

Gillette Vaira, M.A.

406.489.2818 | gillette.a.vaira@gmail.com | www.linkedin.com/in/gillettevaira | www.gillettevaira.com

Emmy Award-winning journalist with 11 years of experience in public relations, marketing, and journalism

EDUCATION

- Master of Arts – Broadcast Journalism May 2011
University of Montana
- Bachelor of Arts – Mass Communication; Minor – International Studies May 2009
Montana State University Billings
-Magna Cum Laude Honors

RELEVANT WORK EXPERIENCES

- Director of Alumni Relations March 2018 - present
Montana State University Billings Alumni Association
I develop programming for a vast network of more than 31,000 alumni worldwide. I reengage and reconnect alumni, while helping to reestablish their affinity for their alma mater through marketing communications, events, and programs. I also establish and maintain the budget for the Alumni Association.
- Communications Manager September 2016 - March 2018
Employee Benefit Management Services
I reinforced value and built awareness of services by developing and executing strategic communication and marketing plans for internal and external audiences. I wrote press releases, developed web communications, spearheaded social media strategy and content, conducted business-to-business marketing, assisted with RFPs, and developed marketing collateral to support health plan member education and engagement.
- Director of Public Relations June 2015 - September 2016
Yellowstone Boys and Girls Ranch
As the spokesperson, I conducted media relations, produced internal and external newsletters, created content for fundraising publications, hosted tours, managed volunteers, organized events, and developed communication and marketing strategies.
- College Success Specialist August 2012 - June 2015
Montana State University Billings
I reinforced retention efforts by developing video stories and creating other interactive content for the First Year Experience website. In addition, I produced an electronic newsletter, entitled "The BuzzFeed", in order to market the effectiveness of the university and improve enrollment.
- Broadcast News Reporter, Producer, and Anchor June 2011 - August 2012
Billings NBC Affiliate (KULR)
I launched a morning segment, "Talkin' Crude", in order to increase viewership and focus audiences on oil-impacted communities. I reported for all newscasts, in addition to producing and anchoring the morning and noon newscasts. In addition, I interacted with audiences on social media and produced web content to accompany broadcast stories.
- Broadcast Journalism Teacher's Assistant and Graduate Student August 2010 - May 2011
University of Montana
I supervised MontanaPBS Newsbrief and a newsroom of 20 students, in addition to assisting professors with introductory journalism courses. During this time, I worked on a team to produce the MontanaPBS documentary, Cannabusiness. In addition, I completed a multimedia thesis project, entitled "One Long Route", which consisted of stories about families who lived along what was known as the longest school bus route in Montana. My research led to an investigative story about how tax dollars were being misused.

PUBLIC RELATIONS, MARKETING, AND COMMUNICATIONS EXPERIENCES

- Montana State University Billings Alumni Association
 - Serve as spokesperson for Alumni Association
 - Work with team to update media alerts and press releases
 - Write content for and collaborate on production of bimonthly e-newsletter, "Alumni Flyer"
 - Oversee and collaborate with team on marketing communications
 - Execute events statewide and throughout the U.S.
 - Update content for www.msubfoundation.com/alumni
- Employee Benefit Management Services
 - Wrote and distributed press releases to the media
 - Announced employee and company successes in newspapers throughout the U.S.
 - Assisted with RFP production
 - Spearheaded writing, editing, photography, and design of informational pieces
 - Developed client communication plans, newsletters, and benefit support collateral
 - Strategized social media plans and developed content to increase followers and online presence
 - Served as editor and writer for internal/external newsletter, "TPA Today"
 - Conducted business-to-business marketing throughout the U.S. and Canada
 - Administered and marketed webinars to support and train current and prospective clients
 - Strategized and executed communications and marketing campaigns
 - Developed content for literature, trainings, presentations, and www.ebms.com
- Yellowstone Boys and Girls Ranch
 - Obtained national news coverage of human interest story
 - Increased organic Facebook actions by more than 300 percent by leading the #WeAreYBGR social media campaign
 - Served as editor and produced content for internal newsletter, "Yellowstone Insider"
 - Served as managing editor and produced content for donor relations newsletter, "The Wrangler"
 - Pitched stories and distributed press releases to the media
 - Prepared employees and clients for media interviews
 - Responded promptly to inquiries from the media
 - Wrote public service announcements
 - Spearheaded writing, editing, photography, and design of informational pieces
 - Developed and implemented media consent process training for employees
 - Improved emergency and crisis management policies
 - Wrote stories and took photos for YBGR Foundation fundraising publications
 - Managed content for www.ybgr.org
 - Created Facebook, LinkedIn, broadcast, and print publication advertisements
 - Created image branding policy and upheld branding standards
 - Designed marketing collateral
- Montana State University Billings First Year Experience
 - Edited First Year Experience content for www.msubillings.edu/fye
 - Created and distributed First Year Experience electronic newsletter, "The BuzzFeed"
 - Wrote and produced print and video stories
- Billings NBC Affiliate (KULR)
 - Worked as a member of the media to produce report, produce, and anchor news
 - Collaborated with newsrooms and NBC employees throughout Montana and North Dakota
 - Managed social media
- University Montana
 - Reported stories for local, state, and national broadcasts
 - Interviewed with statewide media to promote *Cannabusiness* and "One Long Route"
 - Supervised six students in producing MontanaPBS "Made in Montana" story transitions
 - Supervised a newsroom of 20 students in producing and anchoring MontanaPBS Newsbrief
 - Interned as international multimedia reporter for the "Perpignan Project" in France
 - Reported live events on Twitter
 - Managed the budget and promotions for the MontanaPBS film, *Cannabusiness*
 - Developed marketing materials for *Cannabusiness*

- Community Involvement
 - Obtained local and national news coverage of the MSU Billings Gender Wage Gap Cookie Sale
 - Obtained local news coverage of MSU Billings' Collegiate 4-H Club's STEAM event
 - Assisted 2018 U.S. Senate candidate with communications
 - Provided consultative feedback for *Magic*, a *Billings Gazette* magazine
 - Produced statewide 4-H newsletter, "The Ambassador"
-

ACHIEVEMENTS

- American Association of University Women Named Gift Award, Billings Branch
 - Emmy Award, Northwest National Academy of Television Arts and Sciences
 - National Second Place Anchor, Broadcast Education Association
 - University of Montana Outstanding Graduate Career Award
 - Multiple Society of Professional Journalists television and radio awards
 - MSU Billings Outstanding Communications Graduate
 - MSU Billings Commencement Senior Marshall
 - MSU Billings Cooperative Education College of Arts and Sciences Intern of the Year
 - Montana 4-H Publicity Chair
 - National Champion, Prepared Speech, Business Professionals of America
-

MULTIMEDIA SKILLS

- Graphic design, desktop publishing, and document editing
 - Proficient in Adobe InDesign
 - Proficient in Microsoft Office products
 - Proficient in Associated Press writing style
- Photography and videography shooting and editing
 - Proficient in Adobe Photoshop
 - Proficient in Avid NewsCutter, Final Cut Pro, and Adobe Premiere Pro
- Website content management
 - Proficient in www.wordpress.com
 - Proficient in www.wix.com
- CRM systems
 - Proficient in SalesForce
 - Proficient in Raiser's Edge