Jeff Loy

Communications Professional

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**Experience**

**Publications and Communications Manager**, March 2019 – Present

USFN – America’s Mortgage Banking Attorneys

* Supervise up to 14 association members producing content for each publication, a communications specialist and a freelance graphic designer
* Work with designers to continue the growth of publications products by leading a cover redesign and managing the short-term transition to redesigned layouts of both an email newsletter and a 5,000 circulation 24-page print publication
* Saved the organization up to $11,000 in quarterly print and postage costs by converting the print publication to an interactive digital format when distribution was affected by COVID-19 and established a digital archive for eight years of past issues
* Reduced departmental costs up to 44% while improving the quality of the products
* Established new channel for member content distribution, increasing impressions over 1200% in six months and further establishing members as subject matter experts
* Created and regularly update style guide and writing guidelines for editorial and marketing text, combining Associated Press style and legal writing best practices
* Advise association C-suite leadership on the best strategy for association communications efforts
* Work with a publications committee to develop content and reconfigure editorial process, setting new content guidelines and approval procedures
* Monitor email newsletter analytics to determine editorial topic trends through click rates
* Manage an editorial calendar developed for multiple publications
* Edit editorial, marketing and social media copy
* Oversee publications department budget, constantly looking for new revenue sources and ways to control costs
* Ensure vendors are paid quickly to position present and future projects for success

**Digital Editor**, October 2013 – March 2019  
**Digital Communications Coordinator**, September 2012 – October 2013

Meeting Professionals International (MPI)

* Sourced relevant content to produce daily, weekly and monthly email newsletters, achieving an average open rate of 23% and average click rate of 3.89% from 2013-2019 (Nonprofit newsletter average: 16% open rate, 1.3% click through rate\*)
* Worked with marketing managers to create emails with an average open rate of 30% and an average click rate of 2.5% since 2013 (Nonprofit advocacy average: 15% open rate, 2.4% click through rate\*)
* Designed HTML-based email communications using Dreamweaver, tested on multiple email clients and distributed via BlueHornet and MailChimp email distribution systems to targeted segments containing up to 26,000 email subscribers
* Added features such as social media sharing and forwarding options to newsletters and marketing emails, resulting in sharing by social media users with up to 8,400 followers
* Administered publications department social media efforts, producing a top reach of 9,358 for the MPI Facebook page and increasing Twitter impressions from 3,635 to a monthly average of 28,813 in just over four years
* Established more efficient workflow to manage, photograph, edit and archive editorial photography assignments for MPI’s monthly magazine and created lighting guidelines, established licensing terms, regularly source talent and manage domestic and international freelance photographers
* Shot portraits, events and editorial photography assignments for publications and event video and testimonials for marketing
* Oversaw email marketing systems that have distributed over 9 million individual emails to MPI subscribers
* Wrote and edited magazine briefs, articles and blog posts and publish online using the Sitefinity content management system
* Analyzed data to determine trends and improve content and produce reports to advise managers on performance and best course of action
* Monitored social media channels and industry news for newsletter content and magazine story ideas

\*Source: *2019 M+R Benchmarks Study*

**Freelance Communications Specialist**

October 2011 – September 2012

* Worked with small businesses and an alumni association chapter to create graphics and promotional materials using Photoshop, built websites using Dreamweaver and Wordpress, managed social media accounts and produced photography
* Volunteered with networking groups to teach Facebook, Twitter and LinkedIn skills to job seekers
* Organized and conducted pro bono photo shoots for job seekers’ social media profiles, resulting in over 250 portraits shot

**Communications Specialist**

Automotive Service Association (ASA), May 2008 – October 2011

* Maintained over 25 websites and designed new sites for ASA and its member shops using Dreamweaver
* Created multilayer Photoshop graphics for use in websites and publications
* Designed weekly and bi-weekly email newsletters and email blasts using Dreamweaver and managed distribution to over 8,000 email subscribers using Constant Contact
* Wrote and edited text for association websites, social media sites, newsletters, captions and special projects
* Standardized procedure for organizing, shooting and editing event, group, portrait, public relations, publication and product photography
* Established and maintained stock photography archives
* Distributed images internally and externally for a variety of uses

**Education**M.A. Strategic Communication and Innovation, Texas Tech University

Graphic Design course (InDesign and Illustrator), Tarrant County College

B.S. Photojournalism, Texas A&M University-Commerce

A.A.S. Grayson County College