CB Clint Burson

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résumé —

Clint Burson

Communications professional
writer · designer · CRM administrator



SKILLS

- Public relations
- Media relations
- Strategic planning
- Donor communications
- Writing & editing
- Public speaking
- Social media strategy
- Project management
- Government relations
- Budget management

EDUCATION

M.S., Public Relations
Montana State University Billings

B.A., Speech Communication
Metropolitan State College of Denver

Summary

Strategic-minded communications professional with nearly two decades in advocacy, media, design and public speaking. I build programs that connect an organization's mission with the donors, members, partners and communities who support it — and run the CRM systems behind them.

Experience

JUNE 2021 – PRESENT

Strategic Communications Manager

LightHawk

- Lead the annual strategic communications plan, shaping messages for individual donors, volunteer pilots, the board, institutional funders and conservation partners.
- Manage media relations, lead-generation content and development communications, including proposals and donor reports.
- Manage contractors for the website, graphic design and branding in support of the strategic communications plan.
- Report monthly and quarterly to leadership and the board; turn social media analytics into engagement plans.
- Salesforce Administrator for mission management and volunteer/partner portals; Bloomerang administrator for donations, events and constituent emails.

highlights —

- Launched a digital asset management system for 40 years of photo and video assets.
- Launched updated website after ground-up rebuild.
- Produced "Romeo November: A LightHawk Story," a short film with American Rivers and Trout Unlimited, and planned fly-in events for pilots, partners and donors.

Experience, continued

AUGUST 2016 – JUNE 2021

Director of Government Affairs and Communications

Missoula Area Chamber of Commerce · Missoula, MT

- Oversaw all communications, from promotional materials and member updates to policy guides and mission documents.
- Built relationships with community, economic development and government partners; represented the business community with elected officials and advised on local regulations.
- Managed social media (Facebook, Instagram, X, YouTube, LinkedIn), promotions and advertising for consistent branding.
- Created print, digital and video content; promoted programs through member emails and press releases; reported monthly to the Board of Directors.

APRIL 2007 – AUGUST 2016

Assistant News Editor

Ravalli Republic · Hamilton, MT

- Edited and placed news, feature, opinion and community stories daily; designed editorial pages and special sections.
- Coordinated next-day coverage with reporters and prepared pages for press.
- Contributed to the paper's social media and blog.

AUGUST 2012 – JUNE 2014

Adjunct Professor, Communications

Bitterroot College · Hamilton, MT

- Taught Public Speaking and Interpersonal Communication to traditional and non-traditional students.
- Built lessons, assignments and exams, and gave constructive feedback on student work.

TOOLS

- Salesforce (administrator)
- Bloomerang (administrator)
- Adobe Creative Suite
- Affinity Studio and Canva
- Filecamp Digital Asset Management
- WordPress, HTML & CSS
- Microsoft Office Suite

RECOGNITION & SERVICE

- Montana Newspaper Association design and writing awards
- EAA Chapter 517 board, 2015–2025
- Chamber of Commerce leadership program graduate

ADDITIONAL EXPERIENCE

- Burson Creative: nonprofit communications and design consulting
- Website design and builds for authors and small organizations (Astro, WordPress)
- Public speaking coaching
- Salesforce Administrator certification, in progress