

JoANNE GEIGNER

Communications/Media Coordinator

email
JoAnne

SKILLS

Strategic Planning

- ~ Communication plans
- ~ Branding Strategy
- ~ Public & media relations
- ~ Executive media engagement

Communications

- ~ Social media
- ~ Crisis communication
- ~ Feature and news stories
- ~ Targeted messaging

Technical Skills

- ~ CMS creation and administration
- ~ Website design and maintenance
- ~ Electronic media
- ~ Google applications

RELEVANT EXPERIENCE

Communications Coordinator | 8/19 - 5/22

Illinois Global Institute | *University of Illinois*

I crafted communications strategies, policies, and procedures for the newly created institute. Within this role, I created a communications plan and audience analysis. I planned and executed all outward-facing communications, social media (using content management tools HootSuite and Buffer), and website content (using ATLAS framework - Drupal). I wrote feature stories for print and electronic newsletters and used a homegrown custom tool to publish weekly calendars and monthly newsletters. I managed the website and social media interns. I coordinated with Public Affairs News Bureau to provide relevant information from subject matter experts. I was part of the College of Liberal Arts and Sciences Marketing and Communications team.

Communications Specialist | 9/12 - 12/18

Superintendent's Office | *Urbana School District #116*

As the Communication Specialist for the Urbana School District, I planned and executed all District media interactions, and District social media strategy and content. I created and disseminated media advisories, news releases, and photo opportunities to local media outlets while facilitating media inquiries. I created, maintained, and published content for all District-level social media accounts, including Twitter, Facebook, Instagram, and others. I wrote stories about school and district good news and events. I maintained the content as well as the back-end technology for usd116.org and all individual school websites. I supervised and coordinated the team of summer interns (senior

students) who were tasked with updating website content and website translation. I worked with individuals at the schools to promote their events to students, families, and the community at large.

Visiting Research Information Specialist | 1/09 - 9/12

Dept. of Computer Science | *University of Illinois*

Coordinated research events, communications, social media, and administrative work for principal faculty, lab researchers, graduate and undergraduate students of the Parallel Programming Laboratory (PPL).

Editorial Assistant | 1/04 - 12/10

Journal of Gilded Age and Progressive Era

Copy-edited academic articles to standards established in the *Chicago Manual of Style*. Prepared photos for printing and created graphics. Created layout of all text, photos and graphics with InDesign, then provided the camera-ready layout to the publisher. Journal was purchased by Cambridge University Press, who took over production in January 2011.

Organizational Development Analyst | 9/04 - 12/08

TEK Systems | *Systems Department contract employee*

Produced intra-department communications, created and published content for ITIL technical training, and published and maintained several intranet websites. Created and coordinated IT Service Management content, with a knowledge of corporate policies and procedures, and understanding of the corporate brand.

EDUCATION

Parkland College | '13 - '14

Professional Development - Digital
Photography

Illinois State University | '98 - '02

Graduate course work only (History)
- no degree awarded

Benedictine University | '91 - '94

Bachelors of Arts, Lit/Comm,
Journalism concentration

Please view my complete resume: [JoAnne Geigner on LinkedIn](#)