

BRIAN STACK

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Senior marketing and communications leader with **14+ years of experience, including eight in higher education** spanning central university marketing, two academic colleges, and a flagship research institute. Proven record of driving **enrollment growth in declining markets, record inquiry volume, national brand visibility, and record-setting fundraising revenue**, most recently as digital marketing director for a \$75M+ pediatric hospital foundation. An **early, hands-on adopter of applied AI**, using it to modernize marketing workflows, measurement, and search strategy. A **team builder and people manager in every role**, from agency teams and student worker programs to full-time staff and multi-agency rosters, who never stops being a practitioner.

CAREER HIGHLIGHTS

- **Co-led the enrollment marketing behind five consecutive years of freshman growth** at NIU, culminating in a **~12% surge**, the university's largest in more than two decades, in a shrinking Illinois market.
- **Delivered an all-time online giving record** and back-to-back years above revenue goal as digital marketing lead for a **\$75M+ foundation** supporting a U.S. News Honor Roll children's hospital.
- **Drove all-time-high inquiry and applicant volume** at a top-ranked college of nursing by launching the college's first CRM and rebuilding its paid media program.
- **Directed \$3.5M+ in annual digital media investment** across an institution-wide digital transformation at a public research university.
- **Built and led teams across 14+ years**: managed agency teams, created and ran a university student worker program, and supervise full-time staff while directing multi-agency and consultant rosters.

EXPERIENCE

Children's Hospital Colorado Foundation

June 2024 – Present

Director, Digital Marketing

Aurora, CO

- Lead digital marketing strategy for a **\$75M+ foundation** supporting Children's Hospital Colorado, named to the **U.S. News Best Children's Hospitals Honor Roll** (one of 10 nationally) in both years of tenure; **manage two full-time direct reports** plus digital, web, and creative agency partners and a roster of specialized consultants.
- Delivered **back-to-back years of online giving revenue above goal**, including an **all-time online giving record** in the most recent fiscal year, contributing materially to overall Foundation fundraising targets.
- Led the modernization of the Foundation's primary website navigation and information architecture, strengthening brand visibility and helping donors navigate a complex content set spanning ways to give, programs, and impact.
- Built the Foundation's marketing data infrastructure from the ground up: integrated CRM and campaign reporting, executive dashboards, and a **lead-to-revenue measurement framework** that informs how every digital dollar is invested.
- Champion **applied AI adoption across the marketing function**, embedding AI into content production, reporting, and campaign workflows to create efficiencies, and leading the Foundation's positioning for **AI-driven and generative search (GEO)**; partner directly with executive leadership on sensitive, mission-critical messaging.

Laboratory for Atmospheric and Space Physics, CU Boulder

May 2023 – June 2024

Senior Strategic Marketing Lead

Boulder, CO

- Directed strategic marketing and communications for **CU Boulder's oldest and highest-budget research institute** during its 75th anniversary year, elevating national visibility with federal partners, funders, and the scientific community across NASA missions including Europa Clipper, IMAP, IXPE, and MAVEN.
- Served as marketing and communications lead on the institute's strategic planning committee and **co-authored the final strategic plan**, aligning digital priorities with long-term research funding goals.
- Built audience journey frameworks across LASP's distinct stakeholder groups, reinforcing the institute's scientific authority and research impact story at every digital touchpoint.

College of Nursing, CU Anschutz Medical Campus

June 2022 – May 2023

Assistant Director, Digital Marketing

Aurora, CO

- Led recruiting and enrollment marketing for a **top-ranked college of nursing** (top-20 U.S. News online graduate programs) during a record-breaking cycle that produced **all-time-high inquiry and applicant volume** across the program portfolio.
- Spearheaded the **college's first CRM implementation**, building lifecycle infrastructure for segmentation, prospective student journeys, and personalized outreach across undergraduate, graduate, and professional audiences.

- Overhauled agency partnership and paid media strategy, delivering **measurable improvement in cost per inquiry and inquiry-to-applicant conversion** amid a national nursing shortage and intense recruiting competition.
- Built an in-depth reporting structure beyond vanity metrics, tying leads to applicants and enrollments, in close partnership with admissions and central university marketing.

Business School, CU Denver

October 2021 – June 2022

Marketing Manager

Denver, CO

- Led marketing for a **top-100 nationally ranked business school** (U.S. News; second-best public business school in Colorado) serving **3,600+ students** across the largest graduate program portfolio of any Colorado business school.
- Executed paid media, SEO, and content strategy aligned to program-level enrollment goals, **contributing to record-high inquiry and applicant volume** in a competitive Denver metro graduate market.

YMCA of the USA

April 2021 – October 2021

Digital Marketing Manager

Chicago, IL

- Supported the rebuild of **ymca.org**, the national digital front door for the Y movement, contributing information architecture, content strategy, and UX standards.
- Built digital capability at scale across a federated national organization through training webinars for local YMCA marketing teams nationwide.

Northern Illinois University

August 2016 – April 2021

Digital Marketing Specialist, Central University Marketing

DeKalb, IL

- Co-led recruiting and enrollment marketing through **five consecutive years of freshman enrollment growth** (fall 2017–2021), culminating in a **~12% freshman surge, the university's largest in more than two decades**, in a final cycle executed during tenure.
- Drove freshman growth **against a decade-long institutional enrollment decline** and a shrinking Illinois market, including a larger freshman class recruited entirely during the 2020 pandemic cycle.
- Oversaw **\$3.5M+ in annual digital media investment**, directing institution-wide digital transformation and marketing modernization across admissions, academic colleges, and central marketing.
- **Built and oversaw a student worker program**, recruiting and developing early-career marketers, while managing up to university leadership and across academic colleges.
- Built digital journeys for distinct audiences, from prospective undergraduates and transfers to parents and Spanish-speaking communities, with performance reporting that informed institutional planning.

Rhea + Kaiser

November 2014 – August 2016

Account Manager, Digital Marketing

Naperville, IL

- Co-led the agency's evolution to a digital-first model, delivering cross-channel campaigns, full-lifecycle website builds, and analytics implementations for global and national B2B and B2C brands.

Clue Dental Marketing

January 2013 – November 2014

Marketing Manager

Chicago, IL

- **Managed a team of 3-4** and oversaw the agency's full client account portfolio, directing cross-disciplinary execution across web, branding, SEO, and paid media for dental practices nationwide.
- Built **40+ custom client websites** end-to-end, owning information architecture, design, content, and launch, and establishing the hands-on web and UX foundation carried through every role since.

EDUCATION

Northern Illinois University | M.S., Digital Marketing

DeKalb, IL

Illinois State University | B.S., Marketing

Normal, IL

SKILLS & EXPERTISE

Enrollment & Audience Growth: Recruiting and enrollment marketing, inquiry generation, funnel conversion, donor and student journey design, CRM and marketing automation, lifecycle email.

Brand & Digital Experience: Brand management and visibility, website modernization, information architecture, UX strategy, content strategy, accessibility, design systems, digital governance.

Data & Optimization: Analytics, attribution, A/B testing, executive dashboards (Looker Studio), lead-to-revenue measurement frameworks.

Leadership & Operations: Team leadership and supervision, staff development and mentoring, student worker program management, agency and vendor management, executive communications, budget management, portfolio strategy.

Emerging Technology: Applied AI for digital experience, AI-influenced and generative search (GEO).