



## RAYMOND WEIBLE, JR.

190 South Brady Street, Blairsville, PA 15717  
(814) 525-3039 | weiblejr@gmail.com | weiblejr.com

A seasoned brand strategist with over a decade of experience. My capabilities excel at managing both broad and targeted advertising, marketing, and public relations campaigns designed to increase brand awareness while developing a prospect database. Through various experiences, my strengths lie in creating consistent and powerful messages through proper creative direction; all driven by market research and a deep analysis of the target audience.

### PERTINENT SKILLS

Brand & Campaign Management  
Budget Management  
Creative Direction  
Journalism & Writing  
Market Research  
Social Media

### PROGRAMS/SOFTWARE

Acalog Catalog Management  
Adobe Creative Suite (Creative Cloud)  
HootSuite & Sprout Social  
Microsoft Office  
QuarkXpress  
WordPress

### CAREER ACCOMPLISHMENTS

Guided the Pennsylvania Highlands Community College brand to record highs in inquiries and full-time enrollment numbers.

Between the Fall 2018 and Fall 2019 academic semesters, increased inquiries and applications by 14% at Pennsylvania Highlands Community College through realigned messaging, creation of an identifiable tagline, and with new strategies that rounded out the Integrated Marketing Communications Plan.

Named to the Foremost Under 40 list for 2015 by Pennsylvania Business Central (October 2015 edition) for my role and creativity leading Marketing & Communications at the College.

Led Penn Highlands' Marketing & Communications to its first ever award in Original Photography from the National Council of Marketing and Public Relations (NCMPR). Now, Marketing & Communications holds 15+ awards from NCMPR.

Successfully managed and led four successful redesigns of the College's website (2008, 2011, 2014, 2017). The latest redesign has led to website design awards in 2018 and 2019.

Made strategic decisions that brought the College's Marketing & Communications budget from running near or over budget before my arrival to consistently being under budget and well managed. Many changes dealt with bringing graphic design in-house, negotiating long-term advertising contracts, and renegotiating print production agreements.

Assisted the American Red Cross with the revitalization of its annual fundraising golf event through publication design, web development, and other marketing tactics.



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### EDUCATION

#### **M.S. Integrated Marketing Communications**

West Virginia University (May 2013)

#### **B.S. Journalism, Advertising**

West Virginia University (May 2006)

### EXPERIENCE

#### **Director of Marketing & Communications, Pennsylvania Highlands Community College Johnstown, PA (November 2007 - Present)**

Create and increase brand awareness through the development and implementation of marketing plans for all facilities and athletic programs.

Provide creative direction for all branding efforts (publications, ads, website, social media, etc.). This includes assisting with the design and production of all recruitment pieces.

Oversee the College's online presence (social media, website, College Catalog, etc.).

Develop and maintain positive media relations, including writing and distributing all press releases.

Manage a six figure marketing budget that includes six physical locations, online programs, workforce development, continuing (non-credit) education, and athletics.

Oversee all additional aspects of the Marketing & Communications Department.

#### **Creative Director & Owner, Yble Concepts Johnstown, PA (June 2007 - August 2010)**

Assisted small businesses with limited budgets create strong brand awareness, formulate marketing strategies, and implement advertising campaigns.

Provided businesses with creative direction and complete design of various marketing pieces (includes both print production and web design).

#### **Account Executive, Tribune-Democrat Johnstown, PA (June 2006 - May 2007)**

Developed and managed relationships with businesses throughout Somerset County, PA. This included generating revenue through ad sales.

Provided creative direction for clients by helping them understand their target audience(s).



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### AWARDS & HONORS

#### **Columbia Scholastic Press Association Gold Circle award, First Place**

Category: Full Page Photo Layout in a Magazine (2007)

#### **Foremost Under 40 Honoree, Pennsylvania Business Central (2015)**

#### **Medallion Award (Bronze), National Council For Marketing & Public Relations**

Category: Novelty Advertising (2017)

Category: Social Media / Online Marketing Campaign (2019)

Category: Poster (2018)

Category: Viewbook (2018)

#### **Medallion Award (Gold), National Council For Marketing & Public Relations**

Category: Manipulated Photography (2017)

Category: Promo Video (2017)

Category: Television Advertisement (2017)

Category: Website (2019)

#### **Medallion Award (Silver), National Council For Marketing & Public Relations**

Category: Website (2018)

Category: Promo Video (2017)

Category: Billboard Series (2016)

Category: Video Shorts (2016 & 2019)

Category: Television Advertisement (2016 & 2019)

Category: Original Photography (2015)

#### **Paragon Award (Silver), National Council For Marketing & Public Relations**

Category: Logo Wear (2020)

Category: Video Shorts (2018)

### WORK INVOLVEMENT

Administrative Senate *(July 2008 - Present)*

Enrollment Management Planning Committee *(August 2012 - Present)*

Ethics Committee *(July 2017 - Present)*

Information Technology Advisory Workgroup *(August 2012 - Present)*

Marketing Workgroup *(January 2011 - Present)*

Retention Taskforce *(July 2013 - Present)*

Wellness Committee *(July 2010 - June 2017)*

BRAND STRATEGIST. MARKETER. DESIGNER.



@WEIBLEJR



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## COMMUNITY INVOLVEMENT & MEMBERSHIPS

### **Member, National Council for Marketing & Public Relations (*February 2009 - Present*)**

Organization representing professionals in marketing and public relations at two-year community and technical colleges.

### **Board Member, American Red Cross PA Mountains Chapter (*July 2009 - June 2017*)**

Ensured that the Chapter developed and maintained sound fiscal and governing policies, maintained strategic direction and operations, and assessed the performance of the Executive Director.

### **Graduate, John B. Gunter Community Leadership Initiative (*Class of 2009*)**

Pennsylvania Highlands Community College sponsored my participation in this program, which develops leadership for the area by honing skills and promoting community volunteerism.