

# DONOVAN BALTICH

## COMMUNICATIONS MARKETING

### EXPERIENCE

**University of Florida  
College of Pharmacy**  
Communications Specialist  
9/2017–Present -Gainesville, FL

- Write and edit college news for GATORx magazine, monthly newsletter and website
- Manage and build WordPress-based college sites and affiliated microsites
- Place news releases in national and local publications

**Intermountain  
Healthcare**  
Communications Specialist II  
9/2015–8/2017 -Salt Lake City, UT

- Placed stories in over 500 publications, reaching 400 million people and an AVE of \$3.9 million
- Garnered millions of social media impressions with engaging multimedia content
- Wrote content for weekly employee newsletter, blog network and other internal publications
- Designed print publications and advertisements for internal and external audiences

**Marriott  
International**  
Student Consultant  
8/2015–12/2015 -Provo, UT

- Designed template for hotel scorecards, creating cards for 200 Marriott hotels
- Developed online travel agency strategies for Marriott International's East Asia region
- Collected data, analyzed statistics, planned tactical execution and corporate training

**Edelman**  
Communications Intern  
4/2015–8/2015 -Los Angeles, CA

- Committed more than 250 restaurant owners to participate in a recycling program
- Created a Facebook ad campaign to support the restaurant recycling program
- Created a strategic campaign for Houston schools to increase lunch tray recycling

**The Daily Universe**  
Assignment Editor  
4/2014–5/2015 -Provo, UT

- Wrote the newspaper's most read article with 250,000 views and 60,000 likes
- Mentored 22 student reporters, copy-editing more than 300 news articles
- Wrote 12 front page stories for the weekly print edition
- Interviewed, photographed and filmed content in Peru for a micro-news site: <http://bit.ly/1sape1k>

### EDUCATION

**University of Florida**  
M.B.A. 2018 – 2020

Primary focus: Finance & economics  
Secondary focus: Marketing

**Brigham Young University**  
B.A. 2010 – 2015

Communications major: Public Relations emphasis  
BYU PRSSA: Professional Development Committee

### LANGUAGES

**Spanish:** Bilingual proficiency  
**Mandarin:** Elementary proficiency

### WRITING AWARDS

**1st place AP Award**  
Associated Press Association – 2016  
Uros Islands story placed 1st in the AP's online special package category

**1st & 2nd place AP Awards**  
Associated Press Association – 2015  
Reporters on my desk broke stories about the BYU meth lab and Obama visiting Utah.

**2nd place Hearst Award**  
William Randolph Hearst Foundation – 2016  
Uros Islands story placed 2nd in the enterprise multimedia reporting category

**Best Breaking News Story**  
Utah Press Association – 2015  
The Universe received recognition for breaking the BYU meth lab story.

**1st place Mark of Excellence**  
Society of Professional Journalists – 2016  
Uros Islands story placed 1st in the SPJ's Region 9 online feature reporting category

**Journalism Talent Award**  
BYU School of Communications – 2014  
Received a half-tuition scholarship for newsroom achievements

### VOLUNTEER

**PRSA – Salt Lake Chapter**  
Comms Committee Chair – 2017  
Manage the organization's Salt Lake chapter website

**O.U.R. Rescue**  
Volunteer Writer – 2016  
Wrote a monthly story for Operation Underground Railroad's blog & newsletter

**Misión México Culiacán**  
Volunteer Service Rep – 2011-2013  
Proselyted 80 hours a week throughout Sinaloa & Baja California Sur, Mexico