

NYSSA C. LILOVICH

CONTACT

219-671-1035

nyssa.lilovich@gmail.com

14439 Magoun Street
Cedar Lake, IN 46303

www.happynyss.com

TECHNICAL SKILLS

- Trello
- WorkZone
- Cascade
- Adobe Suite
- Google Suite
- Microsoft Suite
- ArcGIS
- Delivra
- MailChimp
- Constant Contact

EDUCATION

Master of Business Administration
Marketing

Purdue University
2020 - 2022

Bachelor of Arts
Anthropology
Communications

Purdue University
2009 - 2014

CERTIFICATIONS

Marketing and Digital Strategy | Harvard
Facebook Advertising Core Competencies
Google AdWords
Indiana Watershed Leader | Purdue
Wildlife Habitat Steward | IN DNR
Project Learning Tree
Project WET

AWARDS

**Center for Intercultural Learning, Mentorship,
Assessment and Research (CILMAR)**

Intercultural Diversity Fellow
2022, 2023, 2024

**Council for Advancement and Support of
Education (CASE)**

Best of CASE & Circle of Excellence Award
2022

American Advertising Federation

Silver ADDY
2022

Natural Resources Conservation Services

Indiana Earth Team Volunteer of the Year
2009

EXPERIENCE

Communications Lead

Purdue College of Agriculture
International Programs in Agriculture

2020 - Present

- Lead, develop, implement and manage a multi-channel marketing and communication strategy.
- Serve as the central point for communications for internal and external audiences and stakeholders.
- Exercise a range of skills and interests, including writing, editing, producing multimedia, creating social media and web content and generating promotional materials.
- Develop digital content including presentations, print newsletter, e-newsletters, news releases, articles, marketing materials and specialized correspondence.
- Assist in the coordination of special events that enhance public relations for the office.
- Led an award-winning communications campaigns highlighting the past four cohorts of Mandela Washington Fellows at Purdue.

Communications and Fundraising Manager

Planning Office for Urban Affairs (POUA)

2019 - 2023

- Coordinated ribbon cutting and ground breaking events with an average of 75-200 guests including speeches by high profile individuals like Mayor Marty Walsh, Governor Charlie Baker, Lieutenant Governor Karyn Polito and Cardinal Sean O'Malley.
- Wrote and pitched news releases garnering regular press coverage in local papers as well as the Boston Herald and Boston Globe.
- Planned fundraiser in Boston with 200 guests to honor Anne Finucane of Bank of America, including print materials, venue & logistics, invitation & donation mailings, fundraising outreach and organizing fundraising committee.
- Revamped website layout & content; coordinated staff photoshoot; updated website main page monthly; updated news articles & awards on website as needed; started and managed social media pages; updated collateral materials in office.
- Wrote letters and met with various stakeholders to build support for affordable housing.
- Completed several successful grant applications receiving over \$100,000 in support of the Health & Housing Initiative.
- Completed successful award-winning applications highlighting properties including the Preservation Massachusetts Charles Eliot Award (2020), Novogradac Journal of Tax Credits: Historic Rehab Award (2019), Massachusetts Historical Commission Preservation Award (2019), Suffolk University's Moakley Public Service Award (2019), Affordable Finance Readers' Choice Award (2019) and the Preservation Massachusetts Robert H. Kuehn Award (2019).

Communications Director

NICHES Land Trust

2017 - 2019

- Original viral post with over 20 million Facebook views; printed in over 15 news sources.
- Tracked and analyzed online data to develop successful marketing strategy.
- Increased membership, donor base and web following from 700 to 15,000.
- Coordinated, edited and managed regular press releases, press inquiries, on and off camera interviews, mailings, brochures, posters, social media campaigns, monthly e-newsletter, quarterly printed newsletter, adult and youth education, volunteer workdays, and events.
- Launched and coordinated internship program with Purdue University's Department of Forestry and Natural Resources.
- Managed seasonal interns and a regular volunteer base ranging from 1-60 volunteers.
- Planned and coordinated community outreach events with an average of 20-100 guests including Hike with your Hound, Water to Wine Paddle, the Shawnee Shuffle 5K and monthly paddle trips.
- Launched and coordinated the NICHES Junior Ranger program, developing 3 published books.
- Launched and coordinated the NICHES Summer Adventure Day camp, developing a widely popular curriculum still used today.

NYSSA C. LILOVICH

CONTACT

219-671-1035
nyssa.lilovich@gmail.com
14439 Magoun Street
Cedar Lake, IN 46303

www.happynyss.com

TECHNICAL SKILLS

- Trello
- WorkZone
- Cascade
- Adobe Suite
- Google Suite
- Microsoft Suite
- ArcGIS
- Delivra
- MailChimp
- Constant Contact

EDUCATION

Master of Business Administration
Marketing

Purdue University
2020 - 2022

Bachelor of Arts
Anthropology
Communications

Purdue University
2009 - 2014

CERTIFICATIONS

Marketing and Digital Strategy | Harvard
Facebook Advertising Core Competencies
Google AdWords
Indiana Watershed Leader | Purdue
Wildlife Habitat Steward | IN DNR
Project Learning Tree
Project WET

AWARDS

**Center for Intercultural Learning, Mentorship,
Assessment and Research (CILMAR)**
Intercultural Diversity Fellowship
2022, 2023, 2024

**Council for Advancement and Support of
Education (CASE)**
Best of CASE & Circle of Excellence Award
2022

American Advertising Federation
Silver ADDY
2022

Natural Resources Conservation Services
Indiana Earth Team Volunteer of the Year
2009

EXPERIENCE

Social Media Coordinator

National Science Foundation - Center for Science of Information 2014 - 2016

- Developed and implemented a communications strategy.
- Increased social media following from 12 to 500 strongly advocating the #WomenInSTEM and #DiversityInStem initiatives.
- Managed content on seven different social media platforms utilizing Hootsuite.
- Created and edited YouTube educational videos.
- Created slides and presentation booklets for the Directors of Diversity and Business.
- Compiled and organized Diversity, Budget & Finance, and Publications sections in the 2014 & 2015 Annual Reports.
- Assisted in planning and implementing summer school and annual meeting events.

Communications and Marketing Manager

T&J Meatpacking 2012 - Present

- Family-owned business.
- Crafted grant proposals and applications to secure financial support from the Illinois Department of Agriculture and United States Department of Agriculture.
- Created and manage business website, cutting business expenses by over \$15,000 annually.
- Created and manage social media sites, increasing company exposure, building a brand and lowering time consuming customer interaction.
- Initiated and managed over 100 Facebook Ad Campaigns, increasing followers and tracking data analytics throughout each campaign.
- Successfully hired 4 new employees utilizing Facebook Jobs announcements.
- Manage advertising including newspaper ads, radio ads, community flyers and billboards.

Legislative Affairs and Communications Intern

National Association for Conservation Districts (NACD) 2011 - 2012

- Aided policy makers in writing the 2012 Farm Bill, setting the course for agriculture and conservation for the next five years.
- Attended conference proceedings and congressional hearings.
- Wrote 48 educational articles published through the NACD website, newsletter and social media.
- NACD budget proposal team member; conservation programs specialist.
- Organizational committee member for the National Pollinators Association and NACD annual meetings.

Conservation Technician

Natural Resources Conservation Services (NRCS) 2009 - 2011

- SF-85 Federal Security Clearance.
- Developed over 200 ArcGIS conservation plan, soils and topographic maps for the Conservation Compliance status reviews.
- Assisted 50 landowners with state and federal government compliance.
- Assembled over 100 new toolkit folders
- Negotiated contracts in the development of Wildlife Habitat Incentive Program (WHIP) and Environmental Quality Incentive Program (EQIP).
- Team member of first Mobile Office Collaboration, an initiative to increase efficiency in NRCS objectives and conservation efforts.