

Faith Richards

346-670-9029

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Strategic communications professional with 5+ years of experience leading integrated marketing campaigns, stakeholder engagement initiatives, and high-impact events across higher education, public sector, and civic spaces. Skilled in translating complex topics into clear, engaging content across digital, print, and community platforms. Known for building strong partnerships with leadership, city stakeholders, and cross-functional teams to deliver communications that drive trust, visibility, and results. Experienced in public relations, community outreach, project management, and performance reporting with a collaborative, thoughtful approach to every project.

EXPERIENCE

Assistant Director of Communications and Marketing

Rice University

June 2024 - Present

- Led the development and execution of strategic marketing plans to drive engagement and preference for key university service areas, managing multi-channel campaigns and high-profile events that resulted in **25+ million social media engagements and 2,000+ new organic followers in six months**.
- Served as the primary point of contact for senior leadership and stakeholders, facilitating alignment on goals, messaging, and creative strategy across teams.
- Developed and managed campaign budgets and scopes of work, ensuring alignment with organizational priorities and compliance with financial protocols.
- Oversaw web content strategy and optimization in collaboration with designers and content teams, ensuring an effective user experience and consistent messaging.
- Produced campaign performance reports and presented key insights to leadership, using data to inform continuous improvement and optimization of marketing initiatives.
- Managed vendor relationships and contract negotiations for creative services, event production, and digital campaigns.

Communications and Marketing Specialist

Rice University

March 2023 - June 2024

- Developed and implemented internal and external marketing campaigns supporting departmental objectives, driving consistent messaging and engagement across channels.
- Created a resource library to ensure content alignment with brand standards and strategic priorities, resulting in improved consistency and efficiency across marketing materials.
- Managed website performance and front end updates using Google Analytics, implementing strategies that increased web traffic and enhanced user experience.
- Wrote and produced over 50 pieces of internal and external content, including articles, graphics and social media posts.
- Facilitated internal events and town halls that reached average attendance of 600+ employees, supporting alignment with organizational objectives.
- Leveraged HubSpot analytics to assess campaign effectiveness and optimize strategy for improved ROI.

Events Specialist

Rice University

January 2022 - March 2023

- Led university-wide events and civic engagement initiatives that collectively reached hundreds of thousands of community members, reinforcing Rice's commitment to inclusion and community partnership.
- Coordinated Rice's participation in the MLK Jr. Parade, Houston Pride Parade, and over 100 signature events annually, driving record attendance and positive sentiment.
- Managed all aspects of event communication, logistics, and execution, consistently delivering experiences rated 95%+ satisfaction by attendees and stakeholders.
- Cultivated trusted relationships with community partners, strengthening Rice University's reputation as a civic leader and valued collaborator.

Communications Coordinator & Recruiter

Texas A&M University - Corpus Christi

April 2021 - January 2022

- Developed and executed multimedia marketing campaigns across web, email, and social media, resulting in a 70% increase in engagement on social platforms within three months.
- Managed a pipeline of prospective students through targeted outreach and follow-up, supporting application growth and conversion.
- Produced branded content including brochures, newsletters, and digital ads to drive awareness and preference for the university.

Marketing Intern

Spring 2021

Morgan Stanley Financial - Corpus Christi

- Supported a team of financial advisors by developing marketing strategies and event concepts to strengthen client relationships and drive engagement.
- Utilized Salesforce to streamline outreach processes, improve communication workflows, and enhance client targeting.
- Designed personalized campaign strategies incorporating email touchpoints and small-scale appreciation events to build client loyalty.
- Assisted in organizing internal events to align stakeholders with firm priorities and reinforce key business objectives.

EDUCATION

Texas A&M University - Corpus Christi

2021

Bachelors of Arts in Communications

University of Houston - Downtown

2025

Masters of Arts in Strategic Communication

CERTIFICATIONS

Rice Business School

2025

Customer-centric Strategy Course

SKILLS

Strategic Marketing Campaign Development, Multi-Channel Marketing Strategy, Budget Planning and Management, Stakeholder and Physician Engagement, Cross-Functional Collaboration, Vendor and Agency Management, Web Content Strategy and Optimization, Performance Measurement and Reporting, Business Case Development and Presentation, Event Strategy and Execution, Change Management Communication, Problem Solving and Continuous Improvement, Digital Marketing Analytics (Google Analytics, HubSpot), Content Development and Brand Alignment, Project Management, Employee and Community Engagement, Crisis Communication, Social Media Strategy and Growth, Creative Direction and Messaging, Recruitment Marketing Campaigns, Strategic Communication, Change Management Support, Global Campaign Planning and Execution, Transformation Communications, Message Development and Storytelling, Employee Engagement and Advocacy Programs, Brand Alignment and Consistency, Crisis Communication and Reputation Management, Cross-Functional Collaboration, Senior Leadership Communication Support, Stakeholder Engagement and Relationship Building, Ambassador Program Development, Event Planning and Execution, Community and Partner Relations, Content Management Systems (CMS), HubSpot Marketing Automation, Google Analytics and Performance Optimization, Social Media Strategy and Management, Multichannel Content Creation (email, web, social, print), Visual Communication and Infographics (Canva), Audience Segmentation and Targeted Messaging, Email Marketing Campaigns, Recruitment Marketing, User Experience (UX) Communication, Diversity and Inclusion Communication Initiatives, Budget Management and Vendor Coordination, Process Standardization and Continuous Improvement, Program Development and Evaluation, Event Logistics and Onsite Execution, Project Management