

CYNTHIA H. GLAD

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COMMUNICATIONS MANAGER

Public Relations • Vision • Communications

BIO

Innovative **COMMUNICATIONS MANAGER** with multimedia experience including planning, design, development, and production of stories and content. Leader in strategic internal and external communications. Producer of multimedia content designed to inform, educate, and motivate. Creative process from concept to completion for traditional and social media. Management of platforms guided by analytics. Mentor. Successful collaborator and team member.

SKILLSET

Innovative Communication Strategies • Branding • Internal Communication • Social Media Engagement • Analytics Planning and Development • Project Management • Publication • Training • Data • Print Media • Design Digital Management • Evaluation • Cultural Awareness • Writing • Editing • Photography Website Engagement • Workflow • Institutional Messaging • Diversity • Mentoring

PROFESSIONAL HISTORY

FREELANCE WRITER

2022–Present

➤ Biographer

Working with religious and business leader to write his biography

BRIGHAM YOUNG UNIVERSITY

2014–2022

➤ PR and Communications Manager (McKay School of Education)

Led all news, publications, and messaging in the McKay School. Served as the editor of *BYU McKay School Magazine* (distribution 46,000+). Oversaw the development of all communication materials, disseminating strategies to support the organizational mission. Supported a dynamic community of students, employees, and alumni by promoting research publications, briefs, videos, social media updates, and presentations, as part of a comprehensive toolkit. Increased status as one of the top education colleges in the U.S.

- Developed and directed college-wide public relations and communication strategy, overseeing research and data collection to support analytics-driven decision making.
- Guided international coverage of medical and scientific research.
- Initiated, developed, and obtained buy-in for standards and initiatives for branding and editing. Trained faculty and staff on consistent use of branding and messaging across all communication channels.
- Initiated McKay School's first research press releases, collaborating with University Communications to drive coverage in hundreds of national and international publications. Maintain regular coverage of scholarly work.
- Certified internship provider for communications and editing students. Mentored students and one non-student employee on best practices related to web content, strategy, and social media integration.
- Earned 6 BYU Golden Hashtag social media awards, 2019–2021.
- Designed and implemented first survey of communication effectiveness, resulting in data set facilitating most relevant content.
- Chaired McKay School Rankings Committee. Served on BYU's Brand Advisory Board; McKay School Belonging Committee; McKay School Recruiting Council; and McKay School Leaders Associates.

BRIGHAM YOUNG UNIVERSITY

2003–2014

➤ Marketing and Public Relations Director (Romney Institute of Public Management)

Led out in recruitment, retention, marketing, and donor relations. Managed marketing team. Produced website content, physical brochures, information sheets, and talking points. Managed high-profile donor contacts.

- Oversaw highest ever increase of highly qualified accepted students who matriculated. Led retention and recruitment efforts, promoting student growth opportunities such as internships, scholarships, and career network.
- Conducted and presented in 50+ public information sessions. Mentored graduate BYU MPA students.
- Started Romney Institute's social media. Established policies.
- Procured and established the George W. and Lenore Romney Library collection for BYU. Collection includes photographs, letters, magazines, articles, and speeches relating to professional and political activity of the Romney family in Michigan, Utah, and elsewhere.
- Planned and executed George Romney 100th birthday celebration attended by 200+ influencers during Mitt Romney's presidential campaign. "BYU's finest event."
- Acted as primary contact between the university, Senator Mitt Romney's family, and Romney's 2008 and 2012 presidential campaign staffs. Advised Romney Institute on media relations during extended period of international media attention.
- Served as production staff for the award-winning BYUtv documentary *The Romney Code: The Life and Times of George W. Romney*.

BRIGHAM YOUNG UNIVERSITY

1986–1988

➤ Assistant to Associate Academic Vice President for University Education

- Developed public statements and policy memos. Wrote research briefs on policy issues.
- Assisted with employee engagement tasks, facilitated faculty communication.
- Used professional writing skill set to draft documents and edit administrative correspondence.

VOLUNTEERISM

Phile Sophians Steering Committee	2021–2022
Romney Institute of Public Service and Ethics Advisory Board Member	2016–2022
Utah Valley Public Relations Society of America Board Member	2017
Family Watch International United Nations Indonesian Delegation Host	2013
YMCA Camp Roger Camp Volunteer	2013–2014

PROFESSIONAL DEVELOPMENT

CASE Conference Virtual	2021
PRSA International Conference San Diego, California	2019
PRSA International Conference Boston, Massachusetts	2018
Editors Forum, Council for the Advancement and Support of Education Chicago, Illinois	2017
CASE Summer Institute—Magazine Track Boston, Massachusetts	2016
FranklinCovey, Project Management Certificate	2013, 2016

EDUCATION

BRIGHAM YOUNG UNIVERSITY | **Master of Public Administration**BRIGHAM YOUNG UNIVERSITY | **BA, Public Relations**