Kimberly Medaris Delker

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Education

Master of arts, public relations, Ball State University, 2012
Research paper title: “From Journalism to Public Relations: A Study of Career Transition and Job Satisfaction”

Bachelor of science, journalism and political science (summa cum laude), Ball State University, 1995

Experience

Senior communications and marketing manager, The University of New Mexico Office of Academic Affairs
August 2024-present
Responsible for communications for the provost and executive vice president for academic affairs, as well as associate/assistant provosts and assistant vice presidents, including public relations, remarks, talking points, media responses, newsletters, social media, website content, faculty communication, and other duties as assigned. Work collaboratively with deans, directors, senior leadership, and communication professionals around campus to produce strategic communications to ensure that Academic Affairs units are in alignment with University communication priorities. Member of UNM Emergency Operations Committee.

Marketing manager, The University of New Mexico School of Engineering
January 2014-August 2024
Responsible for all public relations and marketing activities of the School, including news releases, publications, scripts, remarks, presentations, event publicity and materials, photography, videography, website content, social media, strategic planning and other duties as assigned. Oversaw a website administrator. Recipient of UNM’s Provost Committee for Staff Award for Outstanding Staff Member, 2021.

Writer, Purdue University Marketing and Media, West Lafayette, Ind.
November 2013-January 2014
Writer for various marketing pieces, including magazine articles, website articles, brochures and related materials.

Marketing consultant, Purdue University Marketing and Media, West Lafayette, Ind.
March 2009-November 2013
Responsible for development of strategic marketing and communications plans and solutions for clients. Served as the primary contact for clients in the Marketing and Media system, collaborating with designers, writers, editors, web developers, photographers and videographers. Responsible for ensuring clients' marketing materials adhered to the Purdue brand. Occasionally assisted with focus groups in market research.

Communications and marketing specialist, Purdue News Service, West Lafayette, Ind.
July 2007-March 2009
Responsible for promoting events, experts and research for the College of Technology, including compiling news, writing news releases, publicizing events and experts for the college. Wrote feature

stories and news for the newsletters, magazine and website. Worked extensively with media at university events and frequently assisted media with requests for Purdue experts.

Freelance writer, *Purdue Alumnus* magazine
2006-2014

Editor/publicist, Purdue News Service, West Lafayette, Ind.
June 2005-July 2007
Responsible for editing and routing news releases and other materials. Wrote news releases and publicized research and events for the College of Technology, College of Education, International Programs, Advancement, Galleries, Grand Prix, Homecoming and Purdue Alumni Association.

Deputy news editor/online, *Journal and Courier*, Lafayette, Ind.
December 2001-June 2005
Responsible for editing local and wire copy; writing headlines and cutlines; page layout and design; proofreading pages; and selecting stories and photos. Filled in for news editor or as night local editor, supervising the local reporter and local content. Online duties involved nightly organization, editing and production of www.jconline.com, as well as training the newsroom about online issues and responsibilities.

Copy editor, *Journal and Courier*, Lafayette, Ind.
July 1996-December 2001
Responsible for editing local and wire copy; proofreading pages; writing headlines and cutlines; page layout and design; and selecting stories and photos. Worked as night local editor, supervising the local reporter and local content in the absence of the news editor. Also wrote general-assignment stories periodically.

Copy editor, staff reporter, *The Muncie Star*, Muncie, Ind.
May 1994-May 1996
Responsible for editing local and wire copy; paginating and proofreading pages; writing headlines and cutlines. As a reporter, responsibilities included writing police beat stories; covering local/government meetings; educational stories; special events and profiles.

Additional certifications and trainings

- Completed basic mediation course (40-hour training), University of New Mexico School of Law, Fall 2025
- Completed UNM Anderson School of Management Women's Leadership Development course, Fall 2025
- Completed FEMA training: 13 courses, including ICS-300 and ICS-400 to serve on The University of New Mexico Emergency Operations Committee, 2024-present
- Completed UNM Anderson School of Management Essentials for Managers course, Fall 2023
- Focus group moderator trainer certification, Burke Institute, Cincinnati, Ohio, Fall 2011

Professional board and association service

- Attendee of APLU (Association of Public and Land-grant Universities) Council on Strategic Communications Annual Conference, 2025, 2026
- Attendee of ASEE Engineering Communicators Conference, Washington, D.C., 2018, 2019, 2020 and 2021 (virtual), 2022, 2023, 2024.
- Attended American Marketing Association Conference on Higher Education, 2015-2019
- Attended CASE V Conference in Chicago, December 2008
- Board member of Professionals in Communication, 2006-2007

Volunteer activities and community service

- Sandia Heights Art Tour volunteer – photography, social media, 2025-present
- Executive Committee member, mentor, trainer, volunteer, Agora Crisis Center, Albuquerque. 2021-2024
- Mentor for Big Brothers Big Sisters Mentor 2.0 program, 2015-2019
- President, secretary, past president for New Mexico American Marketing Association, 2014-2018
- Lafayette Crisis Center volunteer, 1998-2004

Skills

- Adobe Creative Suite, Microsoft Office Suite, Cascade Content Management System, OneDrive/SharePoint, Zoom
- Strategic marketing and communication plans
- Journalistic writing, including news releases, articles and features in AP Style
- Magazine/feature writing
- Newsletters
- Copy editing
- Speechwriting
- Social media management
- Marketing project management, including integrated marketing campaigns
- Crisis communications
- Project management, including photography and video projects

Selected work samples can be found at kimdelker.com/portfolio