

SCOTT H. SILVERSTEN

SUMMARY OF QUALIFICATIONS

A respected communications and marketing professional with 28 years of experience, the past 19 years within a higher education environment. A demonstrated ability to manage a professional staff while providing hands-on implementation and leadership regarding initiatives in the areas of marketing, public relations, creative services, strategic and internal communications, branding, website development, trademark licensing and video production. A confidential spokesperson and media liaison at two universities with excellent written and oral communication and presentation skills, knowledge of strategic planning, budget management and a strong understanding of private and public higher education.

EMPLOYMENT

Florida Atlantic University (FAU) – Boca Raton, FL: July 2012 - Present

Associate Vice President, Communications and Marketing

- Authored comprehensive integrated marketing/communications plans to address a wide array of university initiatives, programs and strategic goals
- Executed numerous in-state and out-of-state advertising campaigns while increasing FAU's brand awareness both regionally and nationally
- Co-led a university-wide brand refresh initiative to streamline logo and strategic messaging; re-wrote the university's Visual Standards and Messaging Manual
- Oversaw the development of FAU's new brand positioning statement, which developed into a new admissions marketing, advertising campaign and creative identity for the university
- Represent FAU in monthly State University System of Florida (SUS) communications meetings and handle a wide range of SUS requests and initiatives
- Reorganized the departments of media relations, marketing/creative services, communications and trademark licensing into a unified Office of University Communications (later renamed the Division of University Communications)
- Directed the university's COVID-19 strategic communications response and messaging
- Managed the development of the FAU News Desk, the university's information platform for faculty/staff including press releases, general announcements, live social media feeds and multimedia highlights
- Developed Office of University Communications operations manual to convey policies and best practices to the FAU community
- Planned and executed new president's first State of the University address, a live multi-media event
- Coordinate and chair Florida Atlantic Communications Network meetings and discussion groups across all university units
- Authored *Florida Atlantic Magazine* cover story on the university's historic men's basketball appearance in the 2023 NCAA Tournament Final Four

- Plan and oversee the Division of University Communications' \$9 million budget
- Managed staff of 19 full-time professional employees and 10 student interns across the areas of marketing, creative services, video services and website development
- A member of the following FAU-wide committees:
 - Emergency Operations Team
 - Enrollment Management Oversight Committee
 - Strategic Workgroup for Ascending to the Top
 - External Engagement Committee
 - Policies and Procedures Committee
 - Compliance and Ethics Committee
 - eLearning Advisory Board
 - Survey Committee
 - Student Media Review Committee

SUNY Cobleskill – Cobleskill, NY; January 2010 – July 2012

Director of Communications and Marketing

- Worked effectively with multiple constituencies – internally and externally – to improve the branding, image and recognition of SUNY Cobleskill
- Enhanced SUNY Cobleskill communications and marketing practices by implementing the use of analytics, research and data to guide strategic decisions regarding marketing, public relations, enrollment management and fundraising initiatives
- Led the re-design of SUNY Cobleskill Web site, including a new navigation structure, improved and consistent content, and a more visually welcoming platform, to position the site at the center of the college's overall marketing plan
- Improved SUNY Cobleskill's social media presence through increased use of Twitter, Facebook and YouTube as a component of overall college-wide marketing endeavors
- Guided strategic public and media relations to garner increased local, regional and national attention during SUNY Cobleskill's charter centennial celebration (2011)
- Served as a significant contributor and advisor to senior administration in the drafting of SUNY Cobleskill's *Second Century Enterprise* strategic plan
- Prepared communications for senior administration, including talking points, remarks, scripts, presentations, correspondence and other publications
- Revised the college's e-newsletter to serve multiple constituencies, including alumni, faculty, staff and students
- Served as editor for all campus communications, press materials and publications
- Supervised visual and graphic communications designer, assistant director for media relations, department assistant, Print Shop staff and activities, and student interns

Manhattan College (now Manhattan University) – Riverdale, NY; April 2006 – January 2010

Assistant Director of College Relations, Communications

- Served as school spokesperson and media liaison responding to all external inquiries
- Oversaw media relations, public relations and marketing initiatives
- Wrote press releases and news stories for college publications
- Launched and oversaw college's first monthly e-newsletter, *Manhattan Monthly*
- Investigated new advertising opportunities
- Developed new web site content
- Represented the institution at community-based events
- Administered publicly released college data for higher education organizations
- Enhanced communications between all academic and administrative departments
- Oversaw production of college admissions viewbooks, videos and TV commercials
- Crisis Management Committee member
- Administrative User Technology Committee member
- Adjunct Professor; Sports Writing and Reporter

The Golf Digest Publications – New York, NY; June 2004 – April 2006

Corporate Communications Coordinator

- Handled public relations initiatives for *Golf Digest*, *Golf World* and *Golf For Women* magazines
- Wrote and edited press releases and internal newsletter
- Oversaw specific business initiatives, including company's charity involvement
- Organized media interviews for publication writers and editors
- Served as communications contact for editorial and sales and marketing departments
- Served as communications department contact for permission requests and other outside inquiries

Nature Publishing – New York, NY; August 2002 – November 2003

Sales Support, Coordinator

- Wrote a monthly newsletter for sales staff detailing marketing initiatives, company and industry news updates, conference schedules and employee feedback
- Provided regular global sales information reports to management
- Organized distribution of "Welcome Packs" to all new customers
- Contributed to creation of sales system training manuals
- Provided support to Site License Business Unit sales reps, including researching sales leads and potential clients

ESPN SportsTicker – Jersey City, NJ; July 1997 – December 2001

Editor

- Served two years as College Basketball Editor
- Served two years as Assistant College Football Editor
- Oversaw editorial coverage of college basketball and NCAA Tournament (previews, recaps, features, team capsules and other news items)
- Wrote and edited sports wire copy

WABC Radio – New York, NY; May 1996 – October 1996

Intern – Assistant to New York Yankees radio broadcast team

- Served as assistant to broadcasters John Sterling and Michael Kay

WFAN Radio – Astoria, NY; Summer 1996

Intern

Professional Organizations

American Marketing Association

Intercollegiate Licensing Association

Education

New York University – New York, NY

Master's Degree in Publishing, May 2004

Syracuse University – Syracuse, NY

Bachelor of Arts in Political Science, May 1997

Connecticut School of Broadcasting – Hasbrouck Heights, NJ

Certificate in Radio and Television Broadcasting, 1997