



# Illinois Extension

UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

## Marketing and Communications Team



**Bridget Lee-Calfas**

Marketing and Communications, Director

- Strategic and operational leadership: mission, vision, values, policy development
- CCO, State COMMIT, ACES MarCom, ESAC, and Senior Leadership councils
- Staff development, recruitment, and retention
- Personnel, project, and budget management
- Campus outreach and coalition building
- AA/EEO compliance
- State level training



**Dolan Klein**

Senior Marketing and Communications Manager

- Govt. Affairs, SeaGrant, EEC MarCom
- Weekly marketing updates
- Proofing and editing
- Writing team leader
- Message strategy
- Media buying
- Merchandise
- Publicity



**Liz Smith**

Project Manager

- Process refinements
- Asana management
- Brand management
- Special projects
- Client relations
- Supervision



**Matt Wiley**

Art Director

- State and program level branding & design
- Supervision and mentorship
- Videography, photography
- End-to-end design
- Training



**Judy Mae Bingman**

Communications Advisor and Web Content Strategist

- Communications consultant and mentorship
- Staff training and professional development
- Web content generation and management
- Annual Unit Impact Report Process
- Legacy website conversion
- Feature story writing



**Emily Steele**

Media Communications Manager

- AAB/NREE MarCom Administration
- Training fact sheets, video shorts
- Event and email marketing
- Educator on/off-boarding
- Manage NLRs reporting
- Feature story writing
- Proofing and editing



**Dylan Hamilton**

Level IV Office Manager

- Website assistance: data pulls, and uploads
- Digital mailings: via Webtools, Outlook
- Purchasing and maintenance requests
- Scheduling and meeting logistics
- Extension email account
- P/T-card reconciliations
- HR project assistance
- Physical mailings



**Ben Arthur**

Design Specialist

- Fact sheets and infographics
- Event graphics packages
- Social media graphics
- Project management
- Merchandise
- Publications



**Erin Knowles**

Digital Content Strategist

- Social media strategy, training, and consulting
- YouTube channel management, maintenance
- Digital advertising and media buys
- Data analysis and reporting
- CRM



**Jenna Braasch**

Media Communications Coordinator

- AAB, NREE MarCom
- Event and email marketing
- Feature story writing
- Proofing and editing
- Social media



**Jason Walker**

Graphic Designer

- Fact sheets and infographics
- Videography, photography
- Event graphics packages
- UI/UX design assistance
- Social media graphics
- Project management
- Merchandise
- Publications



**Monique Rivera**

Translation Specialist

- Consults on strategy & marketing channels
- Translation services liaison
- Manages extra help staff
- Spanish translation



**Herbert Chavez**

Media Communications Coordinator

- FCS, CED, IHD MarCom
- Event and email marketing
- Feature story writing
- Proofing and editing
- Social media



**Todd Gleason**

Media Communications Specialist, News & Public Affairs

- Organizes Farm Assets and Ag Conferences
- Provides radio & television news content
- Hosts & produces radio programming
- Administers social media accounts
- Hosts Extension & College Events

Adjacent/Collaborative Team Members:

**Beth Peralta**  
**Carissa Nelson**  
**EEC**

**Government Affairs**  
**IT Staff**  
**Karen Winter-Nelson**

**SeaGrant**

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