

Bobby Remis

Columbia, MO
bobbyremis@gmail.com | (573) 881-5108
linkedin.com/in/bobbyremis | bobbyremis.com

Marketing Communications Director | Brand Strategist

Social Media Management
Marketing Campaign Strategy
Brand Development
Project Management
Internal Communications

Event Planning & Design
Research & Analytics
Vendor Management
Customer Service
Copywriting

Degree: Bachelors, Communication & Business Administration
University of Missouri

Technologies: Photoshop, InDesign, Illustrator, Premiere Pro, iMovie, Meltwater, Hootsuite, Slack, Trello, Dropbox, Adobe Social, WordPress, Wix, Weebly, Cascade, Google Analytics, Mailchimp, Zoom, GlobalMeet, Webex, Cvent, Unfold, MemberClicks, ePly, PheedLoop

Industries: Higher Education, Financial Services, Entertainment, Nonprofit

Professional Experience

Director, Marketing & Communication **2017-Present**
Missouri Community College Association, Jefferson City, MO

- Increased brand awareness by 267K impressions in 12 months through social media strategy.
- Generated 13% year-over-year individual membership conversion and 93% membership retention through multichannel marketing campaigns.
- Boosted registrations by 13% for flagship event resulting in \$27.6K of additional revenue.
- Redesigned and authored weekly newsletter averaging 19% open rate and 38% click rate.
- Produced 10-session webinar series earning 5K web page clicks and 46K social impressions.

Social Media Consultant (Contract Remote) **2014-Present**
LPL Financial, San Diego, CA & Charlotte, NC

- Authored 213 social media posts for annual conference; 81% of content led to web traffic.
- Designed creative assets for social campaigns to increase engagement by 16%.
- Composed 50+ social media posts per week for 6 senior executives.
- Ensured corporate and federal social media regulatory compliance across 12 accounts.

Marketing Strategist

2017

University of Missouri, Columbia, MO

- Advised 14 marketing & communication directors on strategic direction of global marketing campaign implementation
- Introduced monthly internal email for 200 department staff members.
- Created campaign toolkits for units with 50% adoption rate; featured communication plans, branded templates, and guidance for implementation.
- Interpreted market research for enrollment marketing strategy; increased enrollment by 13%.

Strategic Communications Consultant

2015-2017

University of Missouri Bond Life Sciences Center, Columbia, MO

- Developed website enhancement project; improving traffic by 19%.
- Pioneered development of center's strategic planning process; interpreted data from 12 focus groups.
- Orchestrated 5-day event comprised of 300 presenters, 40 vendors, 3 international speakers and solicited 20 sponsorships/exhibitors.
- Spearheaded coordinated social media strategy; improved engagement by 43% in 12 months.
- Supervised and mentored 2 interns and 4 graduate assistants.

Social Media Manager – Guest Services

2013

AMC Theatres, Kansas City, MO

- Managed and coached team of 3 customer service coordinators; established best policies for responding to and resolving customer issues.
- Resolved 1,000+ customer inquiries to increase engagement and reconcile issues.
- Reduced social media response time from hours to 30 minutes.
- Overhauled weekly operations analysis report for executive management.

Additional Experience

➤ Volunteering

Founder & President, **Cue Courage**

2013-Present

Alumni Member, **The Delta Chi Fraternity**, Missouri Chapter

2014-Present

➤ Associations

Member, **American Society of Association Executives (ASAE)**

2017-Present

Member, **Missouri Chamber of Commerce and Industry**

2019-Present