

**Lori Riley**

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## PROFESSIONAL EXPERIENCE

**Content Writer, Communications Strategist, and Project Leader** 2023 +

**Owner**

**Loriley Communications LLC; Somerset, NJ**

- Independent consultant providing professional communications services: writing and editing, web content creation, content strategy development, integrated marketing communications, social media content coaching and creation, strategic planning, and project administration ([lorileycomms.com](http://lorileycomms.com)).

**Content Marketing and Strategic Communications Specialist** 2018 – 2023

**Rutgers Global Health Institute – Rutgers University; New Brunswick, NJ**

- Managed content marketing for the institute's branding and communications strategies; served as social media manager and senior editor of *Global Health Connection* newsletter.
- Led efforts to create, curate, distribute, and amplify content for web, social media, newsletters, stakeholder communications, event collateral, and media relations.
- Regularly wrote and edited original content for feature stories, news announcements, and website sections; increased visibility of content through strategic outreach and promotion.
- Launched the institute's social media strategy and presence on select platforms; managed ongoing social media strategy, content production, campaigns, and day-to-day operations.
- Produced website content using WordPress and associated applications; initiated custom solutions for improving website user and administrator experiences.
- Designed, produced, commissioned, and sourced digital imagery and photography for use in diverse projects; guided colleagues on how to achieve desired photography.
- Served as project manager of communications for signature initiatives including seed grants, faculty recruitment, membership onboarding, chancellor and donor reports, global health awareness days, and seminar series.
- Provided reliable support for executive and organizational communications; counseled institute staff on communications best practices.

**Director of Special Events, Public Relations, and Marketing****2013 – 2018****School of Health and Medical Sciences – Seton Hall University; South Orange, NJ**

- Planned and produced 20+ school-wide events annually, including graduations, research symposia, awards dinners, receptions, student programs, and education workshops.
- Collaborated with faculty, directors of clinical education, and staff throughout six departments to facilitate successful branded events planned at the program level.
- Led a redesign of the school's annual magazine to reflect contemporary trends and improve editorial and promotional content; served as magazine's editor for five thematic issues covering clinical education, research, volunteerism, interprofessional education and practice, and student achievement; increased audience reach by improving distribution and online content.
- Managed the school's website; produced new content for 17 academic programs and many school initiatives; wrote, edited, and produced news and feature stories for use in school- and university-wide digital marketing communications.
- Developed digital marketing strategies for student recruitment using lead-generation tactics integrated with central data systems and enrollment management; initiated on-demand solutions to improve communications with prospective students.
- Collaborated with diverse professionals to create high-quality communications assets for use in branding, marketing, recruitment, constituent relations, and special events.

**Editorial and Marketing Communications Specialist****2006 – 2013****Rutgers University Alumni Association – Rutgers University; New Brunswick, NJ**

- Served as the lead writer and editor responsible for creating varied content to support alumni engagement strategies; served as assistant alumni editor of *Rutgers Magazine* and editor of *Think Scarlet* and *Inside Alumni Relations* newsletters.
- Partnered with program managers to develop and execute communications strategies for signature initiatives, including volunteer engagement, awards programs, reunions, membership benefits, local and regional clubs, and year-round special events.
- Wrote speeches and talking points for association's senior leaders and university president; wrote correspondence on behalf of senior leaders for prominent uses.
- Managed a 75-member network of volunteer class correspondents, a group of key university stakeholders, donors, and influencers who contributed magazine content.

**University Writer/Editor****2004 – 2006****Department of Public Relations and Marketing – Seton Hall University; South Orange, NJ**

- Developed, wrote, and edited content for print, web, and email communications; partnered with alumni relations and fundraising staff to promote opportunities for constituents to engage with and support the university.
- Served as assistant editor of *Seton Hall Magazine* and editor of *Pirate Press* and *HallWays* newsletters for alumni, faculty, and staff.
- Initiated storytelling about alumni, faculty, students, and staff who exemplified the university's spirit and mission; reported on major university initiatives including fundraising campaigns, lectures by world leaders, and university commencement.

**EDUCATION**

Master of Arts, Corporate and Public Communication  
Seton Hall University; South Orange, NJ

Bachelor of Arts, Journalism/Media Studies and Anthropology  
Rutgers University; New Brunswick, NJ