

LEIGH SCHEFFEY

CONTACT

Portland, OR
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720-254-5909

EDUCATION

University of Oregon
Journalism & PR, 2015
University of Salento
Italian Certificate, 2013

VOUNTEER

Mercy Corps, Volunteer
Newsletter | Present

World Pulse, Print to Media
Report | 2016

Grassroot Soccer, Tournament
Co-Director | 2013

WORK EXPERIENCE

Nike, Inc., Communications Manager (ETW)

AUG 2017 - PRESENT | PORTLAND, OR

- Develop and deploy targeted campaigns to engage and serve athletes* across the globe
- Manage and produce project-specific deliverables across print, web, digital and video to enable cross-functional initiatives across competing timelines
- Ideate with cross-functional partners to ensure directives are met and unified under one brand voice

CEB, A Gartner Company, Content Manager

JUN 2016 - AUG 2017 | PORTLAND, OR

- Produced and managed events across North America with speakers and spokespeople from organizations across the Fortune 1000, professional sports teams and large governmental organizations
- Organized and managed social media calendar and digital marketing campaigns across organization's multimillion-dollar event portfolio
- Coordinated publicity for events by writing, editing and developing compelling print, digital and web materials
- Co-established Portland chapter of 'CEB Mosaic' aimed to include, support and develop employees from all cultural and racial identities

REACH Strategies, Communications Specialist

MAY 2015 - MARCH 2016 | PORTLAND, OR & SAN FRANCISCO, CA

- Collaborated with national and international nonprofits to develop targeted engagement strategies as a lead decision-maker for key initiatives
- Established and managed social media tracking tools, identifying KPIs to influence and enhance client social strategies

Mills International Center, PR Manager

MAY 2014 - JUNE 2015 | EUGENE, OR

- Directed all publicity materials, including press releases, consistently securing media attention from one or more news outlets
- Managed creative team consisting of two graphic designers, a videographer and PR assistant to ensure all creative produced on-time and budget