

CALEB DURANT

STRATEGIC COMMUNICATIONS | BRAND & DIGITAL ENGAGEMENT | NONPROFIT & HIGHER EDUCATION

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PROFESSIONAL SUMMARY

Strategic communications leader with 10+ years of experience helping nonprofit and higher-education organizations build clear, modern communications for diverse audiences. Leads integrated web, print, email, social, and live-event communications; develops cohesive brand systems; and translates complex organizational priorities into useful audience experiences. Combines strategic leadership with hands-on expertise in WordPress, content production, marketing automation, and workflow design, with a record of measurable engagement growth, practical innovation, and strong cross-functional collaboration.

CORE COMMUNICATIONS EXPERTISE

Communications Strategy • Brand Management • Digital Content & Web Strategy • Audience Engagement • Leadership & Internal Communications • Email Marketing & CRM • Social Media • Event Communications & Livestreaming • Crisis Communications • Campaign Planning • Analytics & Reporting • Team, Budget & Vendor Leadership

PROFESSIONAL EXPERIENCE

Iowa-Missouri Conference of Seventh-day Adventists

Aug 2023 - Present

Director of Communication

West Des Moines, IA

- Direct integrated communications for a multi-state nonprofit serving more than 13,000 members across web, email, print, social media, and live events.
- Led a complete website redesign and content restructure, increasing user engagement by 200% while improving access to organizational resources.
- Established a cohesive brand system and reusable standards across digital, print, social, and event communications.
- Plan and produce educational and community event communications reaching 5,000+ participants through in-person and livestream channels.
- Modernized the annual organizational calendar distributed to 2,500+ households and manage other high-visibility print and digital projects.
- Automated registration, reporting, and internal workflows, reducing manual processing and improving data accuracy and audience service.
- Advise leadership and strategic committees on messaging and communication priorities during organizational change; vendor and process improvements also generate approximately \$13,800 in annual savings.

Mango Alto Productions

Aug 2019 - Jul 2023

Event & Streaming Specialist

Dallas-Fort Worth, TX

- Produced live and virtual communications for 50+ nonprofit, education, healthcare, and corporate clients.
- Designed multi-platform streaming and audience-delivery solutions for conferences, seminars, and community events.
- Partnered with clients to translate communication goals into run-of-show, content, production, and delivery plans under tight deadlines.

Southwestern Adventist University

Apr 2018 - Jul 2023

Media Services Manager

Keene, TX

- Advanced from student employee to department manager, leading a 15+ member team serving a university community of 1,000+ students, faculty, and staff.
- Directed campus media, event communications, livestreaming, and technology support for ceremonies, educational programs, and major events.
- Designed a campus-wide event planning and communication system that improved coordination and information flow across departments.
- Created teleconferencing and multi-use spaces that supported remote learning and campus communication during the COVID-19 transition.

SELECTED COMMUNICATIONS EXPERIENCE

- Geo Trek Web Design**
Founder & Web Designer

Dec 2008 - Aug 2017
Remote / United States
- Founded and managed a web design business serving clients across multiple sectors, developing responsive WordPress websites and digital content structures.
 - Led client discovery, project scoping, design, hosting, launch, maintenance, and ongoing relationship management.
- Arizona Conference of Seventh-day Adventists**
GLOW Coordinator / Community Outreach

May 2014 - Feb 2017
Scottsdale, AZ
- Coordinated regional community-engagement programs, recruitment, volunteer training, and outreach logistics across Arizona.
 - Created social media and testimonial content that introduced digital storytelling into community outreach efforts.
 - Managed budgets and project logistics while partnering with conference leadership on regional communication and engagement initiatives.

EARLIER RELEVANT EXPERIENCE

- The Beehive International** | *Video Editor / Film Production*

2009 - 2014
- Edited video, created multimedia content, and supported production-management workflows for diverse audiences.
- Perciselink** | *Designer / IT Technician*

2017 - 2018
- Provided web design, content support, and remote technical assistance for clients and internal teams.

EDUCATION & SELECTED CERTIFICATION

- Southwestern Adventist University**
Bachelor's Degree, Communications - Radio, Television & Film

Q-SYS Level 1
Audiovisual systems certification

COMMUNICATIONS PLATFORMS & TOOLS

Adobe Creative Suite • WordPress • Google Workspace • Apps Script • CRM & Email Marketing • Livestreaming Platforms • Website Analytics & Reporting • Event Registration & Communication Workflows

LEADERSHIP STRENGTHS

- Brand governance and message consistency
- Team leadership, coaching, and development
- Budget management and vendor negotiations
- Executive and cross-functional collaboration
- Crisis, event, and change communications
- Campaign, project, and workflow leadership