



CONTACT

Phone

406-381-6440

Email

cburson@gmail.com

Address

2080 Bakerscape Ct
Ferndale, WA 98248

EDUCATION

Master of Science Public Relations

Montana State University
– Billings

Bachelor of Arts Speech Communication

Metropolitan State
College of Denver

REFERENCES

Available Upon Request

CLINT BURSON

COMMUNICATIONS PROFESSIONAL

Strategic-minded public relations and communications expert with strong advocacy, media, design and public speaking experience looking to lead a dynamic, cause-driven organization. Seeking to apply my drive, experience, passion and communication skills to make a positive difference in the world.

SKILLS

- Public Relations/Marketing
- Strategic Planning
- Oral/Written Communication
- Project Management
- Relationship Building
- Social Media Strategy
- Flexible, Relatable and Dependable
- Government Relations/Advocacy
- Adobe Creative Suite
- Wordpress & HTML/CSS

Experience

Strategic Communications Manager

(June 2021 – Present)

LightHawk

Duties

- Design and implement the strategic communications plan in support of the organization's priorities through effective project management
- Implement and regularly evaluate internal and external communications strategies and manage tools for engagement outcome with target audiences including, individual donors, volunteer pilots and governing board, institutional funders, and conservation partners
- Facilitate productive curation and interpretation of LightHawk's work and brand with staff, volunteer pilots and partners producing content accessible to all appropriate team members through centralized data and information management tools
- Manage, implement, and evaluate lead generation strategies, tools, and content for measured outcome
- Generate media placement and manage staff/organization response to media inquiries and opportunities
- Contribute and curate content for development communications, i.e., proposals, donor reports
- Understand, interpret, and incorporate the connection between storytelling and motivating volunteers and donors and partners to support LightHawk in daily work
- Contribute data and content for monthly and quarterly internal reviews and board reports
- Manage contractors providing services in support of strategic communications plan and priorities, i.e., website, graphic design, branding
- Identify and implement necessary technology solutions to manage organization's digital assets for use in storytelling and stakeholder engagement
- Collect analytics on social media campaigns and create plans to increase engagement for various audience
- Develop and manage budget for communications department needs

Notable Achievements

- Launched digital asset management system to manage 40 years worth of photographic and video assets
- Increased organization's social media presence with a 20% increase over first two years
- Designed communications campaigns to maintain individual donor relationships between Advancement officers
- Planned fly-in events for organization that included pilots, partners, donors and other stakeholders
- Planned and produced "Romeo November: A LightHawk Story short film in partnership with American Rivers and Trout Unlimited



**CLINT
BURSON**

**COMMUNICATIONS
PROFESSIONAL**

ADDITIONAL SKILLS AND EXPERIENCE

- Chamber of Commerce leadership program graduate
- Exceptional oral and written communication skills
- Served on EAA 517 Board of Directors 2015-2025
- Proficient in Microsoft Office Suite, Adobe InDesign, Adobe Photoshop, Social Media, PC and Mac
- Recipient of multiple awards for design and writing from the Montana Newspaper Association

Experience *(Continued)*

Director of Government Affairs and Communications

(August 2016 – June 2021)

Missoula Area Chamber of Commerce – Missoula, MT

Duties

- Oversee communications efforts of the organization including promotional materials and regular communication with membership.
- Create, review and edit marketing and communications documents. (Policy guide, Mission documents, etc.)
- Develop, maintain and enhance relationships with community, economic development and governmental organizations fostering an atmosphere of partnership, trust and respect.
- Maintain a dialogue with elected officials, government department heads, economic development leaders and key government staff.
- Participate in community discussions and share business views as directed by the President/CEO and/or, Chairman of the Board or Board of Directors.
- Act as a resource on local government business processes and regulations outlining their necessity, including the political and practical contexts in which the regulations exist and are modified.
- Responsible for managing main social media accounts for the Chamber (including Facebook, Instagram, Twitter, YouTube and LinkedIn).
- Responsible for all promotions and advertising regarding the Chamber to ensure consistent branding for the organization.
- Responsible for the creation and management of print, digital and video content.
- Responsible for promotion of programs and events through chamber member emails, press releases, fliers and other advertising/marketing channels as needed.

Assistant News Editor

(April 2007 – August 2016)

Ravalli Republic – Hamilton, MT

Duties

- Edited and placed news, feature, opinion and community stories in each day's newspaper.
- Designed and laid out editorial content pages for each newspaper.
- Met daily with reporters to coordinate stories for the next day's issue.
- Designed and laid out various special sections included in the Ravalli Republic.
- Prepared and sent pages to press room for printing.
- Contributed to social media community of the newspaper through Facebook, Twitter and blog posts.
- Tracked and prepared obituary billing information, submitting nightly reports to accounting department.
- Collected, edited and maintained community events list from public submissions via mail, email, fax and phone.

Adjunct Professor

(August 2012 – June 2014)

Bitterroot College – Hamilton, MT

Duties

- Instructed class composed of traditional and non-traditional students in Public Speaking and Interpersonal Communication.
- Prepared lessons for twice-weekly class meetings.
- Prepared assignments, exams and projects.
- Graded assignments, exams and projects, providing constructive feedback for improvement.
- Interacted with college leaders to ensure students with special needs were accommodated.