

Todd B. Gruel

Strategic Communications & Marketing

Higher education | Healthcare | Public-sector | Cultural Institutions

Institutional & Higher Education Communications Narrative Strategy

[UC San Diego Health — Orthopaedic Surgery \(Web, UX & Editorial\)](#)

Led a full content and UX overhaul of a legacy academic medical website, clarifying complex clinical content and redesigning architecture for accessibility, usability, and institutional trust.

[UC San Diego Health — Orthopaedic Surgery \(Executive & Leadership Messaging\)](#)

Interviewed senior leaders to distill complex initiatives into clear, authentic executive communications that balanced institutional voice, readability, and credibility for internal and external audiences.

[Embry-Riddle Aeronautical University \(Engineering & STEM Storytelling\)](#)

Produced SEO, feature, and recruitment content across engineering programs, translating technical achievements into compelling narratives that supported enrollment, visibility, and program equity.

Journalism & Community Story Development

[ThurstonTalk \(Midnight Sun Performance Space\)](#)

Profiled an underrecognized undergraduate theater company, legitimizing its cultural role and helping position it as a serious creative hub within the local arts ecosystem.

[ThurstonTalk \(Capital City Dolls\)](#)

Covered a plus-size performance collective challenging beauty norms, advancing early body-positivity discourse and encouraging audiences to redefine success, confidence, and representation.

[Farm-to-Table Profile \(Food & Sustainability Systems\)](#)

Independently reported a multi-part series examining the realities of the farm-to-table movement, clarifying benefits and limitations through interviews with chefs, policymakers, and advocates.

Cultural & Creative Institutional Storytelling

[PopMatters \(Beauty: Saqmeister & Walsh\)](#)

Explored beauty as a sustaining human force embedded in daily life, design, and cities, reframing aesthetics as essential to meaning, care, and cultural continuity.

[PopMatters \(Eternal Snow of Frozen Tears\)](#)

Examined a Zurich-based multimedia project documenting glacial melt, using beauty and sensory engagement to foster environmental awareness without polemic or dogma.

[ION EcoBuilding \(Multimedia Brand Story\)](#)

Produced a multimedia documentary combining writing, photography, and video to communicate sustainability values.

Additional work by category: toddbgruel.com/writing