

# Bara Waters

## STRATEGIC MARKETING COMMUNICATIONS



### CONTACT

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### KEY TRAITS

#### Expert Communicator

Written, interpersonal, public speaking, online

#### Proven Change Leader

Culture, policy & tech change initiatives

#### Collaborative Problem Solver

Parleys solutions among diverse stakeholders

#### Facilitator & Team Builder

Builds trust & rapport, delivers outcomes

#### Engaging Content Creator

Inspirational & motivational storytelling

#### Business Savvy

Entrepreneurial, management & tech skills

### UC AWARDS

#### STAR Award – 4/21

University of California | UCOP  
*Communications & Training Portfolio*

#### Starlight Award – 6/20

University of California | UC Procurement  
*Outstanding communications in COVID-19*

#### Starlight Award – 6/18

University of California | UC Procurement  
*UC & CSU CalUsource implementation*

### PROFILE

**Seasoned holistic strategist and advisor with expertise** in strategic marketing communications | executive communications | change management | training | organizational excellence | internal & external relations | crisis communications | branding | web development | social media | video production | in higher education, K-12 education, government, technology, nonprofit, holistic health.

### PROFESSIONAL EXPERIENCE

#### 2017 - Present

**Senior Officer, Communications & Training** | [UC Procurement](#)  
University of California | Office of the President | Oakland CA

Oversee internal/external communications & training programs for UC Systemwide Procurement, responsible for over \$12 billion in annual spend across the UC 10-campus system. Lead and support initiatives of critical importance with systemwide, state and national impact, including high-visibility public interest programs and organizational transformation efforts within the world's top public research university system. High-impact initiatives include:

- [LAMP](#): Proactive marketing communications for national lead agency contracting program that leverages UC's purchasing power to benefit higher and K-12 education, public agencies, governments and nonprofits via access to UC competitively-bid contracts, with over 5000 public agencies currently using UC contracts.
- [Supplier Diversity](#): Dramatically increased awareness and access to UC contracting opportunities for small and diverse businesses with the goal of reaching 25% diversity spend by 2025.
- [Procurement Excellence](#): Effective change management programs for transformation/continuous improvement efforts to increase capability and capacity and deliver innovative supply chain solutions.
- [CalUsource](#): Communications and change activities for collaborative eProcurement technology platform implemented across 35 state university locations to maximize and streamline California public higher education's buying power.

#### 2016 - 2017

**Sr. Communications Specialist** | [Campus Shared Services](#)  
University of California | UC Berkeley | Berkeley CA

Led communications and change management activities for strategic organizational excellence and transformation initiatives within the world's top-ranked public research university. Developed and implemented comprehensive OCM strategies and programs with stakeholder engagement, culture-building and training strategies. Educational and outreach campaigns for re-orgs, technology and process transformation in high-performing higher education culture.

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### EDUCATION

**Master of Social Work (MSW)**  
UNIVERSITY OF MICHIGAN  
*Community Development*

**Bachelor of Arts**  
AQUINAS COLLEGE  
*Psychology & Sociology*

### INTL | NAT AWARDS

**Telly Awards (9)**  
Int'l Television Council | 12,000+ entries  
*Excellence in broadcast, video, internet*

**Summit Creative Awards (2)**  
Summit International | MarCom Industry  
*Best in web, video, marketing, advertising*

**PRSA Silver Anvil Award**  
National PRSA | Public Relations  
*Excellence in Public & Community Relations  
for the City of Grand Rapids*

### PROFESSIONAL EXPERIENCE

#### 2014 - 2016

**Marketing & Admissions Director** | K-12 Public Charter Schools  
[Community Learning Center Schools](#) | Alameda CA

Dramatically raised school profiles and enrollment despite repeated relocations and leadership changes. Successfully navigated multiple public and community relations challenges using effective crisis communications and strategy. Developed and guided organization through extreme challenges by strengthening internal values, rebuilding community, and increasing employee engagement. Strategic marketing & communications, organizational development, admissions and technology acquisition for Bay Area's most pioneering public charters.

#### 2010 - 2014

**Marketing Communications Consultant** | Business Owner  
[Rock | Paper | Sizzle](#) | San Francisco Bay Area CA

Rock = high impact. Paper = clear communications. Sizzle = cuts through clutter & creates excitement. Developed and executed holistic, impactful, efficient and effective marketing communications strategies that changed the game for public education, government, technology, tourism, and holistic health clients.

#### Related Work History: Pre-2010

**Producer & Creative Director** | [Edge Films](#) | Laguna Beach CA

Created insightful, innovative and interactive visual media for nonprofit, research, community arts and public service organizations that enlightened, educated and raised millions in research and support funds. Was awarded numerous Telly & Summit Creative Awards for excellence in video, broadcast and web-based productions.

**Marcom Agency Owner** | WatersCassard Inc. | Los Angeles CA

Achieved increased sales, revenue growth, broad consumer awareness, memorable branding, positive public image, committed constituent relationships, employee engagement and internet presence for international enterprise clients (Herman Miller, Steelcase, Amway, Keeler, USA Today) and public/private development projects.

**Special Projects Manager** | [Community Services](#)  
City of Grand Rapids | Grand Rapids MI

Conceived and spearheaded national award-winning downtown GR economic revitalization & community development program. Created/implemented city-sponsored events, festivals and celebrations. Led and supported numerous public/private projects, city programs and neighborhood economic development efforts.