

ANTHONY LUX

linkedin.com/in/anthonylux | lux.cx | anthony@lux.cx | 720.360.1079

Award-winning constituent experience leader with a record of results-driven strategic engagement. Over 11 years working with major institutions of higher education. Elevating the capacity of brands to effect change.

WORK EXPERIENCE

Lux Operations, Ltd., Denver

Constituent experience and engagement consultant

Jan 2014 – Present

- Developing comprehensive strategies for clients in the non-profit and design sectors
- Producing brand tactics, identity assets and best practice documentation to support client business goals
- Developing email, inbound-marketing, social-connected and media-ready storytelling campaigns
- Advising clients on digital marketing opportunities, paid media and content-based lead generation
- Overseeing collaborations with full-service marketing agencies and in-house communications teams
- Crafting and transforming the words and concepts that *deliver results*

University of Denver, Denver

Marketing Director and Interim Executive Director for Advancement Marketing & Communications

May 2015 – February 2018

- Drove successful marketing efforts for Alumni Weekend, Homecoming and more. Smashed attendance expectations and records at major DU events
- Instituted data-informed marketing approach to guide decision-making and optimization. Increased traffic, time on site, click-throughs and ultimately conversion
- Developed engagement strategies for 2016 and 2017 “One Day for DU” 24-hour giving days, doubling participation and dollars raised year-over-year
- Launched new online giving platform at give.du.edu, new alumni portal, and other sites
- Led cross-functional marketing team through period of organizational transition, delivering strongest results to-date and building a reputation for successful collaboration
- Managed vendor relationships, negotiating to maximize value of product implementations for university
- Deployed A/B testing to improve social media and email open rates/clicks and conversions
- Oversaw shift in social media strategy toward effective paid promotion and audience targeting, delivering well above industry benchmarks at reduced cost
- Led platform training activities to ensure successful university-wide adoption of marketing strategies

Northeastern University, Boston

Senior Associate Director, Digital Strategy

May 2011 – November 2014

- Managed team of front end developers, designers and content creators to deliver award-winning productions
- Increased audience engagement 5x across northeastern.edu and on social through analytics-driven optimization and coordinated institutional engagement
- Modernized digital content production, measurement and QA throughout university web presence
- Produced social brand strategy for the Office of the President, tripling engagement and improving PR
- Integrated print/web/social for award-winning *Making Tomorrow Happen, Empower* (Northeastern’s capital campaign) and *No Limits* campaigns
- Developed audience-specific strategies to reach prospective students, alumni, faculty, staff and donors
- Partnered with campus police and IT to institute updated emergency communication protocol

Harvard Law School, Cambridge

Asst Director for Online Strategy and Support

June 2008 – May 2011

- Migrated static html site to dynamic CMS in 6 months, implementing QA and ensuring improved distribution
- Collaborated with ITS to produce new content functionality supporting marketing needs
- Transformed public engagement by launching HLS presences on Facebook and YouTube
- Drove development of internal communications portal from RFP, vendor selection, IA discovery and SharePoint site building, designing architecture for future content management
- Provided actionable insights on user behavior and expectations by conducting large-scale marketing survey
- Co-founded “Online Best Practices” forum for cross-departmental collaboration on internet-related issues
- Authored law/policy articles, profiles and interviews for HLS Today News
- Assisted speechwriting for Deans Elena Kagan and Martha Minow (including 2011 Commencement Address)
- Delivered academic tech initiatives through collaboration with IT, HPAC and peer institutions

Boston University, Boston

STEM Program Manager, PROSTARS (NSF Grant)

November 2007 – April 2008

- Managed educational programs, produced funding-required NSF reports, and promoted activities through print media, digital marketing and direct outreach with Boston-area schools

EDUCATION

University of Southern California, Los Angeles

B.A., English: Creative Writing

May 2004

Honors: Inst. for Multimedia Literacy, Thematic Option, Engineering Honors Colloquium (while studying Aerospace Engineering prior to my leap to the humanities), Adv. Fiction Workshops

Harvard Summer School, Cambridge

Advanced Fiction: The Novel

July 2009

SKILLS

Integrated user experience: online, offline + social media strategy development

Audience targeting: A/B testing, segmentation, profile development, content marketing

Change management: platform evaluation, consensus building, disruptive technology adoption

Leadership: cross-functional team direction + project management, design-based problem solving

Research + analysis: market, trending technology, longitudinal, academic, opposition

Copywriting + editing: marketing, technical, social, journalistic

Web development: Expert HTML5 and CSS3, intermediate PHP, basic javascript

Content management: WordPress, Drupal, Elgg, BuddyPress, Vanilla, SharePoint, Cascade, Rhythmyx

Engagement + analytics: Salesforce Radian6, Hootsuite, Sprout Social, Google Analytics, Kissmetrics

Social platforms: Twitter, Facebook, Google+, YouTube, Social Toaster

Email platforms: iModules, Mailchimp, Emma, Constant Contact, Litmus, Email on Acid

Software: Office 365; SharePoint; Adobe Creative Cloud (including Photoshop, Illustrator and InDesign); App Store management (iOS + Android)

SELECTED AWARDS

2014 CASE District 1 Excellence Awards

Empower Campaign

Silver Award

2013 CASE District 1 Excellence Awards

News@Northeastern

Gold Award

2013 Mercury Awards

No Limits (Institutional Accomplishments)

Best Overall Presentation in Annual Reports