

Areas of Excellence

- Corporate and Non-Profit Communications and Brand Culture Advocate
- Integrated Communications Oversight – Web, Print, Radio, Outdoor, and Social Media
- Crisis Response, Message Coaching, and Media Management
- Contract Negotiations, Business Operations, and Vendor Relations
- Budget Planning, Creation, Cutting, and Management
- Staff Leadership and Loyalty – Hire and Retain Good People

Professional Experience

Leary Consulting, LLC

Vancouver, WA

Principal Managing Partner (2010 – Present)

- Acquired all new business through personal contacts, referrals, or partnerships for learyconsulting.com.
- Managed multiple subcontractors in the areas of design, web, photography, video, copy writing, editing, crisis communications, public relations, social media, and financial standards.
- Convinced small and mid-sized companies and non-profit organizations to hold off on taking the risk to hire full time positions that are difficult to separate from and hire my firm to train up the correct person for the position while I personally delivered results.
- Saved over \$250,000 in expenses for marketing and communications for my clients in the first three years of business.

Multnomah University

Portland, Oregon

Director of University Communications (2004 – 2013)

- Filled the duties of Chief Communications Officer.
- Directed all marketing and public relations efforts for five academic division schools at four campuses and teaching sites across four states.
- Led major rebranding efforts, including changing the university's name and athletic mascot
- Brought a 75 year-old brand to a nationally-recognized institution through strategic marketing and branding consolidation efforts.
- Successfully placed Multnomah University in three episodes of the TV show *Portlandia*.
- Generated significant earned local and major national news and publicity coverage.
- Administered budgets in excess of \$1 million with a track record of year-end surpluses.
- Headed efforts to recover the university from public relations and communication disasters as part of the Disaster Response Committee, and drafted the first crisis communications plan and social media policy.

- Launched the university's first product line to market current branding, generating revenue within the first six months of sales. Oversaw every phase of retail from art conception to inventory to point of sale and shipping in on-campus and online stores.
- Served as editor-in-chief for the alumni and community magazine, which started as a newsletter and grew into a subscription-based magazine with 13,500 subscribers.
- Successfully managed two website re-launches and initiated the institute's popular blog and online content and traffic referral strategies.
- Launched and oversaw the university's social media presence and all public statements, videos, photography and graphic artwork.
- Conducted market research using surveys, consultants, demographic studies, media kits, and analytic tools to better reach target audience with marketing messages.
- Researched and purchased various mediums of advertising to market the university.
- Supervised creative direction for student recruitment efforts, donation generation, alumni engagement, and internal communications.
- Managed and negotiated contracts with major external contractors to reduce the cost of various services while holding providers to a higher standard of accountability.
- Oversaw and managed the launch and functionality of an online internal project management ticketing system, resulting in a method for the Promotions and Communications Department to track print and web project requests from every department around campus. This resulted in tripling the number of projects completed on deadline, while also doubling the amount of incoming projects.
- Enjoyed the lowest employee and contractor turnover of any department on campus.
- Commendation from Multnomah University Board of Trustees for Crisis Management
- Only four-time recipient of Multnomah University's President's Achievement Award

The Columbian Newspaper

Vancouver, Washington

Circulation Sales Leader (2000 – 2004)

- Recruited, contracted, and managed independent external contractors.
- Educated contractors in business skills, product information, sales techniques, and representing the company to the general public.
- Achieved still-standing quarterly sales records three times for The Columbian's Outside Sales Department through accountability, detailed territory map management, exhaustive communication and active listening skills training for contractors.
- Maintained the lowest contractor turnover and the highest customer retention during a time when the newspaper industry was beginning to struggle with subscription bases.

Business Computer Training Institute

Vancouver, Washington

Public Relations + Recruitment Representative (1999 – 2000)

- Represented institute to key influencers and constituents at necessary functions.
- Recruited applicants for institute through phone counseling and job fairs.
- Followed up with applicants who missed counseling appointments.
- Successfully resolved customer service and student complaints.
- Set monthly and quarterly recruitment records.

Western Washington University

Bellingham, Washington

Intramural Tournament Coordinator (1998 – 1999)

- Managed intramural tournaments for up to 500 people.
- Coordinated logistics: secured location, set up facility, managed registration, scheduled contestants, scheduled officials and resolved problems.
- Assisted with athletic-related vendor promotions such as Pepsi One product launches.
- Handled administrative duties and officiated sports as needed.

Education + Training

Washington State University, 2004

Vancouver, Washington

B.A., Digital Technology and Culture

Professional Writing Certificate – Technical Business Writing

Clark College, 2002

Vancouver, Washington

A.A., General Studies

Western Washington University, 1999

Bellingham, Washington

Courses toward B.A.

Associations + Memberships

Public Relations Society of America

National & Portland Chapter

Council for Christian Colleges and Universities

Communications Officers Section

American Marketing Association

References + Portfolio

References – Available upon request, via the online application, and at [linkedin.com/in/robertleary](https://www.linkedin.com/in/robertleary)

Portfolio – My work is online and in print and I can provide any needed upon request