

JOHN BOUDREAU

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EXPERIENCE

The Additive Agency

Brooklyn, New York, 2018 – Present

Content Strategist, Senior Strategist

Developed brand voice and messaging for leading nonprofit organizations, including the Y (YMCA of the USA), Columbia University School of Nursing, Enduring Earth and others.

Designed and implemented voice and messaging training sessions for client communications teams, including University of Missouri Health Care, New42, Mount Holyoke College and others.

Supported and built out comprehensive brand strategies for clients including Columbia University School of Nursing and Luther College.

Lead client relationships, including project management and direction of internal team members.

Mystic Seaport

Mystic, Connecticut, 2014 – 2017

Education Programs Marketing Coordinator

Increased enrollment in overnight programs and summer camps by 38 percent.

Developed new, more effective marketing collateral, and implemented targeted social media marketing.

Hamilton College Department of Media Relations

Clinton, New York, 2011 – 2013

Senior Staff Writer

Researched and wrote news articles covering activities and events.

Increased stakeholder awareness of college's brand.

Eric Mower and Associates

Syracuse, New York, 2017

Public Relations Intern

Researched and compiled relevant media contacts for client accounts.

Pitched journalists and bloggers for media placements.

SKILLS

Software

Microsoft Word, Microsoft Excel, Google Drive, Dropbox, InDesign, WordPress, Meltwater, Asana

Programming

Basic HTML

CRM/Email

Constant Contact, Net Communities, The Raiser's Edge

Social Media

Facebook, Facebook Ads, Twitter, Snapchat, Instagram

Certifications

Hootsuite, Google Analytics, Google AdWords

Languages

French (spoken and written)

EDUCATION

S.I. Newhouse School of Public Communications

Syracuse, New York, 2018

Masters of Science in Public Relations

Hamilton College

Clinton, New York, 2014

Bachelor of Arts, Summa Cum Laude

History major, French minor, Phi Beta Kappa