

Bara Waters

MARKETING COMMUNICATIONS STRATEGIST



CONTACT

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KEY SKILLS

Skilled Communicator

Written, interpersonal, public speaking, online

Proven Project Leader

Culture, policy & tech change initiatives

Collaborative Problem Solver

Finesses solutions among diverse stakeholders

Staff Coach & Team Builder

Builds trust & rapport, delivers outcomes

Engaging Content Creator

Inspires & motivates with relevant content

Savvy Entrepreneur

Business acumen, management & tech skills

EDUCATION

Master of Social Work (MSW)

UNIVERSITY OF MICHIGAN
Community Development

Bachelor of Arts

AQUINAS COLLEGE
Psychology & Sociology

PROFILE

Holistic strategist and change agent with versatile experience: marketing communications | organizational development | strategic initiatives | change management | internal & external relations | education & training | website development | social media | branding | content marketing | video production | in K-12 and higher education, technology, holistic health, nonprofit, government sectors.

PROFESSIONAL EXPERIENCE

2017 - Present

Communications & Training Manager | UC Procurement
University of California | Office of the President | Oakland CA

Strategic marketing communications, branding & training for UC Procurement's transformative change initiatives and high-impact policy and public interest programs within the world's top public research university system. Key projects:

- LAMP – national strategic sourcing program that benefits public education, government and nonprofit agencies by leveraging UC's vast purchasing power.
- CalUsource – collaborative eProcurement initiative implemented across 35 California university locations to maximize public higher education's buying power.
- SupplyChain500 - UC supply chain transformation initiative to save \$500M annually for reinvestment into the UC mission of teaching, research and public service.

2016 - 2017

Sr. Communications Specialist | Campus Shared Services
University of California | UC Berkeley | Berkeley CA

Planned and executed communications and training to support strategic organizational excellence, technology and process improvement initiatives within the world's top-ranked public research university. Designed and implemented ongoing communications programs and training curricula; employee engagement and culture-building campaigns; staff education & outreach for organizational transformation efforts in a high performing culture. Key projects:

- 'My Berkeley' portal – developed pilot to revolutionize University technology systems, processes and internal services.
- PI Portfolio – proprietary online research planning and forecasting tool for faculty and administration.
- ServiceNow – online workflow tool for IT and HR service requests.

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AWARDS

Starlight Award

University of California | UC Procurement
Outstanding outcomes in COVID-19 crisis

Starlight Award

University of California | UC Procurement
CalUSource implementation UC & CSU

Telly Awards (9)

Int'l Television Council | 12,000+ entries
Excellence in broadcast, video, internet

Summit Creative Awards (2)

Summit International | MarComm Industry
Best web, design, video, marketing, advertising

PRSA Silver Anvil Award

National PRSA | Public Relations
Excellence in public & community relations

MOONLIGHTING

Writing & Performing Music

COSMIC SPIN (duo)
Vocals | Arranging | Effects

Holistic Health

EMPOWERING U HOMEOPATHY
Education | Practice

PROFESSIONAL EXPERIENCE

2014 - 2016

Marketing & Admissions Director | K - 12 Public Charters
Community Learning Center Schools | Alameda CA

Strategic marketing & communications, organizational development, admissions and technology acquisition for Bay Area's pioneering and most innovative public charter schools. Dramatically raised school profiles and enrollment despite multiple relocations and leadership changes. Successfully navigated multiple public and community relations challenges through effective crisis communications. Developed and guided organization through extreme challenges by strengthening internal values, rebuilding community, and engaging employees.

2010 - 2014

Marketing Communications Consultant | Business Owner
Rock • Paper • Sizzle | San Francisco Bay Area CA

Rock = high impact. Paper = clear communications. Sizzle = cutting through the clutter and creating excitement. Efficient and effective marketing communications (and so much more!) using a holistic and integrated approach for public education, government, technology, tourism, and holistic health clients.

Related Work History: Pre-2010

Producer & Creative Director | Edge Films | Laguna Beach CA

Insightful, innovative and interactive visual media creation for nonprofit, research, community arts and public service organizations for fundraising, broadcast and online campaigns. Awarded numerous Telly & Summit Creative Awards for film and video productions.

Marketing Partner | 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/supported city-sponsored events, festivals and celebrations. Staffed and supported numerous public/private projects, city programs and neighborhood economic development efforts.