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# BECKY PURVIS

COMMUNICATIONS MANAGER / CONSULTANT

Talented communications manager/consultant with passion for educating employees and organizations on how to make the most of benefits programs and better prepare for retirement. Translate complex human resources topics, including retirement planning, deferred compensation, and employee stock and equity programs, for lay audiences. Strength for creating and implementing multichannel communications campaigns that drive employee participation in benefits programs. Head for analytics to shape and reshape messaging and maximize campaign reach and effectiveness.

## CONTACT

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## EXPERTISE

Human Resources / Comp &  
Benefits Communications  
Copywriting / Content Strategy  
Digital & Traditional Marketing  
Tactics  
Client Relationships  
Intranet Strategy & Management  
Project Management  
Process Improvement  
KPI / Results Analysis

## AWARDS

Educational Advertising Award,  
Gold for Woodbury University  
Microsite  
CASE District IV Awards, Writing –  
Medical/Scientific Feature

## EXPERIENCE

### EMPLOYEE COMMUNICATIONS PROGRAM MANAGER

Texas Instruments / Dallas, TX / 2018-present

Develop digital and traditional communications to promote complex benefits programs to a lay audience; promote HR programs to enhance the employee experience and improve employee wellbeing through multichannel campaigns (email, Intranet, digital signage, newsletter articles and more); create communications plans for change management; manage relationships with human resources professionals and outside vendors.

- Created company's first benefits guide and supporting materials to communicate annual enrollment – from concept and design to annual maintenance
- Manage annual communications campaigns focused on employee physical, mental and financial wellbeing, including the development of a branded financial education program, Financially Strong, to increase retirement readiness
- Streamlined deferred compensation and employee stock purchase program communications to improve readability and understanding among employees and also ensuring compliance with regulatory guidelines
- Evaluate communication program effectiveness using Google Analytics and email tracking software

### MARKETING COMMUNICATIONS CONSULTANT

Purvis Communications, LLC / Denver, CO / 2016-2019

Analyze organization marketing and communications needs, plan marketing strategy and implement programs for nonprofit and higher education clients. Projects include:

- Website content and design for DeBruler, Inc., an Oklahoma-based nonprofit consulting firm, and Applegate Group, Inc., a Denver-area engineering firm
- Email marketing content to attract students to George Mason University, Northeast Ohio Medical University, Northwestern University
- Strategic planning, advocacy and event support for Renewable Energy Transition Initiative
- Marketing and communications collateral for student recruiting, new student orientation and more for Arizona State University Ira A. Fulton School of Engineering

## EDUCATION

**MASTER OF BUSINESS  
ADMINISTRATION**  
University of Texas at Arlington

**BACHELOR OF ARTS**  
Communication  
Wichita State University

## TECHNICAL SKILLS

Web Creation Tools (SharePoint,  
WordPress, Telligent)

Adobe Creative Suite

Project Management Systems

Content Management Systems

eMail Marketing Programs

CRM Integration & Management

Social Media

## OTHER EXPERIENCE

Drug Prevention Resources,  
Coalition Programs and  
Communications Director

University of Texas at Arlington,  
Media Relations Specialist

University of North Texas Health  
Science Center, Communication  
Coordinator

Boy Scouts of America,  
Editor/Copy Editor

## EXPERIENCE CONTINUED

### SENIOR EDITOR / CREATIVE LEAD

Ruffalo Noel Levitz / Denver, CO / 2014-2016

Oversaw creative direction and staff for multichannel admission marketing and fundraising campaigns; conducted on-campus focus groups and online surveys to cultivate stories and give human voice to messaging.

- Cultivated and managed relationships with more than 30 colleges and universities; client retention: nearly 90% year over year
- Deployed campaigns using proprietary CRM and monitored campaigns for effectiveness
- Tracked open rates of 20% for cold-list emails and a record number of applicants for American International College for the 2016 school year

### MARKETING COORDINATOR

Medtronic / Boulder, CO / 2012-2014

Wrote marketing content for medical device manufacturer, following FDA regulations; managed department budget and internal communications; and established policies and procedures for industry compliant contracting, physician and respiratory therapist visits and tradeshow coordination.

- Aligned global sales and marketing strategies and successes through bimonthly sales e-newsletter
- Coordinated presentation of new medical device for healthcare providers nationwide and ensured compliance with Federal Sunshine Laws
- Established and trained staff in process improvement

### COMMUNICATIONS SPECIALIST

Rocky Mountain Human Services / Denver, CO / 2011

Developed brand messaging, marketing and media relations campaigns; analyzed effectiveness of campaigns using Google Analytics; created multimedia presentations; assisted with grant writing; managed web and social media content

- Created branding and messaging strategy for Homes for All Veterans program; received more than 250 referrals in first month
- Garnered media attention for Operation TBI Freedom, including a three-part news story on KOA's morning news and on the *Mike Rosen Show*

### PUBLICATIONS EDITOR

University of Texas at Arlington / Arlington, TX / 2008-2010

Initiated and oversaw creation of print and digital marketing campaigns based on client needs; wrote marketing copy and interview-based stories; and evaluated websites and repurposed content and navigation for usability

- Coordinated re-branding efforts for admissions marketing campaign, which yielded a 66% increase in applications over four years
- Conceptualized brand messaging for new University College and managed design, architecture and user experience for 150+-page website