

KENDRA CALVERT

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Senior Marketing and Communications Leader

Collaborative, strategic leader with 20+ years of experience in education, marketing and strategic partnerships.

- **Expert Storyteller:** Proven track record of developing narratives to drive demand and engagement.
- **Global Perspective & Team Management:** Fluent in Spanish; Experienced at crafting global messaging and working with international teams. Established and developed high-performing teams with up to 30 members.
- **Data-Fueled Strategy:** Adept at leveraging data for strategic planning, decision-making, and meeting goals.
- **Entrepreneurial Mindset:** Background includes building organizations from scratch, startup unit within a larger organization, and overhauling systems and processes for growth at scale.
- **Cross-functional Maven:** Highly skilled at working across departments, building relationships, and collaborating with individuals or teams to achieve results.

Work History

Founder · Principal

K. Calvert Consulting

2009 – present

Burlingame, CA

Marketing, communication and partnership strategy and execution to build brand awareness, increase engagement, and generate demand for products or services. Clients include UC San Diego, Burlingame School District, Sullivan University, Moderna, Safeway, Wolff Olins, Health Career Collaborative, Kodak Galleries, and more.

Global Marketing Director

Minerva University

2021 – 2022

San Francisco, CA

Led global marketing, communication and enrollment for a private, global non-profit university startup revolutionizing how students learn through educational pedagogy and educational technology.

- Grew graduate program and certificate enrollment by 124% via market research, launch of new programs, product marketing (branding, campaign development and channel mix), strategic partnerships and demand generation.
- Improved global event strategy resulting in a 218% increase in registrations.
- Generated a 200% increase in applications through webinars and strategic content marketing.
- Elevated the Minerva brand through strategic content marketing and press, improved SEO, revamped email strategy, and enhanced UX.
- Mentored and grew a high-performing global marketing and communications team.

Executive Director, Strategic Partnerships and Recruitment

2019 - 2020

Executive Director, Recruitment and International Admissions

2018 - 2019

Director, Recruitment and Admissions

2016 - 2018

Manager, Marketing and Communication, Ageno School of Business

2013 - 2016

Golden Gate University

San Francisco, CA

Led marketing, enrollment and strategic partnerships for a non-profit university. A pioneer in flexible learning formats, GGU launched online programs and certificates in 1997.

- Increased undergraduate enrollment by 60% and graduate enrollment by 25% through improved product marketing and brand awareness campaigns. Also, launched new products and platforms (e.g., Salesforce Marketing Cloud).
- Improved go-to-market plans for new products including positioning, digital strategy, external messaging and collateral; enhanced scalability & profitability by designing engaging incentive programs, email nurture streams, and refined sales enablement tools resulting in increased operational efficiency.
- Grew inquiries and community engagement by 50% through revamped content marketing strategy.
- Leveraged data to improve application conversion by 40% and established an innovative webinar series.
- Developed communication strategy for external audiences and internal audiences.
- Established a Strategic Partnership Department. Brought in new partners (e.g., corporate and professional organizations) and restructured existing partners (e.g., community colleges) which resulted in an increase in enrolled students.
- Built high-performing teams in multiple departments.
- Expanded GGU's brand awareness and community impact with annual Women in Leadership conference and launch of an Entrepreneur Center.

Marketing Manager, Digital Solutions

2011 - 2012

Cengage Learning

Belmont, CA

Led marketing for educational technology initiatives for top international publisher.

- Increased Cengagebrain.com revenue by 80% with product marketing, communication and sales enablement.
- Grew eBook sales through partnerships with VitalSource, CourseSmart (acquired by VitalSource) and Kindle.
- Redesigned event strategy through partnerships that led to 25% increase in overall sales.

Director of Marketing

2009 - 2010

The Learning House, Inc

Louisville, KY

Revamped marketing strategy for an international online education provider resulting in a 110% enrollment increase.

- Grew partnerships by 30% through product marketing, content marketing (e.g., Twitter, Blogs, Facebook), press releases, industry speaking opportunities, corporate video, and marketing collateral.
- Built marketing team from scratch to generate leads for over 30 partner institutions.
- Increased lead generation by 20% through SEO and digital advertising.

Earlier Work

Director of Marketing Marketing Manager

2006 - 2008

2005 - 2006

Blue Equity, LLC

Louisville, KY

Led marketing and public relations strategy for an international private equity company with investments in entertainment, healthcare, financial services, media, publishing, real estate and sports.

- Acquired national press coverage including The Wall Street Journal, USA Today, Brandweek and CNBC for Blue Equity and its companies.
- Transformed ten sports & entertainment companies into a new entity that was acquired by Lagardere Group.
- Launched seven brands including naming, logos and websites to enhance Blue Equity's brand visibility and allure key investors for its portfolio.

- Implemented marketing strategy that included SEO SEM, email communication, content marketing, print advertising, outdoor advertising, radio, TV and direct mail.

Marketing Director/Manager of Operations

WEEKEND en Español

2003 - 2004

San Francisco, CA

Manager of School Relations; Associate Editor

GreatSchools.org

2000 - 2001

San Francisco, CA

Teacher

American Language Academy (English for Spanish working professionals)

Curtis Middle School (ESL, Spanish & English)

1994 - 1998

Madrid, Spain

San Bernardino, CA

Education

Bachelor of Arts: English; Minor in Spanish and Secondary Teaching Credential

Indiana University Bloomington

Bloomington, IN

Graduate Studies in Leadership and Organizational Change

Golden Gate University

San Francisco, CA

Google Data Analytics Certificate candidate

September 2022 - current

Volunteer

Vice President, Marketing and Communication

Burlingame Community Education Board Member

2021 - present

Burlingame, CA

*Please visit kendracalvert.com for samples of my work, technology skills and testimonials