

# Hunter Reeves

hunreeve@gmail.com | (308) 289-1620 | www.linkedin.com/in/HunterReeves  
Gallup's CliftonStrengths: Achiever | Learner | Includer | Empathy | Input

## – EDUCATION –

<b>Ph.D., Strategic Communication</b> University of Colorado Boulder, GPA: 4.0/IP	Boulder, CO May 2027
<b>M.A., Strategic Communication and Innovation</b> Texas Tech University, GPA: 4.0/4.0	Lubbock, TX December 2022
<b>B.A., Communication and Modern Languages – Spanish</b> Nebraska Wesleyan University, GPA: 3.8/4.0	Lincoln, NE May 2019
Universidad de Vigo, School of Translation and Philology Study Abroad completing coursework in Spanish.	Vigo, Pontevedra, Spain 2017-18 academic year

## – RELEVANT EXPERIENCE –

<b>Nebraska Wesleyan University</b> <i>Director of Public Relations</i>	Lincoln, NE 07/2021 – 07/2023
<ul style="list-style-type: none"><li>• Work closely with president and other senior leaders, offices, and departments to develop and execute communication plans, talking points, and content on university initiatives and events.</li><li>• Manage media relations efforts, including serving as the university spokesperson, development of story ideas and pitches, arranging media interviews and consulting on media preparedness.</li><li>• Lead the management and content creation for the over 40 thousand university social media followers.</li><li>• Collaborate in the development and consolidation of over 240 secondary NWU social media platforms that represent individual offices, departments, teams, and groups of students.</li><li>• Provide social media guidelines, policies and training for university employees and students.</li><li>• Advise senior leaders on potential problems and opportunities in public relations, and on the climate between the university and the public.</li><li>• Update and maintain the university crisis plan and manage the university alert system.</li><li>• Serve on a variety of committees and teams, including threat assessment, crisis core team, COVID-19 response team, homecoming committee, and athletics Title IX taskforce.</li><li>• Manage all internal announcements and assist senior leaders in ghost writing key messages.</li><li>• Plans, prepares, and monitors department budget, expenditures, and related activities.</li></ul>	
<b>University of Nebraska-Lincoln (UNL), JOMC</b> <i>Adjunct Faculty</i>	Lincoln, NE 08/2022 – 05/2023
<ul style="list-style-type: none"><li>• Teach Advanced Visual Communications, Basics of Business Communication, and Social Media Landscape courses.</li></ul>	
<b>Ameritas Life Insurance Corp.</b> <i>Senior Media Relations Specialist</i>	Lincoln, NE 05/2019 – 07/2021
<ul style="list-style-type: none"><li>• Wrote news releases, talking points and public relation plans for new products, company awards, community sponsorships, reputational issues and other industry related topics.</li><li>• Led media relations and served as a spokesperson for Ameritas and their nearly 4.5 million customers.</li><li>• Pitched stories to local and national media to gain organic advertising and brand recognition.</li><li>• Attended sponsorship and community foundation events to assist in public relations activities.</li><li>• Led the updating and process improvement of philanthropy, resulting in a list of recommendations focused on inclusion, technology enablement and the charitable focus of nearly \$2 million.</li><li>• Attended and consulted on disaster and crisis management meetings to incorporate best practices in public relations resulting in the mitigation of 16 reputational issues in 2019.</li></ul>	

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- Managed and negotiated media contracts resulting in over \$30,000 in contract savings in 2019.
- Aided the website development team in enhancing Ameritas.com to boost SEO and improve usability.
- Co-led employee advocacy training with over 50 senior leaders to encourage public relation approved, and industry compliant, brand advocacy.

**Nebraska Department of Administrative Services**

Lincoln, NE

*Communications Manager, contract*

03/2019 – 05/2019

- Collaborated with the communications team and worked independently to create multimedia copy for over 18,000 employees across all Nebraska state departments as well as thousands of Nebraska taxpayers.
- Wrote feature articles, press releases video scripts and social media content that highlight external and internal events related to the department.
- Accompanied the deputy director on meetings with state departments and division leaders to build relationships that promoted the overall image of the department.
- Operated the department’s Facebook and LinkedIn accounts as well as created copy and graphic design images for Nebraska State Jobs, the Nebraska job posting board.

**Lincoln Children’s Zoo**

Lincoln, NE

*Public Relations and Social Media Intern*

05/2018 – 11/2018

- Created written and visual social media content, including taking and editing Zoo photos for marketing use.
- Oversaw the Zoo’s Twitter and Instagram accounts as well as edited the Zoo Camp blog and marketed descriptions.
- Analyzed competitor social media; planned, implemented, and analyzed content to boost Zoo branding.
- Wrote informational articles about conservation and animals for the Zoo’s published magazine ZOOtracks as well as child-friendly articles for Lincoln Kids! Newspaper, a quarterly publication for the Lincoln community.
- Increased Instagram followers by over 600 within seven months and overall interaction with individual posts.

Additional experiences include Communication and Community Development Intern with **Keith County Area Development (KCAD)** and Coordinator, Student Organizations and Leadership at **Nebraska Wesleyan**.

– **LEADERSHIP & VOLUNTEER EXPERIENCE** –

<b>NWU Cooper Center for Academic Resources, Advisory Board Member</b>	01/2022 – 07/2023
<b>Lincoln Arts Council, Board Member</b>	11/2019 – 07/2023
<b>Ameritas Inclusion &amp; Diversity Leadership Council, Vice President</b>	01/2021 – 07/2021
<b>American Council of Life Insurers, Public Relations Committee</b>	02/2020 – 07/2021
<b>American Marketing Association-Lincoln, Board Member and EVP</b>	11/2019 – 05/2021

– **CERTIFICATIONS** –

FLMI Level I: Insurance Fundamentals   LOMA	Issued 2021   No expiration
Social Media Certified   HubSpot	Issued 2022   Expires 2024
Content Marketing Certified   HubSpot	Issued 2022   Expires 2024

– **REFERENCES** –

**Doug Carlson, Assistant VP and Chief Procurement Officer, University of Nebraska System**  
[dougcarlson@nebraska.edu](mailto:dougcarlson@nebraska.edu) | 402-472-8404

**Carrie Weber, Chief Audit Officer, Nelnet; Board of Directors, Arbor Bank**  
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