

Matt Nazario-Miller, M.Ed.

mattmnazario@gmail.com | [linkedin.com/in/mattmnazario](https://www.linkedin.com/in/mattmnazario) | (408) 310-8854

Sr. Director, Communication Strategy for Finance & Administration | Wake Forest University

April 2026 - Present

- Spearhead the development and execution of an integrated communication and content strategy for seven critical Finance and Administration (F&A) enterprise business units, aligning messaging with university-wide goals, values, and brand standards
- Serve as a trusted strategic advisor to the EVP/CFO and F&A leadership team, developing high-stakes materials for Board of Trustees meetings, crafting compelling narratives that highlight institutional achievements, and leading biannual all-hands events
- Guide and unify an interdepartmental team of 11+ communicators through a centralized content calendar, standardized templates, and collaborative processes to eliminate communication gaps and ensure consistent messaging across the organization

Employee Learning & Onboarding Program Manager (Contract) | LinkedIn

Oct. 2025 - March 2026

- Facilitated engaging learning experiences for LinkedIn employees by delivering a high-quality onboarding program, communication, and collaboration programs both in-person and virtually for new hires at the NYC office and for LinkedIn's global workforce of 18,000
- Adapted and customized learning content to meet audience needs, guided by organizational goals and talent development strategies
- Leveraged data and learner feedback to continuously improve facilitation and program direction, incorporating innovative approaches in training delivery with a particular focus on systems, processes, and tools powered by artificial intelligence (AI)
- Managed a team of two onboarding coordinators and collaborated cross-functionally with facilitators and program managers to ensure consistent, impactful learning experiences that reflect LinkedIn's unique culture and evolving business priorities

Communications Manager | Stanford University

July 2022 - Oct. 2025

- Directed communications strategy, resourcing, relationship management, and change management for 3 areas: Talent Management (learning/development, talent acquisition), Diversity, Equity, Inclusion, & Belonging (DEIB), and Total Rewards (benefits and retirement savings); drove content in all HR functional areas working closely with program managers, coordinators, and sr. leaders.
- Managed 6 Communications Specialists focused on supporting a variety of HR program areas, reaching a global workforce of 17,000+
- Designed and implemented new communications service model and structure; directed and maintained workflows for collaborations with stakeholders throughout the organization to positively impact organization-wide audiences and reduce workflow redundancies
- Determined channel strategy to reach key audiences (employee, manager, and HR) and lead program managers and sr. leaders in strategic communications work, including driving web strategy, crafting messaging, applying brand best practices, and tactical output

Director of Communications (Interim) | San Francisco Day School

Dec. 2021 - July 2022

- Directed digital storytelling content and key messages to support K-8 development goals and admission recruitment goals
- Managed communications campaign (graphic design, web, email, print, event visuals) for annual fundraiser event with 400+ attendees, generating \$275,000+ in donations for Discounted Tuition and diversity, equity, and inclusion programs
- Designed and launched the organization's first digital newsroom, including website integration and content tagging system
- Developed and launched internal communications campaigns, including biweekly staff spotlight series for web and email
- Curated and designed weekly organizational email newsletter to audience of 700+, including sourcing copy and visuals

Director of Strategic Communications & Marketing | Khan Lab School

Feb. 2020 - Dec. 2021

- Led external and internal communications focused on telling the digital story of a K-12 community to support enrollment goals
- Produced visual assets, including photo and video, for use on web, social media, email using Adobe Creative Suite
- Directed compelling organizational storytelling by cultivating partnerships with teachers, administrators, families, and students
- Led development and implementation of enterprise newsletter strategy, social media strategy, and web CMS, including a web redesign

Program Director, Residence Life | Santa Clara University

Aug. 2018 - Feb. 2020

- Directed and managed branding and digital communications for a residential program serving 300+ participants
- Led recruitment campaign branding, marketing collateral production, and assessment for annual staff training
- Conducted full-cycle recruitment, and evaluation for 16+ part-time staff members

Social Media Strategist | UC Davis, Student Affairs Marketing & Communications

July 2017 - Aug. 2018

- Led social media marketing strategy, tactics, and reporting for 27+ channels (Facebook, Instagram, Snapchat, X) to support Student Affairs divisional goals and Undergraduate Admissions enrollment goals with 6 part-time social media interns
- Maintained UC Davis brand and voice consistency via website content and social media guidelines development
- Created and executed training for professional staff audiences and served as strategic marketing advisor to clients

Social Media Marketing Specialist | Seattle University, Marketing & Communications

Aug. 2016 - July 2017

- Led and implemented social media strategy on 6+ flagship channels to drive enrollment and university digital strategy
- Analyzed and reported KPIs to assess paid and unpaid social media campaigns during 125th anniversary year
- Managed full-cycle recruitment and supervision of 6 part-time interns contributing to social media and web channels

Communications Coordinator | Univ. of San Francisco, Office of Marketing Communications

Aug. 2012 - July 2015

- Created and published content on university-wide email and flagship channels: Facebook, X, Tumblr, Instagram, and Pinterest
- Led digital photography and videography projects to support university enrollment goals and advancement initiatives

EDUCATION

Master of Education, Student Development Administration
Bachelor of Arts, Media Studies

Seattle University | Seattle, WA
University of San Francisco | San Francisco, CA