

# KC TROMMER

## COMMUNICATIONS

### CONTACT

646-220-1286

kctrommer@gmail.com

www.linkedin.com/in/kctrommer

New York, New York

### ABOUT

Creative communications professional with over 20 years' worth of experience in internal and external communications, adept at cultivating connections, creating new workflows, building teams, and distilling complex ideas into compelling stories.

### SKILLS

Adobe Creative Suite, AP Style, Asana, Buffer, Canto, Canva, Chicago Manual of Style, CMS, Constant Contact, Email Direct, Google Workspace, Issuu, MailChimp, MS Office Suite, Muck Rack, Raiser's Edge, Social Media (Instagram, Facebook, TikTok, Twitter), Squarespace, YouTube, WordPress, Zoom | *Equally in comfortable in PC and Mac environments*

### EDUCATION

MFA in Creative Writing, University of Michigan, Ann Arbor, 2007

BA in English Literature, University of Georgia, Athens, Georgia, 1998

Study Abroad, University College Cork, Cork, Ireland

### PROFESSIONAL EXPERIENCE

#### Director of Communications

2023-Present

##### International House, New York, New York

- Assess, manage, and improve both internal and external communications needs for century-old non-profit, I-House, working with the President's Office, as well as the Offices of Admissions, Development and Alumni Relations, Facilities, and Programs and Resident Life to address communications-related needs for a variety of audiences.
- Collaborate with I-House leadership to cultivate alumni relationships, inspire donations, engage residents, and promote I-House to prospective applicants.
- Project manage and provide editorial oversight of the 2023 International House Strategic Plan, working with senior leadership to review narratives and goals for each department.
- Project manage the rebranding of I-House, working with stakeholders across the organization to ensure that the new identity best reflects the I-House mission and values.
- Manage I-House's website and a revamp and website migration, and develop a plan for a future website rebuild with a web consultant.
- Draft public relations messages, talking points, and speeches for the I-House President.
- Manage an in-house archival team and external consultants to assess the state of the archives and digitize assets.
- Develop and manage I-House's social media presence, creating accessible and compelling graphics in Canva, establishing brand guidelines, and training members of I-House staff and resident fellows on social media management platforms and best practices.
- Recruit and oversee freelance designers, photographers, and videographers to create new assets to better reflect the organization to all I-House audiences.
- Work with the Development Office on email messaging, alumni newsletter, grant writing, and outreach to 20K alumni.
- As a member of the Centennial Committee, plan and manage communications for the September 2024 Centennial Celebration.

#### Director of Communications

2021-2023

##### NYU Gallatin School of Individualized Study, New York, New York

- Collaborate with Gallatin's senior leadership to define, create, and maintain a unified communications strategy across all channels (email, print, social media, and web) that showcases the School's identity for internal and external audiences.
- Manage the creative process of digital and print pieces from concept to production, overseeing a five-person communications team of writers, designers, and videographers, both in-house and freelance.
- Oversee integrated marketing communications efforts, consulting with Gallatin's Enrollment Manager to launch new digital, print, and paid media campaigns for prospective MA students. First application cycle resulted in 26% increase in MA applications. Approved final SEO/keywords, retargeting, sponsored promotions, platforms/channels, and all paid media creative.
- Create 50th Anniversary website for gallatin.nyu.edu and promotional event materials to showcase and celebrate Gallatin's first half century for internal and external audiences.
- Develop and produce video content for prospective students for Gallatin's YouTube channel as well as video content to highlight events programming on Gallatin's social media channels.

#### Assistant Director of Communications

2017-2021

- Partnered with Gallatin's Director of Communications to ensure quality and consistency in all School communications and spearheaded accessibility remediation of Gallatin's website.
- Wrote, edited, copyedited, and proofread all stages of the School's publications, including the bi-annual print and digital publications Gallatin Today (circulation 15,000) and Parents Update (circulation 3,500), as well as news items for the School's home page, web content, admissions and alumni pieces.
- Provided editorial and graphic design oversight of all communications in all departments within the School.
- Produced and hosted the School's podcast, *Criss Cross*, to showcase the interdisciplinary, collaborative work of faculty, alumni, and students.
- Trained and managed a communications support staff of three.

# KC TROMMER

## COMMUNICATIONS

### BOOKS

*Paragones* - Work in progress about the art and lives of female-identifying artists from around the world

*We Call Them Beautiful* (Diode Editions, 2019) Winner, Diode Editions 2018 Book Prize

*The Hasp Tongue* (dancing girl press, 2014), chapbook

### INTERESTS

Collage, Cooking, Film, Fine Arts, Painting, Poetry, Racial and Social Justice

### FOREIGN LANGUAGE

French, intermediate

### OTHER PROFESSIONAL EXPERIENCE

**The Buckley School  
New York, New York**  
*Admissions Officer & Registrar,  
2001–2005*

**Simon & Schuster,  
New York, New York**  
*Assistant Editor, 2000–2001*

**Barnes & Noble Books,  
New York, New York**  
*Editorial Assistant, 1998–2000*

### PROFESSIONAL EXPERIENCE

**Writer and Editor** **2014-2017**  
**NYU Gallatin School of Individualized Study, New York, New York**

- Wrote and edited all in-house print and digital publications, including weekly and monthly internal and
- external newsletters, as well as text for print and digital publications, and pieces for alumni and for BA and MA admissions.
- Worked with NYU Press office on external communications pieces, including press releases and op-eds.
- Offered editorial oversight of communications for all departments and units within the School, defining Gallatin's editorial policy and creating a style guide for the School.

**Marketing Coordinator and Sales Representative** **2012-2014**  
**American Council of Learned Societies, New York, New York**

- Managed institutional and individual subscriptions for ACLS's online e-book collection, Humanities E-Book (HEB), and oversaw all marketing, sales, and advertising.
- Built, developed, and expanded HEB's social media presence across multiple platforms.
- Created and designed all marketing and advertising materials and built strategic brand awareness.
- Spearheaded innovative collection development programs, including the ACLS Fellows Series.
- Devised and executed a strategy to continue to grow the audience and subscriber base for the collection, including the development of webinars for current and potential subscribers.
- Represented ACLS at academic and library conferences and as a Northeast Sales Representative.

**Communications, Admissions Officer, Teacher** **2009-2011**  
**Bard High School Early College Queens, Queens, New York**

**Communications Officer** Launched BHSEC Queens website, coordinating across BHSEC campuses and with Bard College. Organized campus visits for senators, City Council members, and other elected officials. Facilitated communication between the administration, faculty, and students. Created and maintained the school's social media outlets.

**Admissions Officer** Interviewed applicants for high school placement in screened, non-specialized New York City public high school. Reviewed over 1,500 applicant files with admissions team. Conducted assessment testing for all applicants, and organized open houses, orientations, and other admissions events. Coordinated admissions outreach to underserved populations, visited schools, and taught workshops.

**Creative Writing Teacher** Taught poetry and fiction course to sophomore students in ambitious early college program

**Writer and Editor** **2007-2008**  
**Pace University, New York, New York**

- Wrote, edited, and transmit faculty and staff internal e-newsletter *Opportunitas* six times a year.
- Wrote, edited, copyedited, and proofread manuscripts, proofs, comps, and bluelines for Pace publications, including the Annual Report, annual Pace Magazine, and admissions web and print pieces.
- Project-managed various event-driven materials, working closely with Communications staff (editorial, graphic design, production, and web) and freelancers.