

Will Holst, MPA

Dear Mr. Rodriguez,

I am enthralled to apply for the Storyteller and Manager for Marketing and Communications at UC Riverside. As an Emmy award-winning filmmaker with hands-on experience creating student focused content, overseeing branded content and storytelling efforts at a large international nonprofit, and senior level marketing/communications experience at the University of Arizona, I will exceed expectations in this position for UC Riverside.

As the inaugural Video Communications Manager at University Communications at the University of Arizona, I built the branded storytelling video program from the ground up. While there, I managed the development, publication, and distribution of over 300 video stories about the University of Arizona. These stories were nominated for a total of nine regional Emmys, winning six, including a Special Achievement in Interactivity award for my innovative approach to new media in e-newsletter and website publications. My work covered everything from cutting edge scientific research to intimate profiles of our students and faculty. Some of these productions were under tight deadlines and in stressful situations, including a live production with former President Barack Obama. It is in these situations, where strong leadership and time management skills are required, that I excel.

As the former National Visual Strategy Manager at Make-A-Wish America, I also created their branded storytelling department. I worked closely with the senior leadership team to write, direct, and produce the organization's first national direct response television commercial, overseeing a team of twelve on a week-long shoot in locations across Arizona. I also established organization-wide media brand guidelines for the foundation's 62 national chapters and 34 international affiliates. I was responsible for leading all national multimedia storytelling campaigns from concept to distribution while tracking impact and reporting results via advanced analytics. These creative campaigns included stories, national commercials, digital fundraising campaigns, and social media endeavors, many of which were joint campaigns with NBCUniversal, WWE, Southwest Airlines, Macy's, and Disney.

Recently, as the Senior Director of Marketing and Communications at the University of Arizona College of Nursing, I reported directly to Dean Brian Ahn and served on his Administrative Leadership Council, overseeing all aspects of the college. I managed a multi-disciplinary team in the college and liaised with senior level executives at UA main administration and UA Health Sciences to adhere to brand efforts across campus. I also negotiate contracts with vendors, contractors, and advertisers to achieve cost effective elements that deliver tangible results. I created an annual strategic marketing and communications plan, while managing the entire portfolio of marketing and communications endeavors for the College of Nursing. This portfolio included traditional marketing campaigns and new media efforts to improve the visibility and prominence of the college amongst our key constituents: peer institutions, potential students, research organizations, donors, and the general public.

As I have advanced in my career, I obtained a Master of Public Administration degree, which has furthered my understanding of public management and finance especially in university settings. I believe that good storytelling is the front door to a university like UC Riverside. It is where the world first learns about so many of the great achievements that you all are doing. I would love to bring my expertise to this role, and I look forward to hearing from you soon!

Sincerely,
Will Holst