

Niki Jennings

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COMMUNICATIONS MANAGER

Public Information | Digital Engagement | Strategic Communications

PROFESSIONAL SUMMARY

Communications and digital-engagement manager with 16+ years of progressively responsible experience leading integrated communications, public outreach and cross-functional projects for North Carolina public institutions and higher education. Experienced managing websites, email, social media, publications, SEO, digital advertising, and brand stewardship, as well as delivering timely, accurate stakeholder updates during operational issues. Skilled at translating complex information into clear, accessible, audience-centered messaging.

CORE SKILLS

Strategic Communications | Public Information | Digital Content Strategy | Website Content Management | Social Media | Email Marketing | Editorial Strategy | Public Outreach | Stakeholder Engagement | Internal and External Communications | Brand Stewardship | Project Management | Cross-Functional Leadership | SEO | Digital Advertising | Communications Analytics | Leadership Communications | Issues Communications | Team Supervision

PROFESSIONAL EXPERIENCE

NC State University, Raleigh, NC - *Materials Science and Engineering Department Communications Lead*

JUNE 2021 - PRESENT

- Lead an integrated communications program for a university department, coordinating audience-centered messaging across 25 websites, magazines, newsletters, social media, digital advertising, print collateral and events for prospective and current students, faculty, staff, alumni, donors and industry partners.
- Manage content strategy, publishing, QA and maintenance for 25 websites, using GA4 and Google Search Console to evaluate performance, visibility and user behavior and refine editorial and SEO priorities.
- Strengthened organic-search visibility through SEO-informed content planning, generating **65,400 organic clicks and 1.86 million impressions** over a 16-month reporting period.
- Produce and distribute email newsletters to a 3,500+ subscriber audience; achieved a **46% average open rate, 4% click-to-open rate** and **99% delivery rate** across 23 campaigns in the recent 12-month period.
- Manage four social media channels with a combined audience of 4,257 followers; produced 451 posts generating **477,357 impressions, 11,357 reactions/likes** and 539 comments or replies.
- Supervised and mentored five Communications Assistants over five years, managing one student assistant annually; assigned projects, reviewed work, provided feedback and supported professional development.
- Coordinated photo-documented email updates for staff and stakeholders during emergency building-water incidents affecting labs and offices.

Local Government Federal Credit Union, Raleigh, NC - *Marketing Project Manager*

AUGUST 2019 - FEBRUARY 2021

- Managed a portfolio of 150+ concurrent marketing and communications projects in a regulated financial-services environment, coordinating compliance, leadership, stakeholder and vendor approvals.
- Coordinated project intake, scope, schedules, stakeholder communication, creative production, approvals and delivery across internal teams, leadership, and vendors.
- Increased monthly project capacity from approximately 80 to 150 initiatives by improving workflows, standardizing intake and strengthening project-management processes.
- Led project kickoffs, planning meetings, reviews and lessons-learned sessions for team accountability.
- Managed competing deadlines while maintaining visibility into project status, resource needs, approval requirements and brand standards.
- Supervised a Project Specialist, providing direction, feedback and professional-development support.

State of North Carolina, Raleigh, NC - Senior Graphic Designer

JUNE 2014 - AUGUST 2019

- Developed public-facing communications for statewide education and outreach campaigns, translating program goals, research and policy information. into clear, accessible materials.
- Produced digital and print communications including campaign collateral, publications, presentations, outreach resources, event materials, web graphics and branded templates.
- Increased annual project capacity from approximately 50 to more than 100 initiatives through strategic prioritization, process improvements and cross-functional coordination.
- Partnered with state agencies, program managers, subject-matter experts and external stakeholders to deliver accurate, visually consistent materials that met program objectives and approval requirements.
- Supported high-visibility and time-sensitive communications under deadline while maintaining quality, accessibility and brand consistency.
- Identified efficiencies by using internal resources, multifunctional teams and streamlined workflows.
- Supported public-facing logistics at 2018 State Capitol hearings concerning Confederate monument removal, assisting with participant registration and check-in while maintaining a calm, professional presence during highly contentious public proceedings.

UNC-Chapel Hill School of Medicine, Chapel Hill, NC - Publications Manager

SEPTEMBER 2008 - JUNE 2014

- Managed digital and print communications supporting academic medicine departments, translating clinical, research and faculty information into audience-appropriate content.
- Created and maintained seven Drupal department websites, overseeing content planning, publishing, stakeholder coordination, updates and quality control.
- Produced newsletters, reports, web content, publications, promotional materials, and other communications for faculty, staff, students, patients, donors and external audiences.
- Supervised five work-study students, assigning work, reviewing deliverables and supporting development.
- Coordinated with chairs, faculty, staff, and university partners to manage priorities and publishing needs.

Pix By Nix, Raleigh, NC - Independent Communications & Design Consultant, Part-time / Project-based

JULY 2008 - PRESENT

- Provide communications, web and design services for small businesses and state agencies.
- Develop audience-focused digital content, print collateral, brand assets and event communications.
- Manage client scopes, timelines, feedback and delivery from initial discovery through project completion.

EDUCATION

Master of Arts, Integrated Marketing Communication, May 2026

University of North Carolina Wilmington, Wilmington, NC

Graduate Certificate, Digital Communications, May 2014

University of North Carolina at Chapel Hill, Chapel Hill, NC

Bachelor of Science, Graphic Communications, May 2006

Appalachian State University, Boone, NC

TECHNOLOGY

WordPress - Drupal - Wix - Adobe Creative Cloud - Google Analytics 4 - Google Search Console - Emma - Hootsuite - Buffer - ClickUp - Teamwork - Asana - Microsoft Office - Google Workspace