

Todd B. Gruel

Strategic Communications & Marketing

Higher education | Healthcare | Public-sector | Cultural Institutions

Overview

I design structured communication ecosystems that connect storytelling, systems, and strategy to measurable growth. My work combines editorial precision, operational discipline, and data-informed marketing to strengthen brand authority and institutional performance.

Strategy, Planning & Growth

- **Integrated Strategy** — Communication aligned with institutional priorities
- **Story Identification** — High-impact narratives and audience opportunities
- **Market Insight** — Competitive and search-intent research
- **Structured Planning** — Multi-channel communication roadmaps

I begin with the objective — whom are we speaking to and why does this matter? — ensuring every piece of content serves a defined institutional goal.

Editorial Leadership & Messaging Development

- **Style Governance** — AP, MLA, and Chicago standards
- **Brand Editing** — Tone, clarity, accessibility, and alignment
- **Technical Translation** — Complex subject matter for public audiences
- **Narrative Development** — Features, executive messaging, digital copy

I'm often the steady editorial presence who strengthens voice and clarity without diluting expertise.

Digital Marketing, SEO & Website Development

- **On-Page SEO** — Metadata strategy and structured content
- **Search Alignment** — Messaging shaped by discovery behavior
- **UX Structure** — Accessible, audience-centered architecture
- **Conversion Tracking** — Tagging and performance measurement

I treat SEO as audience insight — understanding what people are truly asking.

Email, CRM & Advertising

- **Segmented Campaigns** — Automated and targeted email sequences
- **Newsletter Strategy** — Recurring communication aligned with priorities
- **Paid Platform Support** — Meta and Google campaign execution
- **Performance Optimization** — CTR, CVR, and engagement refinement

I ensure performance marketing retains a human voice — structured, strategic, yet never mechanical.

Analytics & Performance Reporting

- **KPI Development** — Metrics tied to strategic objectives

- **Performance Tracking** — GA4 and advertising analytics
- **Executive Dashboards** — Leadership-ready reporting
- **Optimization Insights** — Data-driven refinement

I use analytics to identify friction in the audience journey — then adjust accordingly.

Content & Platform Management

- **CMS Management** — Drupal, WordPress, SharePoint
- **Asset Organization** — Structured digital libraries
- **Content Lifecycle** — Site hygiene and governance
- **Event Storytelling** — Multimedia coordination

I combine narrative thinking with systems discipline — ensuring sustainability and scale.

Relationship & Stakeholder Leadership

- **Cross-Functional Collaboration** — Faculty, enrollment, leadership
- **Institutional Alignment** — Messaging tied to priorities
- **Team Liaison** — Communications, web, and design integration
- **Stakeholder Diplomacy** — Professionalism in complex environments

My public-sector background — and my roles in fast-paced, quota-driven marketing fields — strengthened my ability to balance competing priorities with trust and clarity.

Technology & Tools

- **Content & Web** — Drupal, WordPress, SharePoint, HTML/CSS (basic)
- **Analytics & Advertising** — GA4, Google Ads, Meta Ads Manager
- **Email, Social & CRM** — Mailchimp, Constant Contact, HubSpot (working knowledge), Salesforce (familiarity), Buffer, Hootsuite
- **Creative** — Adobe Creative Suite (basic), Canva, Capture One, Affinity Photo, Final Cut Pro
- **Productivity & Project Management** — Asana, Trello, Teamwork, Airtable, Microsoft Office (advanced), Google Workspace

I understand both how stories move people — and how systems move organizations.

Professional Development

- **HubSpot Academy Certifications** — Marketing, Content Marketing, and Inbound Strategy
- **Meta Blueprint Certification** — Paid Advertising Fundamentals
- **Advanced SEO & Analytics Training** — GA4 performance tracking and search optimization
- **Intercultural & Crisis Communication Training** — TEFL preparation, trauma-informed communication, accessibility-centered strategy, and inclusive messaging practices

My education reflects dual fluency: narrative craft and systems execution. Ongoing training reflects a commitment to performance marketing, inclusive communication, and evolving digital strategy.
