

# ANTHONY LUX

[linkedin.com/in/anthonylux](https://www.linkedin.com/in/anthonylux)

[anthonylux.com](http://anthonylux.com)

[anthony@lux.gd](mailto:anthony@lux.gd)

720.360.1079

**Award-winning constituent experience leader with record of results-driven strategic engagement. 12+ years working with top-tier universities and organizations of purpose. Elevating the capacity of complex organizations to effect change.**

## WORK EXPERIENCE

### University of Denver, Denver

#### Content Experience Manager

**Feb 2019 – Present**

- Produced university crisis communications plans, including COVID-19 communications plan, coordinating with health policy leaders, general counsel and fellow communications professionals
- Led university-wide Marketing Automation Platform project through discovery, stakeholder buy-in and Phase 1 implementation, delivering proof of concept and comprehensive platform evaluation
- Redesigned email user experience design and content strategies, delivering 4x CTR and greater readership across central marketing and communications operations
- Served as in-house strategic consultant for campus partners and organizations looking to develop campaigns of their own, advising on messaging, promo placement, CTA, and audience targeting
- Led change management for complex martech shift, leading toward viable path of success
- Implemented content marketing strategy for major brand awareness campaign (DU research) via Inside Higher Ed, Colorado Public Radio and alongside integrated digital marketing efforts

### Lux Operations, Ltd., Denver

#### Constituent experience and engagement consultant

**Feb 2018 – Present**

- Developed identity, content and awareness strategies for startups, design firms and non-profits
- Produced brand assets, tactics and best-practice documentation to support client goals
- Developed inbound, social-connected and media-ready storytelling campaigns
- Advised clients on digital marketing, paid media and content-based lead generation
- Oversaw collaborations with full-service marketing agencies and in-house communications teams
- Crafted words, graphic designs and concepts that fostered action and elevated engagement

### University of Denver, Denver

#### Marketing Director and Interim Executive Director for Advancement Marketing & Communications

**May 2015 – Feb 2018**

- Drove successful marketing efforts for Homecoming, inaugural Alumni Weekend celebration 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 conversion
- Developed and deployed 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](http://give.du.edu), new alumni portal, and many microsites
- Led cross-functional marketing team through period of organizational transition, delivering powerful results and building reputation for successful collaboration
- 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 – Nov 2014

- Managed team of front-end developers, designers and content creators to deliver digital communications strategy, major website productions and focused campaign collateral
- Increased audience engagement 5x across [northeastern.edu](http://northeastern.edu) and on social channels through analytics-driven optimization and coordinated institutional engagement
- Modernized digital content production, measurement and QA throughout university web presence
- Produced social brand for the Office of the President, tripling engagement and improving PR
- Integrated print/web/social for award-winning *Making Tomorrow Happen*, *Empower: The Campaign for Northeastern* 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 + National Science Foundation, Boston

### STEM Program Manager, PROSTARS (grant program)

Nov 2007 – April 2008

- Managed K-12 STEM programming for underserved student populations, coordinating with Boston-area schools, university partners and STEM graduate student volunteers
- Promoted activities through print media, digital marketing and personal networking
- Produced annual report in accordance with National Science Foundation guidelines

## 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), Adv. Fiction Workshops & Independent Study final semester

### Harvard Summer School, Cambridge

#### Advanced Fiction: The Novel

July 2009

Competitive-admission summer program taught by Guggenheim fellow Salvatore Scibona

# SKILLS

**Integrated user experience:** online, offline + social media content strategy development  
**Audience targeting:** A/B split and multivariate testing, segmentation, profile development  
**Change management:** platform evaluation, consensus building, disruptive technology adoption  
**Leadership:** cross-functional team direction, project management, vendor relationship management  
**Problem Solving:** Design thinking, SWOT analysis, risk analysis  
**Research + analysis:** market, trending technology, longitudinal, academic, opposition  
**Copywriting + editing:** marketing, technical, social, journalistic, AP Style  
**Web development:** Expert HTML5 and CSS3, intermediate PHP, basic javascript  
**Content management:** WordPress, Drupal, Vanilla, SharePoint, Cascade, Rhythmyx, Encompass  
**Engagement + analytics:** Salesforce Radian6, Hootsuite, Sprout Social, Google Analytics, Kissmetrics  
**Social platforms:** Twitter, Facebook, Google+, YouTube, Social Toaster  
**Email platforms:** iModules, Mailchimp, MyEmma, 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: The Campaign for Northeastern University**

## 2013 CASE District 1 Excellence Awards

**Relaunch of News@Northeastern**

## 2013 Mercury Awards

**No Limits (Institutional Accomplishments)**  
*Best Overall Presentation in Annual Reports*