

Patrick J. Burt



Summary of Qualifications

More than 20 years of experience and advancement in leadership of communications, design, branding and marketing, including higher education marketing. Demonstrated success in building brands, creative and content strategy, developing and improving output, processes and revenue, management of multidisciplinary campaigns and projects, meeting deadlines and delivering within budget, and development and management of high performance multidisciplinary teams.

Professional Experience

Kansas State University, Division of Communications and Marketing, Manhattan, Kansas

Vice President for Communications and Marketing

4/1/2024 to present

Responsible for building a brand platform for Kansas State University. Charged with increasing visibility, awareness and reputation for the first operational land grant university. Revitalizing a communications and marketing division into a professional, effective, efficient, data-driven communications and marketing unit. Increasing visibility and engagement with constituent audiences in Kansas, the Midwest and the world.

Responsibilities and oversight include:

- Serve as a member of the President's cabinet, advise on communications and marketing strategy for universitywide initiatives, work with the provost, executive vice president, vice presidents and college deans to support communications and marketing needs across the university
- Oversee operations for the Division of Communications and Marketing, create resources for campus units to execute strategic brand storytelling and create consistency in messaging and quality of communications and marketing materials, delivering on brand and on message communications
- Manage crisis communications and serve as a member of the Executive Risk Council

Accomplishments:

- Created Kansas State University's first ever collaborative Day of Giving, engaging colleges and units to activate storytelling via social media, amplifying brand, engaging constituent audiences and generating over 10 million impressions and raising \$3.4 million.
- Redeveloped and redesigned campuswide internal email newsletter, K-State Today, reducing sends from five to three days per week and refocusing content on storytelling of achievement, research and excellence, creating a more visually appealing newsletter and implementing new email software with metrics and tracking to measure effectiveness

University of Central Florida, Communications and Marketing, Orlando, Florida

Chief Communications and Marketing Officer

6/2022 to 3/1/2024

Associate Vice President for Communications and Marketing

6/2018 to 6/2022

Assistant Vice President for Marketing

6/2015-6/2018

Interim Associate Vice President for Marketing

11/2014-6/2015

Creative Director, Creative and Web Communications

9/2012-6/2015

Web Communications Director

11/2009-9/2012

Senior Art Director for Web

12/2007-11/2009

Designer

6/2005-12/2007

Responsible for the development and integrity of the UCF brand. Charged with increasing the university's visibility, image and reputation; enhancing revenues; attracting students; and engaging alumni and donors through multiple channels. Lead a multidisciplinary team of communicators, designers, developers, videographers, photographers, project managers, technologists, content developers

and writers. Develop and direct strategies and solutions to enhance UCF communications and user experience, and increase the quality and effectiveness of communication materials while reinforcing brand message across high profile traditional and digital communications, and marketing materials.

Responsibilities and oversight included:

- Serve as a member of the President's cabinet, advise on communications and marketing strategy for universitywide initiatives, work with vice presidents to support communications needs across divisions
- Oversee operations for the Division of Communications and Marketing
- Develop, implement and manage UCF's graphic standards, brand guidelines, visual identity system and university trademarks
- Develop and manage content strategy for the top-level UCF channels (publications, websites, social media) and growth of audiences and engagement
- Strategy, creative direction, design and production of materials for clients including Undergraduate Admissions, UCF Foundation, Inc., UCF Connect, Office of the President, Office of the Provost, UCF's 13 colleges, UCF Athletics Association, UCF Online, Government Relations, and Student Development and Enrollment Services
- Strategy, management and oversight of UCF's magazine, Pegasus, 64 pages of content available in print and online; mailed to 270,000+ alumni and donors two times per year.
- Oversee video, art direction, digital asset management and photography services for university clients
- Develop and maintain hosting infrastructure of UCF.edu, including online emergency communications tool. Serve as critical personnel in crisis and member of the Emerging Issues and Crisis Response Team.
- Serve as chief marketing officer for, and develop and manage lead generation for UCF Online, UCF's fully online degree initiative in partnership with UCF Digital Learning.
- Partner with Undergraduate Admissions, UCF Connect and the Enrollment Management team to develop, enhance and meet UCF's strategic enrollment plan. Serve as a member of the Strategic Enrollment Management Committee and develop enrollment and communications plans to meet enrollment expectations and goals, including student success initiatives.

Accomplishments:

- Member of the Strategic Enrollment Task force to develop a 10-year plan for student enrollment and growth across
- Launched a redesign of UCF's specialty state issued license plate generating nearly \$1 million in unrestricted donation revenue in 2023. UCF's plate registrations are the fastest growing for collegiate plates in Florida. Led the effort to direct 70 percent of funds to first-generation scholarships, earning a 2-to-1 match by the State of Florida.
- Established business and marketing plan for UCF Online, UCF's initiative offering fully online degrees, exceeded enrollment targets and helped make the initiative revenue positive in year one. Enrollment reached more than 6,700 students in Fall 2020, an 18 percent increase over the previous year.
- Established UCF's Web communications role and Web communications team, a \$320,000 initial investment in additional staff and began ownership of UCF.edu content, design, development and infrastructure for external communications and brand storytelling
- Established and grew UCF's Facebook page from 100 likes to more than 265,000 fans. Additionally, established UCF's YouTube, and Twitter accounts and created university first social media presence.
- Assumed ownership of Pegasus magazine and enhanced design, content and development, receiving recognition and winning 100+ awards for photography, illustration, writing and design since 2012, including two nominations for the Robert Sibley Magazine of the Year award.
- Through partnership and relationship building, established WordPress as a content management tool for university departments to create, host and update websites
- Developed UCF Today, university's first collaborative news website for sharing stories, receiving more than 1.4 million page views annually
- Redesigned campus email system to deliver internal communications via news and announcements, events and leadership emails, sending more than 11 million messages for less than \$5,000 per year
- Developed a targeted media campaign to hire faculty that resulted in more than 5,000 applicants for 100 faculty positions over a six-month time period
- Establish UCF Day of Giving initiative, a partnership with UCF Alumni Association, promoting the UCF brand, creating a culture of philanthropy and generating over \$34 million in total over the past four years

Art Director/Production Manager, Devotion Media, Orlando, Florida**3/2003–6/2005**

Helped to establish Devotion Media, focused on faith-based and nonprofit verticals for branding, design and marketing services. Responsible for design, client services and expectation management on projects from concept to completion. Oversaw all print production, estimating and vendor management to produce final deliverables.

Designer, Silent Planet, Winter Park, Florida**8/2002–9/2003**

Designed and developed logos, print materials and websites. Managed print and other projects from concept to completion for design and creative directors. Supported account executives in exceeding goals of clients.

Visual Design Co-op, IBM, Research Triangle Park, North Carolina**2000–2001**

Worked as part of the WebSphere Visual Design and Development team designing and developing Web graphical user interfaces and HTML prototypes for WebSphere SiteAnalyzer and other projects.

Education**Master of Arts in Applied Sociology**

College of Sciences, University of Central Florida, 2008

Bachelor of Graphic Design

College of Design, North Carolina State University, 2001

Awards, Recognitions and Presentations

- Appeared in Print Regional Design Annual
- Multiple ADDYs, including two Best of Category in 2014 and 4 Best of Category and Best of Show in 2018
- Multiple University and College Designers Association (UCDA) awards
- Multiple Council for Advancement and Support of Education (CASE) District III and Circle of Excellence awards including 6 CASE District III Grand Awards and 3 CASE Circle of Excellence Gold Awards
- Presenter, HighEdWeb Conference 2013, “In Case of Emergency: Providing Consistent Multimedia Communication Curing a Crisis”
- Speaker, CASE District III Conference 2012, “Free the Content: How to Make the Most of Your Online Newsroom”
- Speaker, Florida Public Relations Association 2017 Conference, “How Paid and Earned (and Owned and Shared) Media Can Be Complimentary”
- Speaker, PRSA Counselors to Higher Education Conference 2018, “How to Win Friends and Influence People with Paid, Earned and Owned Media”
- Speaker, Orlando Ad Week 2019/American Marketing Association, “CMO Panel Event: An Evening with Orlando Experts”

Professional Memberships

- APLU Council on Strategic Communications
- Public Relations Society of America, PRSA Kansas