

CHANTELL COSNER, M.A., PCM

EDUCATION

Ph.D. Leadership Studies | Expected 2025

Gonzaga University, School of Leadership | Spokane, Washington

Focus Areas: Servant Leadership, Team Formation, and Leadership Communication

M.A. Strategic Communications | 2019

Washington State University, Murrow College of Communication | Pullman, Washington

Public Relations Certificate | 2014

Marylhurst University | Portland, Oregon

B.S. Media Arts & Communications & B.S. Theatre Arts | 2012

Eastern Oregon University | La Grande, Oregon

PROFESSIONAL EXPERIENCE

Gonzaga University | School of Law

Marketing & Brand Manager | 1/2020 – Present | 1 FTE

- Serves as the head of the marketing and communications team for Gonzaga University School of Law, leading planning and execution of print and digital advertising, digital marketing, public relations, and internal communications.
- Supervises a team of two professional staff members (1.25 FTE) and two student interns (.5 FTE).
- Collaborates with Law School's Alumni Relations office and Law School Foundation on digital and print fundraising campaigns, sponsorship collateral, and event marketing to drive donations and engagement.
- Collaborates with Law School's Office of Admissions to recruit and retain prospective and admitted students. Spearheads implementation of enrollment-related marketing, digital media, and print creative.
- Provides strategic counsel and support to the Dean of the School of Law, senior leadership, and faculty to effectively represent the institution and its mission via internal and external communication.
- Functions as the point person for media relations and response. Pitches story concepts and experts to internal and external media to position the School of Law as a leading legal voice in Washington State.
- Serves editor and project manager for the annual *Gonzaga Law* magazine, a 50-page publication delivered to over 8,000 alumni and stakeholders.
- Oversees and supports the creative strategy and development for social media content.
- Measures effectiveness of communications processes through data analytics and qualitative research.
- Organizes marketing efforts with statewide and regional partners for conferences, symposia, and legal-education events to increase brand awareness and engagement.
- Centralized brand standards, templates, guidelines, and content calendars to actively manage the Law School brand across a variety of channels.

Washington State University | Division of Student Affairs

Interim Assistant Director for Strategic Communications | 5/2018 – 7/2019 | 1 FTE

In addition to responsibilities listed in the coordinator role.

- Operated at the forefront of developing a new, unified system for managing the individual marketing priorities of the WSU Pullman Division of Student Affairs and its departments.
- Assisted in developing a strong brand presence for the Division.
- Consulted with upper-level administration, department heads, and system-wide communication colleagues to create an impactful communications strategy for Division programs and initiatives.
- Collaborated with internal media sources to develop effective content and manage tactics for multiple internal audiences.
- Served as a core content developer for the WSU Campus Culture and Climate initiative.
- Functioned as the lead communicator for updates to the WSU Student Code of Conduct.

Marketing & Communications Coordinator | 8/2019 – 12/2019 | 1 FTE

Marketing & Communications Coordinator | 9/2015 – 5/2018 | 1 FTE

- Developed and implemented comprehensive marketing and communication plans for the 22 departments within the Division of Student Affairs including the Compton Union Building, Cougar Health Services, Dining Services, Housing and Residence Life, Office of Health Promotion & University Recreation.
- Amplified the vision of the Division of Student Affairs and its departments by delivering compelling content through multiple tactics, including:
 - Website copy and visuals across 13 websites
 - Social media channels for five departments
 - Press releases, features, and story pitches for the WSU Insider and the *Evergreen*
 - Annual and short-term advertising campaigns for print and social media
 - Visual media such as video and animated projects
 - Print materials and large-scale facility signage
- Participated and led the brand development process for on-campus departments, facilities, and platforms. Experience working with external brands such as Apple, US Bank and Starbucks.
- Gathered metrics and analytics to measure impact of communication efforts and alignment with strategic goals across the Division.
- Supervised a team of three to six student interns who developed press releases, social media posts, and written web content. Responsible for the hiring, training, and mentoring of student employees.

Liberty Theatre Foundation

Executive Director | 8/2012 - 9/2015 | 1 FTE

- Served as the primary staff member for the Liberty Theatre Foundation, a 501(c)3 nonprofit working to restore a historic theater in La Grande, Oregon.

- Managed a \$48,000 operating budget and a \$3.5 million capital campaign. Secured over \$100,000 worth of grant funding for the organization.
- Established the first marketing communications framework for the organization. Developed all organization communication and public relations, including a website, monthly email newsletter, social media, print, media releases, and annual donor appeals.
- Coordinated with a ten-member team of volunteers on fundraising efforts, including budgeting, grant writing, event coordination, proposal development, and project planning.
- Fostered positive working relationships with the local media resulting in a monthly press mention, on average, promoting the organization's events, progress, and long-term vision.
- Organized over 40 fundraising and community events. Negotiated corporate sponsorships, event contracts, and in-kind exchanges with local businesses.

Eastern Oregon University, KEOL 91.7 FM

Programming Director | 9/2011 – 6/2012 | .5 FTE

- Co-managed a \$22,000 budget, a three-member staff team and 30 volunteer DJs.
- Developed print, radio and social media campaigns to increase volunteer involvement and student awareness. Responsible for launching KEOL's social media presence.

CERTIFICATIONS & TRAINING

Professional Certified Marketer (PCM), Marketing Management

American Marketing Association | 2022

Crisis and Emergency Risk Communication (CERC)

Centers for Disease Control and Prevention | 2019

Social Media in Emergency Management IS-0042

US Dept. of Homeland Security | 2017

Foundations of Business Management

Northeast Oregon Economic Development District | 2015

PRESENTATIONS & WORKSHOPS

The Six Fundamentals of Developing Impactful Creative Teams

Social Media Strategy Summit – Higher Education | 10/2021

Panel Presentation: Breakthrough Brand Storytelling

Edward R. Murrow College of Communication Annual Symposium, Washington State University | 4/2021

Social Media in Higher Education: Best Practices for Student Engagement

University of Idaho Student Involvement Team Professional Development | 4/2021

Cultivating Your Personal Leadership Brand

WSU/UI Women's Leadership Conference, Moscow, ID | 4/2019

Social Media and Your Job Search

Compton Union Building Student Employee Development, Washington State University | 4/2018

Like, Share, Lead: Using Social Media to Distinguish Yourself as a Leader

Pacific Northwest Collegiate Leadership Conference | 9/2017

Building Social Media Strategy to Achieve Your Department Goals

WSU Student Affairs Symposium | 4/2017