

BECCA GRIFFIN

PROFESSIONAL SUMMARY

Strategic communication professional with nearly 15 years of experience and a decade in higher education. A strong content marketing, writing, internal & executive communications, publications and digital media background. (Née Broaddus)

EXPERIENCE

Director of Academic Communications

Sam Houston State University | Office of the Provost | Huntsville, Texas

April 2021-Present

- Advises the Division of Academic Affairs leadership on communications efforts and best practices
- Executes communication tactics according to strategic communications plans and initiatives in a timely manner
- Develops, distributes and applies communications-related policies and procedures for the division
- Establishes, reviews, edits and/or approves communication tactics and methods for the division
- Consults and provides oversight on communications-related practices and decisions within the division and across the university at various levels
- Drafts and sends communications on behalf of the Office of the Provost to the division and other constituents
- Plans, evaluates and approves messaging from units across the division for target audiences

Communications Director

ThinkReliability | Houston, Texas

May 2019-April 2021

- Created a content strategy and developed, curated and edited content accordingly, including blog posts, weekly newsletters, social media and book development
- Led instructional design efforts for training courses and workshops (online and in-person)
- Coordinated conferences and speaking engagements for those in thought leadership positions
- Designed, developed and implemented branding and identity standards across various media
- Managed internal communication and annual meetings

Publications Manager

Baylor University | Hankamer School of Business | Waco, Texas

August 2013-May 2019

- Acted as managing editor of the Baylor Business Review magazine (circulation 43,000)
 - Led and implemented the 2015 redesign of the magazine, which increased average article readership by nearly 42 percent and reduced production costs by 48 percent
- Coordinated and managed the development, budget, design, photography, copy and publication of more than 20 print and digital projects annually, including annual reports, magazines, brochures and newsletters
- Managed outside vendors, freelancers and student interns, and developed streamlined communication and training

Public Relations Specialist

The Dwyer Group, Inc. Waco, Texas	January 2011-August 2013
<ul style="list-style-type: none">▪ Created copy, edited and distributed internal, print magazines and e-newsletters for seven companies▪ Orchestrated corporate and local PR campaigns for 1,200 franchisees within seven companies▪ Established social media and public relations training and support for nearly 200 franchisees▪ Handled media relations for corporate office and franchisees▪ Increased Glass Doctor publicity more than 9,000 percent (circulation) and increased Facebook likes 186 percent	

EDUCATION

M.A. Communication Baylor University Waco, Texas	May 2016
Organizational Studies focus	
B.A. Journalism Baylor University Waco, Texas	December 2010
Public Relations focus Summa Cum Laude	

INVOLVEMENT & COMMUNITY ENGAGEMENT

Adjunct Lecturer Sam Houston State University	August 2024-Present
Adjunct Lecturer Baylor University	August 2016-May 2019
Member Public Relations Society of America Central Texas Chapter	2011-2019
Elected Representative Staff Council Baylor University	2018-2019
Member Junior League of Waco	2018-2019
Staff Leader Baylor in Greece Baylor University	2018
Member American Advertising Federation Waco Chapter	2011-2017
Secretary/Treasurer 2012-2014 Board Member 2011-2014 Awards Gala Chair 2011	
Staff Leader Baylor in Zambia Baylor University	2015
Staff Leader Baylor in Uganda Baylor University	2014

RECOGNITION

Outstanding Staff Member of the Year Baylor University Hankamer School of Business	2017
Glass Doctor Team Member of the Year The Dwyer Group, Inc.	2011

References available upon request.