

JASON MYERS

jasonscottmyers

EDUCATION

University of Utah

Master of Public Administration
Concentration in nonprofit management
Salt Lake City, UT
2013

Boston University

Bachelor of Science in Communication
Concentration in public relations
Liberal arts concentration in political science
Cum Laude, Dean's List
Boston, MA
2007

AWARDS

Public Relations Society of America,
Bronze Anvil Award – Best Internal
Website/Intranet (2016)

Thanksgiving Point Employee of the
Year (2009)

VOLUNTEER EXPERIENCE

Equality Utah Political Action Committee
Board (2020 – Present)

Salt Lake County Zoo, Arts & Parks Tier II
Board Member (2018 – Present)

DDI Vantage Board Member and
Secretary (2015 – 2019)

Utah Cultural Alliance Board Member
(2012 – 2017), Positions Held: President,
Vice Chair and Events Committee Chair

Utah Valley Chamber of Commerce
Leadership Academy Graduate (2010)

Young Democrats of Utah, Young
Professionals Chair (2009 – 2011)

Real Salt Lake Media Relations Volunteer
(2008)

PROFESSIONAL EXPERIENCE

Children's Miracle Network Hospitals

Senior Director, Brand Marketing | 2019 – Present

Oversee brand efforts for \$444M/year organization that raises funds for 170 children's hospitals across North America. Lead the identity and positioning of CMN Hospitals as a leading social cause including brand management, strategic external and internal communication, and crisis response. (All positions full time, 40/hrs./week)

- Key figure in ongoing brand refresh aimed at increasing brand awareness. Responsible for managing market research, staff education, developing new brand materials, and acting as a liaison for brand agency.
- Manage the organization's COVID-19 response. Led efforts to gather data from member hospitals to launch COVID-19 response fund and test digital marketing and advertising. Efforts led to positioning of organization as a frontline healthcare cause and the stabilization of fundraising during the pandemic.
- Executed key crisis communication efforts around issues including the sudden death of the organization's president & CEO and the COVID-19 pandemic.
- Created an influencer outreach program and distributed a "cause box" which generated more than 400 million impressions in 2018. Efforts grew to more than 600 million impressions in 2019.
- Supported the video production, launch, distribution, and promotion of 'Real Moms' a reality series showcasing the lives of mothers of pediatric patients. Series garnered more than 1 million views across social media channels.
- Demonstrated sound vision and judgment when launching the organization's formalized diversity, equity, and inclusion (DE&I) program. Presented business case for DE&I and secured executive buy-in. Created a business plan which led to DE&I becoming a business priority; continue to advise DE&I priorities by training organization on inclusive marketing.
- Provide counsel and set strategic direction for culture in collaboration with President & CEO. Increased staff engagement through efforts (52% to 65%).

Director, Content Development | 2016 – 2019

Directed content strategy, creation, approval, distribution and analysis for employee, hospital, and executive communications and developed strategies to repurpose content for external audiences. Developed a company culture strategy in collaboration with President & CEO. Supervised department interns.

- Revitalized Champions, an awareness program in which pediatric patients serve as ambassadors for children's hospitals, including included pitching a story to *USA Today's* Humankind outlet, resulting in more than 7 million views.
- Created two new digital products for hospital employees and affiliates. Led to more diverse content and increased engagement by 67%.
- Led organization's Culture Committee, a group of employee culture champions. Responsible for integrating strategic DE&I initiatives into the organization.
 - Rebranded and launched new organizational cultural values (LEADER); incorporating more inclusive language and best practices.
 - Created the Employee Flight Plan, which mapped the employee life cycle.

Manager, Internal Communications | 2014 – 2016

Managed strategy, planning content creation, distribution, and analysis for all employee and executive communications.

- Increased employee engagement by 28% by integrating new digital products. Grew weekly platform participation to above 75% of employees regularly.
- Improved executive perception 12% by creating a new video series.
- Successfully nominated President & CEO for the 2015 Ernst & Young Entrepreneur of the Year award and the organization for *Utah Business Magazine's* Best Places to Work award.
- Responsible for all content creation, graphic design oversight, and writing and editing of employee communications including internal magazine, blog, executive speeches, e-mails, etc.

JASON MYERS

jasonscottmyers

EDUCATION

University of Utah

Master of Public Administration
Concentration in nonprofit management
Salt Lake City, UT
2013

Boston University

Bachelor of Science in Communication
Concentration in public relations
Liberal arts concentration in political science
Cum Laude, Dean's List
Boston, MA
2007

AWARDS

Public Relations Society of America,
Bronze Anvil Award – Best Internal
Website/Intranet (2016)

Thanksgiving Point Employee of the
Year (2009)

VOLUNTEER EXPERIENCE

Equality Utah Political Action Committee
Board (2020 – Present)

Salt Lake County Zoo, Arts & Parks Tier II
Board Member (2018 – Present)

DDI Vantage Board Member and
Secretary (2015 – 2019)

Utah Cultural Alliance Board Member
(2012 – 2017), Positions Held: President,
Vice Chair and Events Committee Chair

Utah Valley Chamber of Commerce
Leadership Academy Graduate (2010)

Young Democrats of Utah, Young
Professionals Chair (2009 – 2011)

Real Salt Lake Media Relations Volunteer
(2008)

PROFESSIONAL EXPERIENCE *continued*

Utah Film Center

Development Director | 2013 – 2014

Directed relationship development activities in addition to membership, grant writing, events, and community relations outreach for statewide film organization that uses the power of film to educate. Managed \$1 million budget and team of two employees. (Full time, 40 hrs./week)

- Created “May Member Month,” a marketing campaign that increased membership sales more than 900% in May 2014.
- Increased participation and revenue in 2014 statewide social media giving day by 300%.
- Raised annual fundraising revenue 10% (\$980K to \$1.08M).

Thanksgiving Point

Director of Annual Giving | 2011 – 2013

Managed \$1 million annual budget, membership program, grant writing, and special events for the farm, garden, and museum complex. Oversaw portions of the \$28.5 million capital campaign for the Museum of Natural Curiosity, children's museum. Supervised one employee. (Full time, 40 hrs./week)

- Demonstrated project management skills through “Year of the Member” marketing campaign, which encompassed training, presentations, employee communications; surveys; promotions; and a new membership structure. Membership households increased 26% (5,303 to 7,128).
- Showcased event management skills by reimagining annual gala and golf tournament, leading to a 78% revenue increase (\$118K to \$211K).
- Coordinated government relations efforts that resulted in new, ongoing funding.
- Increased overall FY 2012 annual fundraising revenue by 14% over FY 2011 (\$1.1M to \$1.25M).

University of Utah

Development Officer | 2011

Directed all fundraising and managed marketing, public relations and outreach efforts for the CARMA Center (Comprehensive Arrhythmia Research and Management). Created content including patient packets, brochures, posters, and banners. (Full time, 40 hrs./week)

- Collaborated on “AFib Survivor” and “Are You in Rhythm?” marketing and outreach campaigns, coinciding with a heart health screening program.
- Partnered with campus departments to launch the Run in Rhythm 5K event.
- Increased FY 2011 funding by more than 5,000% over FY 2010 (\$7K to \$389K) and obtained the Center's first national grant.

Thanksgiving Point

Development Manager | 2007 – 2010

Responsible for account management, organizational relationships, special events, and writing and editing all department communication including executive communication, grant writing, and annual report. (Full time, 40 hrs./week)

- Secured the organization's first-ever federal grants from NASA and USDA.
- Managed Title 1 Scholarship program, awarding \$20,000 in assistance annually.