

# Todd B. Gruel

Strategic Communications & Marketing

Higher education | Healthcare | Public-sector | Cultural Institutions

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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

Strategic Communications | Content Strategy | Brand Positioning | Marketing Campaign Development | Institutional Messaging | Digital Content Architecture | Stakeholder Alignment

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## Professional Experience

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

2013–Present | Remote | Freelance

*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

2024-2025 | Prescott, AZ

*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**

2023-2024 | San Diego, CA | Contract

*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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## **Department of Health — Administrative & Marketing Coordinator**

2017-2019 | Tumwater, WA

*Supported communications and documentation workflows for a public health division responsible for safeguarding drinking water quality for millions of state residents, ensuring accuracy, clarity, and public trust in all information produced.*

- Edited, proofread, and quality-checked technical manuals, reports, and public-facing documents, improving clarity and consistency across scientific and administrative communications.
- Created a SharePoint resource hub that streamlined staff travel and documentation processes, reducing internal bottlenecks and improving organizational efficiency.
- Supported program communications by organizing community events, preparing training materials, and assisting with outreach that strengthened relationships with statewide partners.
- Managed contact lists, documentation workflows, and vendor communications to ensure timely delivery of essential information to internal teams and public stakeholders.

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## **Education & Credentials**

### **B.A. Literature & Writing Studies**

*Minor: Philosophy*

California State University, San Marcos

### **A.A.S. Office Administration**

*Digital Tools & Website Design Coursework*

South Puget Sound Community College

### **ESL Certification**

CIEE