

Venus M. Popplewell

Communication Specialist

A public relations professional with more than 25 years experience in multimedia, marketing, public relations and design for the corporate and private sectors. Management of annual advertising and print budgets from \$10,000 - \$2.5 million. Creator and designer of thousands of pieces of print and digital marketing collateral, including the design of an institutional website, saving employers more than \$200,000 annually in creative and agency fees.

PROFESSIONAL EXPERIENCE

Lindsey Wilson College, Columbia, Kentucky

Director of Public Relations and Digital Media, May 2016 - Present

Assistant Director of Public Relations, July 2003 - May 2016

A member of the president's cabinet responsible for collaborating with senior college officials to develop and manage the message and brand identity of the college. Supervision, development and execution of the core public relations activities including: the concept and design of all print marketing collateral; news and event coverage; crisis communication; photography; web page design and maintenance; and social media management. Major contributions include:

- The seamless development and distribution of new messages, videos and graphics as campus operations began to change and evolve during the COVID-19 pandemic. Regular communication of campus procedures and protocols with students, faculty and the surrounding community, as needed, from senior-level administrators.
- Yearly preparation of the *President's Annual Report* including concept development, feature writing and design.
- The research and design of the information architecture, layout and interactions of a new college website including the successful collaboration with the project programmer. The college saved \$150-200,000 in design and coding fees by building the project in-house.
- Crisis communication for LWC's main campus including the suicide deaths of two students in the residence halls.
- The oversight and assistance in the design and development of more than 50-75 print marketing and advertising pieces – conservatively saving the college \$100,000 in annual agency fees.
- Development of the social media strategy for an annual two-day alumni campaign that has raised more than \$4.5 million since 2014.

Contact

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Core Skills

Graphic Design

Media Buys (traditional and digital)

Social Media Management

Feature and News Writing

Photography

Community Relations

Crisis Communication

Team Supervision

AP-Style News Writing

Budget Management

Project Management

Technical Competencies

Proficient in all relevant design software on MAC and PC platforms including:

Adobe Photoshop, InDesign, Dreamweaver and Illustrator; QuarkXpress; Microsoft Office; and Google's Workspace

Proficient use of SLR Cameras

Portfolio

<https://venuspopplewell.crevado.com/>

Houchens Industries, Inc., Bowling Green, Kentucky

Advertising Director, February 1996 - July 2003

Advertising manager and print marketing coordinator for 40 traditional retail grocery stores in approximately 30 sales markets in the south central Kentucky region based on a \$2 million marketing budget. Supervision of a week-to-week sales campaign which included radio and television advertising; in-store signage; and the concept, design, print and distribution of an eight-page sales flier. Major contributions include:

- Supervision of a young marketing staff which included up to four employees.
- Liaison for all media relations, media buyer and copywriter (radio and television ads).
- Coordinator for annual involvement with community fundraisers including: The American Heart Association, Big Brothers Big Sisters, American Cancer Society, Boys and Girls Club and March of Dimes.
- Conceptualize and design store awnings, in-store wall decor and aisle markers.
- Management of the transition from outsourcing print jobs to in-house printing, saving the company more than \$50,000 per year.
- On-ground coordinator at the grand opening events of several new retail platforms as the grocery company began to diversify in the early 2000s.

EDUCATION

Master of Arts, User Experience Design, 2016

Lindsey Wilson College

Columbia, Kentucky

Bachelor of Science, Marketing, 1996

Western Kentucky University

Bowling Green, Kentucky

REFERENCES

Regina Haugen

Somerset Community College

Director, Russell and Casey Centers

270-566-1179 • rmhaugen01@gmail.com

John Halderman

Welch Printing, Louisville, Kentucky

Vice President, Senior Account Executive

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Mariah Beasley

Family Communications Coordinator

Nelson (Kentucky) County Schools

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