press conferences; creating, launching and measuring marketing and communication plans; coordinated over 700 media appearances during pandemic.
- Led strategic marketing and communication efforts during the pandemic that led to growth on a campus with declining enrollment.

Director of Marketing and Communication

December 2016 – August 2021

- Manage marketing, communication, branding, design, social media, videography and photography across school.
- Developed strategic marketing recruitment plan based on metrics resulting in year over year growth in both headcount and credit hours.
- Developed and launched marketing strategies in support of new degree programs to meet and exceed projected enrollment goals.
- Develop and produce digital marketing efforts
- Lead all communication efforts for the school and special projects.
- Led redesign of website.
- Motivate and mentor direct report.

Digital Marketing Specialist

December 2015 – December 2016

Archdiocese of Baltimore

Director of Creative Services

July 2015 – December 2016

- Managed branding across all platforms for an organization with a \$38 million operating budget.
- Directed art and design for print, web, social media, events, email marketing, direct mail marketing and mobile, as well as video and radio editing, for more than 150 parishes, 70 schools and 20 departments.
- Collaborated on campaigns for a \$53 million endowment foundation, \$9 million annual appeal, \$148 million five-year campaign and a one-day \$100,000 scholarship fundraiser.
- Grew social media following from 800 to 5,000 on Twitter and 2,000 to 4,500 on Facebook.
- Provided reporting and analysis of website analytics, social media, email campaigns and digital campaigns that led to immediate changes in strategy and restructuring of existing website.
- Managed interns and administered performance reviews.

Marketing Specialist, Archdiocese of Baltimore

January 2012 – July 2014

Greenleaf Media

Web Designer

December 2010 – December 2011

- Primary web designer for a multimedia firm.
- Performed cross-browser testing and search engine optimization.
- Social media marketing.
- Print and logo design, and studio photography.

Kensington Community Church

Graphic Designer

July 2009 – November 2010

- Conceptualized branding for weekly print publications, stage graphics, web design, signs, posters and other media for a Metro Detroit church with more than 10,000 regular attendees and a \$15 million operating budget.
- Coordinated projects with vendors, writers and photographers.

Aruliden

Designer (Contract)

November 2008 – January 2009

Louisiana Department of Environmental Quality

Graphic Designer

March 2007 – August 2008

Bayou Federal Credit Union

Graphic Designer

March 2006 – March 2007

Professional Memberships

- National Association of County and City Health Officials | Member
2022 – Present
- Indiana Association for College Admission Counseling | Member
2021 – Present
- American Marketing Association, Indianapolis Chapter | Secretary
2021 – Present
- American Marketing Association | Member
2017 – Present
- Public Relations Society of America | Member
2017 – 2018

Education

- Master of Science in Human-Computer Interaction, Indiana University
January 2017 – May 2019
- Bachelor of Fine Arts in Graphic Design, Louisiana State University
August 2002 – May 2007

Awards

- FSPH Staff Award, 2021, Quarter 4
- AcademyHealth HSR Impact Award, Indiana Prevalence Study, team member, 2021
- GDUSA, Package Design Awards, 2008

Courses Taught

- PBHL-S 625 Applied Public Health Campaigns and Social Marketing Strategies
Spring 2021 – Present

Community Engagement

- Board Member | Starfish Initiative
2021 – Present
- Leadership United
2021
- Mentor | DEAP (Diversity Enrichment and Achievement Program)
2018 – 2019
- United Way | School Ambassador
2017 – 2021

Committee Assignments

- FSPH 10th Anniversary Planning Committee | Chair
2022
- Yield Champion | School Representative
2022
- Master's Program Committee | Department Representative
2022
- Our Commitment to You Committee | School Representative
2020 – 2022
- Staff Resource Forum Planning Committee | Chair
2019 – 2020
- Dean Paul Halverson Administrative Review Committee | Staff Representative
2019 – 2020
- Zombie Scavenger Hunt Planning Committee | Department Representative
2019
- IUPUI 50th Anniversary Committee | School Representative
2018 – 2019
- IU 200th Anniversary Committee | School Representative
2018 – 2020
- Undergraduate Recruitment Committee | Department Representative
2017 – 2020

Administrative Service

- Strategic Planning Recruitment Working Group | Leader
2022 – Present
- Strategic Planning Retreat | Member
2022
- Director of Development Search Committee | Chair
2021
- Junior Media Designer Search Committee | Chair
2021
- Assistant Director of Marketing and Communication Search Committee | Chair
2021
- IUFW Student Success and Outreach Coordinator Search Committee | Member
2021
- Graduate Recruiter Search Committee | Chair
2021
- ECHO Marketing and Communication Specialist Search Committee | Member
2021
- FSPH Admissions Counselor Search Committee | Member
2021
- Staff Resource Forum | Secretary
2020 – Present

- Fort Wayne Committee | Member
2019 – Present
- Staff Council | School Representative
2016 – 2018
- Undergraduate Recruitment Retreat | Member
2018
- Strategic Planning Retreat | Member
2018
- “Using Crowd-Sourced Data to Name a College Degree” | Administrator and Analyst
2017

Publications and Presentations

1. Briggs, A., Robertson, A. (October 2021) “Increasing Graduate Recruitment in a Virtual Landscape.” Assessment Institute
2. Briggs, A., Robertson, A. (October 2021) “Strategies for Digitally Launching a Presence on a Second Campus.” Assessment Institute
3. Briggs A, Cafaro F. End-User Needs of Fragmented Databases in Higher Education Data Analysis and Decision Making. *Informatics*. 2021; 8(3):42. <https://doi.org/10.3390/informatics8030042>
4. Briggs, A., Robertson, A. (October 2020) “Cultivating the First-Generation Student Population at the Fairbanks School of Public Health.” Assessment Institute
5. Briggs, A. (2019) “End-User Needs of Fragmented Databases in Higher Education Data Analysis and Decision Making.” [Thesis]
6. Briggs, A., Robertson, A.. (2019) “Cultivating the First-Generation Student Population at the Fairbanks School of Public Health.” IUPUI Welcoming Campus Conference.