

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

- 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.