

# Todd B. Gruel

## Strategic Communications & Storytelling

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## Professional Summary

Strategic communications professional with 10+ years of experience translating complex ideas into clear, audience-centered narratives across higher education, healthcare, STEM, and community journalism. Combines editorial rigor, UX-informed web strategy, and ethical storytelling to build trust, engagement, and long-term value across digital and print platforms.

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## Core Skills & Tools

### Content & Strategy

Web, email, social media, video, print collateral, executive messaging, long-form editorial, short-form ads and adverts, SEO content, institutional storytelling

### Web & Digital

WordPress, Drupal, SharePoint, content architecture, UX writing, basic HTML/CSS/JavaScript, accessibility best practices

### Design & Media

Adobe Creative Suite / Adobe Express (working), Canva, Final Cut Pro, Capture One

### Platforms & Analytics

Mailchimp, HubSpot, Constant Contact, GA4, engagement tracking, spreadsheets

### Collaboration & Workflow

Asana, Trello, Monday, Google Workspace (advanced formulas/scripts), cloud file systems

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## Professional Experience

### What's Your Story? — Communications Consultant

*Freelance | 2013–Present*

Provide end-to-end communications support for institutions, nonprofits, and small businesses, blending strategy, research, content creation, and execution.

- Develop integrated content across web, email, social, video, and print
  - Translate technical, cultural, and values-driven missions into accessible narratives
  - Interview subject-matter experts, leadership, artists, and community members
  - Produce journalism and feature essays published by ThurstonTalk, PopMatters, and industry partners
  - Support inbound, ethics-driven marketing grounded in usefulness, clarity, and trust
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## **Embry-Riddle Aeronautical University — Communications Writer & Editor**

*Contract | 2018–2021*

Supported enrollment, recruitment, and institutional storytelling for a STEM-focused university.

- Wrote SEO and feature articles highlighting student, alumni, and faculty accomplishments
  - Developed landing pages, brochures, one-pagers, manuals, and admissions checklists
  - Created national print advertisements and promotional materials for underrepresented programs
  - Balanced technical accuracy with approachable, student-centered storytelling
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## **UC San Diego Health — Communications & Web Content Specialist**

*2021–2023*

Led a UX- and content-focused overhaul of a legacy departmental healthcare website.

- Rewrote 30+ pages of technical medical content for clarity, accessibility, and patient-centered communication
  - Redesigned site architecture, navigation, and page hierarchy to improve usability
  - Introduced collapsible content modules to surface detail without overwhelming users
  - Partnered with clinicians and administrators to ensure accuracy, compliance, and tone
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## **Education & Credentials**

**B.A. Literature & Writing Studies | Minor: Philosophy**

**A.A.S. Office Administration & Digital Tools | Marketing Certificate / Coursework**

**ESL Certification**