

Carrie Gubsch

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PROFESSIONAL EXPERIENCE

STUDENT COMMUNICATIONS COORDINATOR

San Jacinto College District • Houston, TX • May 2020-July 2022

- Oversaw daily communications to 40,000 diverse learners across the student lifespan.
- Led the transition of student communications from an ad hoc program to a CRM platform
- Developed a multi-channel communication strategy and editorial calendar to engage student learners with accessible, engaging, and clear content across the student journey.
- Increased email open rates by 16 percent through improving subject lines, A/B testing, improved graphics, and segmentation.
- Advised and supported leadership teams across five different campuses on the use of strategic content creation, newsletters, and social media strategy.

DIGITAL COMMUNICATIONS COORDINATOR

Mosaic • Omaha, NE • Jan. 2017-Dec. 2019

- Led a team that increased unique web visits, while creating a standardized digital communications strategy and policies across more than 35 agencies of an organization with \$226 million in annual revenue.
- Served as the primary manager of an on-time and on-budget website redesign that allowed Mosaic to better track key performance indicators and core business goals, and align with a new strategic vision, working collaboratively with every department in the organization.
- Served as the primary architect of a 2017 social media and digital advocacy campaign that produced nearly 6,500 messages to elected officials from more than 1,500 advocates, with a 19% advocacy rate.
- Advised senior leadership on using branded social and digital media to advance organizational goals.

COMMUNICATIONS SPECIALIST

Mosaic • Omaha, NE • Oct. 2014-Dec. 2016

- Wrote and edited for print and digital communications including editorials for CEO, magazine articles, fundraising appeals, internal communications, blog posts, press releases, social media posts, and more.
- Managed content and trained users for more than 40 social media accounts, doubling engagement and web traffic from social accounts annually.

COMMUNICATIONS COORDINATOR

Christ the King Lutheran Church • New Brighton, MN • Aug. 2011-Aug. 2014

- Served as the primary point of contact for all internal and external communications, responsible for proactively planning, organizing, designing, and executing all routine and special communications.
- Ensured individual pieces and projects aligned with the church's mission and vision.

- Produced and edited videos, photography, and more to support church outreach and ministry.

COMMUNICATIONS REPORTER/PHOTOGRAPHER

Lake Chelan Mirror • Chelan, WA • 2010-2011

- Served as a reporter/photographer for a weekly newspaper.
- Assisted with page design, social media management, and copyediting.

NEWS INTERN

Evangelical Lutheran Church in America • Chicago • 2009

Served as a news intern during the summer of 2009, covering the ELCA Youth Gathering and 2009 Churchwide Assembly.

EDUCATION

PACIFIC LUTHERAN UNIVERSITY

Bachelor of Arts in Communication; Minor in Public Affairs

Parkland, WA

2008-2010

HIGHLINE COLLEGE

Associate of Arts

Des Moines, WA

2006-2008

ADDITIONAL INFORMATION

- Certifications: Google Analytics Beginner Certificate - Google; Inclusive Teaching for Equitable Learning Certificate - ACUE (Association of College and University Educators)
- Board of Directors, Good Shepherd Lutheran Community, Blair, NE
- Advisory Member, Nebraska Synod Strategic Visioning Committee
- ALDE, Nebraska Chapter, Communications Chair
- Member, Zion Lutheran Church, Spokane Valley, Wash.