

I. Aurie Swartz

Work Experience

Purdue University

June 2014 – present

Various Roles and Promotions

West Lafayette, IN

Assistant Director for Communications and Marketing, Office of Future Engineers

October 2020 – present

- Develops and implements customized integrated marketing and communications strategies to recruit students to the largest academic college at Purdue and one of the largest engineering programs among public universities
- Oversees all outward-facing communication efforts for the unit, including writing and producing multimedia projects, creating educational materials, maintaining web content, and generating promotional pieces

Assistant Director of Student Recruitment and Outreach, Office of Future Engineers

August 2015 – October 2020

- Assisted in general leadership and direction of daily OFE operations to ensure efficient, strategic efforts toward recruitment goals, including supervising and training student staff
- Supervised and developed all on-campus, in-state, and online recruitment efforts for the College of Engineering to create experiences for prospective students, families, and high school counselors that are engaging, informative, accurate, and consistent in messaging
- Analyzed program outcomes of the various on-campus and online programs administered by the Office to ensure programs are meeting desired goals and providing an acceptable ROI

Communications & Marketing Specialist, Office of Professional Practice

June 2014 – August 2015

- Revised and instituted a comprehensive communications plan to build and maintain relationships with a diverse set of stakeholders including executive leadership, students, parents, faculty, alumni and employers through consistent, engaging messaging and the latest technological and marketing trends
- Drafted all public-facing print and digital outreach documents, including webpages, press releases, brochures, annual reports, and social media posts for audiences ranging from prospective and current students, Purdue faculty and staff, and corporate recruiters

First Baptist Church of Lafayette

August 2019 – present

Director of Communications & Technology

Lafayette, IN

- Develop and implement strategic communications and marketing plan for the church to boost public awareness
- Manage and oversee all communications, A/V, and networking equipment for the church
- Serve as producer for regular worship services and special events, including A/V equipment and live streams

Indiana House of Representatives

December 2013 – March 2014

Communications Assistant

Indianapolis, IN

- Co-developed strategic communications plans for state legislators and caucus leadership to engage with and inform their respective constituents on legislative matters
- Composed internal and external documents and messaging for legislators and senior staff, including press releases, media advisories, radio scripts, daily coverage reports, and newspaper editorials

Education

Purdue University

December 2013

Bachelor of Arts, Public Relations & Rhetorical Advocacy

West Lafayette, IN

Skills, Characteristics, and Interests

- **Skills:** Nonprofit causes; strategic communications; stakeholder relations; civic engagement; public speaking
- **Characteristics:** Innovative; resourceful; self-motivated; curious; adaptable; reliable; resilient; humorous
- **Interests:** Star Wars; college sports; technology trends; space exploration; game nights; wannabe woodworker