MIKE GOMBITA
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EDUCATION

MISERICORDIA UNIVERSITY: Jan. 2018 – Dec. 2019 - Master of Science: Organizational Management

MISERICORDIA UNIVERSITY: Aug. 2014 – Dec. 2017 - Bachelor of Arts: Communications

WORK EXPERIENCE

EAST STROUDSBURG UNIVERSITY OF PENNSYLVANIA – Social Media Strategy Manager: February 2023 – Present
- Led social media strategy for 30+ campus departments, coordinating content creation and management and collaborating to create and share content benefitting all parties involved.
- Transformed content strategy with a structured calendar, driving impressive results such as 3.1 million Instagram impressions since February 2023. Achieved consistent growth in engagement, followers, and content impact, emphasizing original content that resonates with the student audience.
- Revamped social media procedures for the university, ensuring standardized account processes, content compliance, and crisis coordination. Introduced procedures for moderator onboarding, succession planning, and inactive account management.

MISERICORDIA UNIVERSITY – Assistant Director of Alumni Engagement: January 2020 – February 2023
- Acquired over 56,000 engagements and reached over 1.5 million impressions during Fiscal Years 2021 and 2022 by creating a comprehensive strategy to engage approximately 18,000 alumni and university constituents through digital media.
- Part of a team effort of one of the largest campaign efforts in university history, which raised over 35 million dollars for a state-of-the-art Science Center. Utilized communications skills and provided live streams, photos, 360-degree imagery, and video, keeping alumni constituents apprised of the construction progress and a virtual tour upon completion.
- Led the University Advancement Division in stewarding our alumni and donors through virtual events – implementing Misericordia University's first-ever virtual Homecoming with creative videos and connecting affinity groups through Zoom. Also coordinated and executed the first-ever scholarship recognition program that hosted over 300 benefactors and students to meet, which gave benefactors a better understanding of their impact on their investment.

MISERICORDIA UNIVERSITY - Digital Media Graduate Assistant: December 2017 – December 2019
- Worked with Director of Alumni Relations and Associate Director of Annual Giving to create and execute a comprehensive approach to alumni engagement and annual giving through digital and social media.
- Raise funds for select special projects and events coordinated by Alumni Relations and University Advancement division.
- Identify potential alumni donors through social and digital engagement.
- Developed and implemented marketing strategies to increase brand awareness, engagement, & lead generation (fundraising/events).
- Increased alumni brand engagement, which was the highest the department has ever experienced, with 573%.
- Produced videography, photography, graphic design, and copy for all communication mediums.
- Facilitate and promote the immediate involvement of students in alumni relations before graduation and communicate the advantages of their involvement.

SKILLS

- Organized and able to work on multiple projects simultaneously while prioritizing deadlines.
- Demonstrated ability to build productive relationships with alumni, students, staff, and faculty.
- Familiarity with the principles of marketing and communications, friend/fundraising, annual giving.
- Experience working with diverse constituencies.
- Ability to work independently and as part of a team.

ACHIEVEMENTS

#HigherEdSocial – Best YouTube Campaign Award: June 2021
#HigherEdSocial, the largest and most recognizable community of digital communication, and higher-ed professionals, recognized Misericordia University's Alumni Relations and Annual Fund Department for their creativity and success to their Arch Madness Giving Day video campaign on YouTube.

AFP Northeast PA – Outstanding Youth in Philanthropy: November 2018
The Association of Fundraising Professionals, NEPA Chapter recognized Misericordia University's student-run philanthropic organization for their outstanding commitment to the community as leaders in philanthropy.