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# BECKY PURVIS

## COPYWRITER

Multitalented copywriter with passion for organizations that make the world a better place. Amazing storyteller that helps companies understand what makes them unique and why it matters to their customers, donors, and stakeholders. Strength for creating marketing and development strategies and implementing them tactically. Head for analytics to shape and reshape messaging to maximize reach and effectiveness and give clients the best bang for the buck.

### CONTACT

-  303-748-8060
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### EXPERTISE

Copywriting / Content Strategy  
Expert Researcher  
Integrated Marketing Strategy & Implementation  
Digital & Traditional Marketing Tactics  
Project Management  
Grant Writing  
Development Planning & Execution  
KPI / Results Analysis

### AWARDS

Educational Advertising Award,  
Gold for Woodbury University  
Microsite  
CASE District IV Awards, Writing –  
Medical/Scientific Feature

### EXPERIENCE

#### MARKETING STRATEGIST / COPYWRITER (SELF-EMPLOYED) Purvis Communications / Denver, CO / 2016-2017

Analyze organization marketing and communications needs, plan marketing strategy and implement programs for nonprofit and higher education clients. Projects include:

- Website content and design for DeBruler, Inc., an Oklahoma-based nonprofit consulting firm
- Email marketing content to attract students to George Mason University, Northeast Ohio Medical University, Northwestern University
- Business and marketing plans development for How to Read Your Baby, a Brighton, Co.-based nonprofit that sells parenting curriculum
- Theory of Change, advocacy and event support material content and design for Renewable Energy Transition Initiative
- e-Newsletter content and design for National Investor Relations Institute, OK Coalition for Affordable Housing, OK Commercial Association of REALTORS

#### SENIOR EDITOR / CREATIVE LEAD Ruffalo Noel Levitz / Denver, CO / 2014-2016

Oversaw creative direction and staff for multichannel admission marketing and fundraising campaigns; conducted on-campus focus groups and online surveys to cultivate stories to give human voice to messaging.

- Cultivated and managed relationships with more than 30 colleges and universities; client retention: nearly 90% year over year
- Deployed campaigns using proprietary CRM and monitored campaigns for effectiveness
- Tracked open rates of 20% for cold-list emails and a record number of applicants for American International College for the 2016 school year

#### MARKETING COORDINATOR Medtronic / Boulder, CO / 2012-2014

Wrote marketing content for medical device manufacturer, following FDA regulations; managed department budget and internal communications; and established policies and procedures for industry compliant contracting, physician and respiratory therapist visits and tradeshow coordination.

## EDUCATION

### MASTER OF BUSINESS ADMINISTRATION

University of Texas at Arlington

### BACHELOR OF ARTS

Communication  
Wichita State University

## TECHNICAL SKILLS

Adobe Creative Suite

Project Management Systems

Content Management Systems

Social Media Management

eMail Marketing Programs

CRM Integration & Management

Web Creation Tools

Basic Video Editing

## OTHER EXPERIENCE

University of Texas at Arlington,  
Media Relations Specialist

University of North Texas Health  
Science Center, Communication  
Coordinator

Boy Scouts of America,  
Editor/Copy Editor

## EXPERIENCE CONTINUED

- Aligned global sales and marketing strategies and successes through bimonthly sales e-newsletter
- Coordinated presentation of new medical device for healthcare providers nationwide and ensured compliance with Federal Sunshine Laws
- Established and trained staff in process improvement

### COMMUNICATIONS SPECIALIST

Rocky Mountain Human Services / Denver, CO / 2011

Developed brand messaging, marketing, and media relations campaigns; analyzed effectiveness of campaigns using Google Analytics; created multimedia presentations; assisted with grant writing; managed web and social media content using best digital marketing practices

- Created branding and messaging strategy for Homes for All Veterans program; received more than 250 referrals in first month
- Garnered media attention for Operation TBI Freedom, including a three-part news story on KOA's morning news and on the *Mike Rosen Show*

### PUBLICATIONS EDITOR

University of Texas at Arlington / Arlington, TX / 2008-2010

Initiated and oversaw creation of print and digital marketing campaigns based on client needs; wrote marketing copy and interview-based stories; and evaluated websites and repurposed content and navigation for usability

- Coordinated re-branding efforts for admissions marketing campaign, which yielded a 66% increase in applications over four years
- Conceptualized brand messaging for new University College and managed design, architecture and user experience for 150+-page website

### PROGRAM DIRECTOR

Drug Prevention Resources / Irving, TX / 2006-2008

Developed coordinated marketing and community advocacy campaigns; wrote grants and managed grant reporting; recruited coalition members; planned and evaluated program strategies; and managed staff members and volunteers

- Conceived community coalition branding and logo and supported it with website, media relations and marketing collateral
- Served as media spokesperson for coalitions, including appearances on community talk shows and press conferences