

# Gillette Vaira, M.A.

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*Emmy Award-winning journalist with 11 years of experience in higher education and strategic communications*

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## EDUCATION

- Certified Post Graduate Diploma – Digital Marketing  
Digital Marketing Institute June 2021 (Expected)
  - Master of Arts – Broadcast Journalism  
University of Montana May 2011
  - Bachelor of Arts – Mass Communication; Minor – International Studies  
Montana State University Billings May 2009  
-Magna Cum Laude Honors
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## MARKETING AND COMMUNICATIONS EXPERIENCES

- Content/Social Media Strategist  
Rebel River Creative April 2020 - present  
*Manage social media, develop blog content, and conduct client marketing and public relations projects*
- Director of Alumni Relations  
Montana State University Billings Alumni Association March 2018 - June 2020  
*Developed programming for a vast network of more than 31,000 alumni worldwide; Reengaged and reconnected alumni through strategic marketing communications, events, and programs*
- Communications Manager  
Employee Benefit Management Services September 2016 - March 2018  
*Reinforced value and built awareness of services by developing and executing strategic communication and marketing plans for internal and external audiences; Wrote press releases, developed web communications, spearheaded social media strategy and content, conducted business-to-business marketing, and developed marketing collateral; Served as the editor for the quarterly industry newsletter, "TPA Today"*
- Director of Public Relations  
Yellowstone Boys and Girls Ranch June 2015 - September 2016  
*Conducted media relations, produced internal and external newsletters, created content for publications, and developed communication and marketing strategies; Increased organic Facebook actions by more than 300 percent by leading the #WeAreYBGR social media campaign*
- College Success Specialist  
Montana State University Billings August 2012 - June 2015  
*Reinforced retention efforts by developing video stories and creating other interactive content for the First Year Experience website; Produced an electronic newsletter, entitled "The BuzzFeed", in order to market the effectiveness of the university and improve enrollment.*
- Broadcast News Reporter, Producer, and Anchor  
Billings NBC Affiliate (KULR) June 2011 - August 2012  
*Launched a segment, "Talkin' Crude", in order to increase viewership and focus audiences on oil-impacted communities; Reported, produced, and anchored, in addition to creating social media and web content*
- Broadcast Journalism Teacher's Assistant and Graduate Student  
University of Montana August 2010 - May 2011  
*Supervised MontanaPBS Newsbrief and a newsroom of 20 students, in addition to reporting for local, state, and national broadcasts; Worked on a team to produce the MontanaPBS documentary, Cannabusiness; Completed a multimedia thesis project, entitled "One Long Route", which consisted of stories about families who lived along what was known as the longest school bus route in Montana; Interned as an international multimedia reporter for the "Perpignan Project" in France*

## COMMUNITY INVOLVEMENT

- Obtained local and national news coverage of the MSU Billings Gender Wage Gap Cookie Sale
  - Obtained local news coverage of MSU Billings' Collegiate 4-H Club's STEAM event
  - Assisted 2018 U.S. Senate candidate with communications
  - Provided consultative feedback for *Magic*, a *Billings Gazette* magazine
  - Produced statewide 4-H newsletter, "The Ambassador"
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## ACHIEVEMENTS

- Emmy Award, Northwest National Academy of Television Arts and Sciences
  - National Second Place Anchor, Broadcast Education Association
  - American Association of University Women Named Gift Award, Billings Branch
  - University of Montana Outstanding Graduate Career Award
  - Multiple Society of Professional Journalists television and radio awards
  - MSU Billings Outstanding Communications Graduate
  - MSU Billings Commencement Senior Marshall
  - MSU Billings Cooperative Education College of Arts and Sciences Intern of the Year
  - Montana 4-H Publicity Chair
  - National Champion, Prepared Speech, Business Professionals of America
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## MULTIMEDIA AND DIGITAL SKILLS

- Graphic design and document editing
  - Proficient in Microsoft Office products
  - Proficient in Associated Press writing style
  - Proficient in Adobe InDesign and Canva
- Photography and videography shooting and editing
  - Proficient in Adobe Photoshop
  - Proficient in Avid NewsCutter, Final Cut Pro, and Adobe Premiere Pro
- Social media platform management
  - Proficient in Facebook, LinkedIn, Instagram, YouTube, and Twitter
- Website and email content management
  - Proficient in www.wordpress.com
  - Proficient in www.wix.com
  - Proficient in Constant Contact
  - Familiarity with HTML
  - Google Analytics for Beginners Certificate of Completion
- CRM systems
  - Proficient in SalesForce
  - Proficient in Raiser's Edge
  - Proficient in Radius