

Randy Hawthorne

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Education

BACHELOR OF JOURNALISM, Broadcasting, May 1992
University of Nebraska – Lincoln

DUCKTORATE, Studio Production, January 1991
Walt Disney World College Program

Student Education Experience

ADJUNCT PROFESSOR January 2023 – Present

PROFESSIONAL IN RESIDENCE August 2021 – December 2022

UNL College of Journalism and Mass Communication | Lincoln, Nebraska

- Impart knowledge to students about content marketing strategies and publishing in the Experience Lab.
- Concepted Heartland Pulse, an online publication with a mission to attract young professionals to Nebraska.
- Share a tremendous network of professionals with students for interviews.

EXECUTIVE DIRECTOR January 2020 – March 2021

Launch Leadership | Lincoln, Nebraska

- Provide strategic oversight of a leadership development organization for middle and high school students.
- Oversee the fundraising efforts of the organization.
- Work with volunteer leadership to develop strategies for an organization of belonging.

ADJUNCT PROFESSOR August 2017 – May 2018

UNL College of Journalism and Mass Communication | Lincoln, Nebraska

- Mentor students about the advertising industry inside of Jacht advertising agency.

CHAPTER ADVISOR August 2005 – Present

Phi Delta Theta | Lincoln, Nebraska

- Guide student officers in the art of leading an organization.

Professional Work Experience

PRODUCT MANAGER March 2021 – Present

Nelnet | Lincoln, Nebraska

- Establish scope of a fundraising software product.
- Interview prospects and customers to determine needed features.
- Prioritize software development roadmap through various methods.

EXECUTIVE DIRECTOR May 2011 – December 2019

Nonprofit Hub | Lincoln, Nebraska

- Established an online magazine for the nonprofit industry, grew website traffic to over 100,000 visits a month and increased subscriptions of weekly email to 40,000.
- Developed sponsor programs and content marketing strategies to deliver leads to sponsors.
- Architected inbound marketing and drip email marketing campaigns.
- Hosted Cause Camp, a critically acclaimed national conference to over 600 in person and virtually.
- Fostered community support for a coworking space, the Foundry, for 100 nonprofits to collaborate and opened a give-back coffee shop to build community.
- Positioned the Foundry in Lincoln as a prominent collaborator around nonprofits and social impact entrepreneurship.

VICE PRESIDENT PRODUCT DEVELOPMENT March 2006 – March 2013

Firespring | Lincoln, Nebraska

- Championed the research and development of five core products for small businesses and nonprofits.
- Instituted procedures for sales, marketing and support of the company's products.
- Shepherded the corporate culture committee and acted as custodian of the company values of one of Inc. Magazine's Top Small Company Workplaces.
- Managed rebranding project from Digital IMS to Firespring.

DIRECTOR OF MARKETING June 2001 – March 2006

Digital IMS | Lincoln, Nebraska

- Coordinated and executed integrated marketing plans for five products sold worldwide.
- Carried out marketing and travel plans for seminar tour, increasing client base to over 2,500.

Volunteer Experience

- Cause Collective, Board of Directors 2022–Present.
- Lied Center for Performing Arts, Board of Directors 2020–Present.
- Downtown Lincoln Association, Board of Directors 2020–Present.
- Nebraska Alliance of Child Advocacy Centers, Board of Directors 2016–2022.
- Leadership Lincoln, Board of Directors 2013–2019. Youth Program 2011–Present. Class XVI 2001.
- Leadership Nebraska, Alumni Advisory Council 2019–Present. Class X 2018.
- Launch Leadership, Volunteer Executive Director 1998–2000. Founder Launch Foundation 2010. Workshop Staff Facilitator 1996–Present.
- Heartland Big Brothers Big Sisters, Board of Directors 2010–2013.
- Give Nebraska, Board of Directors 2008–2012.
- Rotary Club #14 2004–Present. Auction Chair 2012. Board of Directors 2008–2010 and 2019–2020.
- Sheldon Art Association, Board of Directors 2008–2014. Marketing and Membership 2010–2014.
- American Marketing Association, President 2005–06. Runner-up chapter worldwide 2006.
- Lincoln Community Playhouse, Board President 2003–2004 and 2018–2019. Actor 1996–Present.
- Updowntowners – Downtown Lincoln Association, Event Coordinator 1997–2010. Founding Chair Celebrate Lincoln Ethnic Festival 2004. Executive Board President 2000–2001.

Awards

- UNL Mortar Board Honorary Member 2022.
- American Marketing Association Lincoln Hall of Fame 2019.
- City of Lincoln Luminary Award 2016.
- Launch Leadership Rick Alloway Builders Award 2015.
- Downtown Lincoln Association Impact Award Downtown Champion 2015.
- Leadership Lincoln Bud Cuca Servant Leader of the Year 2014.

Certifications

Professional Certified Marketer, June 2007, June 2010
American Marketing Association