

Gillette Vaira, M.A.

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

EDUCATION

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

- Communications Manager 2016-present
Employee Benefit Management Services
I build value and awareness by developing and executing strategic communication plans, as well as local and national-reaching events.
 - Director of Public Relations 2015-2016
Yellowstone Boys' and Girls' Ranch
As the spokesperson, I organized events, managed volunteers, and hosted tours for current and prospective donors. I worked with alumni in order to share their stories and rekindle their involvement. I also assisted with the Foundation's annual giving activities and publications.
 - College Success Specialist 2012-2015
Montana State University Billings
I reinforced retention efforts and marketed the effectiveness of the University by working with students and creating content for the First Year Experience website.
 - Broadcast News Reporter, Producer, and Anchor 2011-2012
Broadcast News Reporter Intern 2008
Billings NBC Affiliate (KULR)
I collaborated with news professionals throughout Montana and North Dakota to communicate impactful content. I also launched a morning segment, "Talkin' Crude".
 - Program Services Intern and Public Relations Specialist 2007
Montana Chapter of March of Dimes
I coordinated statewide educational and fundraising events, in addition to conducting marketing and media relations.
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COMMUNICATIONS AND MARKETING EXPERIENCES

- Employee Benefit Management Services
 - Generate annual communication and social media plans for internal and external audiences
 - Serve as editor and writer for company newsletter, "TPA Today"
 - Develop client communication plans, newsletters, and benefit support collateral
 - Administer and market webinars to support and train current and prospective clients
 - Develop content for literature, trainings, presentations, and website

- Yellowstone Boys' and Girls' Ranch
 - Served as managing editor for the Foundation's donor relations newsletter, "The Wrangler"
 - Wrote stories and took photos for the Foundation's direct mail communications
 - Served as editor for the internal newsletter, "Yellowstone Insider"
 - Conducted media relations and social media management
 - Wrote grants to subsidize unfunded needs
 - Created social media, broadcast, and print advertisements
 - Tracked donations and thanked donors
 - Conducted campus tours and public presentations to increase mission awareness
 - Managed content for website
- MSU Billings
 - Created and edited content for the MSU Billings First Year Experience website
 - Created and distributed the First Year Experience electronic newsletter, "The BuzzFeed"
- Community Involvement
 - Wrote stories as a part of the MSU Billings Foundation Public Relations Committee
 - Served as on-air talent in MSU Billings Foundation Day of Gratitude video to thank donors
 - Assisted a 2018 U.S. Senate candidate with communications
 - Provided consultative feedback on *Magic*, a *Billings Gazette* magazine
 - Produced statewide newsletter, "The Ambassador", as the Montana 4-H Publicity Chair

SPECIAL EVENT AND VOLUNTEER MANAGEMENT EXPERIENCES

- Employee Benefit Management Services
 - Market, organize, and coordinate the annual Health and Business Symposium and Client Appreciation Events for current and prospective business partners throughout the nation
 - Organize and facilitate Leadership Billings Healthcare Day sessions at EBMS
 - Represent EBMS at conferences
- Yellowstone Boys' and Girls' Ranch
 - Organized, planned, and oversaw the execution of special events for employees and youth
 - Organized and hosted volunteer events for donor development
 - Created and developed the Community Connection program
 - Hosted booths at community and statewide tradeshow and events
- MSU Billings
 - Conducted retention programs for first-year students
 - Contributed to organization and programming for orientations and registration events
 - Served as Montana Service Learning Colloquium workshop presenter
- March of Dimes
 - Planned and hosted the NICU Launch, Prematurity Summit, and Volunteer Leadership Conference
- Community Involvement
 - Co-organize American Association of University Women Start Smart trainings
 - Co-organized Billings Chamber of Commerce Ag Tour
 - Guided MSU Billings' Collegiate 4-H Club members in organizing three STEAM events
 - Planned and hosted three National 4-H Conference events
 - Planned and hosted seven Citizenship Washington Focus conferences
 - Organized and planned three Montana 4-H Congress events

CITIZENSHIP AND PROFESSIONAL INVOLVEMENT

• American Association of University Women Start Smart Facilitator	2015-present
• Billings Chamber of Commerce	2014-present
-Agriculture Committee Member (2015-2016)	
-NextGen Member (2014-present)	
• MSU Billings Foundation Public Relations Committee Member	2017
• <i>Magic</i> Magazine Community Board Member	2017
• American Association of University Women Member, Billings Branch	2012-2016
-Billings Branch President (2015-2016)	
-Scholarship Selection Co-Chair (2013-2015)	
• MSU Billings Wellness Champion	2015
• MSU Billings Collegiate 4-H Club Advisor	2013-2015
• MSU Billings Student Health Services Fresh Air Advocate	2012-2015
• MSU Billings College Success Specialist Search Committee Member	2014
• Yellowstone County 4-H Ambassador Selection Committee Member	2013
• Yellowstone County 4-H Demonstration Judge	2013, 2006
• Montana 4-H Ambassador Training Motivational Speaker	2013
• Yellowstone County 4-H Dress Review Trainer and Speaker	2013
• Montana 4-H Congress Demonstration Judge	2011
• Montana 4-H Congress Motivational Speaker and Vocalist	2011
• National Collegiate 4-H Conference Hurricane Katrina Relief Participant	2007

ACHIEVEMENTS

• American Association of University Women Named Gift Award, Billings Branch	2016
• Emmy Award, Northwest National Academy of Television Arts and Sciences	2011
• National Second Place Anchor, Broadcast Education Association	2011
• University of Montana Outstanding Graduate Career Award	2011
• Winner of multiple Society of Professional Journalists television and radio awards	2009-2011
• MSU Billings Outstanding Communications Graduate	2009
• MSU Billings Commencement Senior Marshall	2009
• MSU Billings Cooperative Education College of Arts and Sciences Intern of the Year	2007-2008
• Montana 4-H Publicity Chair	2004-2005
• National Champion, Prepared Speech, Business Professionals of America	2004

REFERENCES

LynAnn Henderson
 President/Chief Marketing Officer
 Kynexions
 406.671.6573
 LynAnn.Henderson@kynexions.com
 3114 Cactus Dr.
 Billings, MT 59102

Megan Smith
 Marketing Coordinator
 Lamp, Ryneerson and Associates, Inc.
 406.253.4063
 megan.a.olszewski@gmail.com
 2502 Timberwood Dr., #74
 Fort Collins, CO 80528

Carmen Price
 Contract Program Producer
 MontanaPBS
 406.220.0909
 carmendaye@gmail.com
 5505 Foster Lane
 Belgrade, MT 59714