

Nikki Koontz

Assistant Vice President of Marketing Communication at Southern Utah University

Cedar City, UT, US

Specializing in branding, integrated marketing and communication planning, and crisis communication

Biography

Nikki Koontz is a creative and business-savvy professional with a career record of delivering multi-channel marketing and brand awareness campaigns across diverse industries. As the assistant vice president of marketing communication at Southern Utah University, she is responsible for creating effective public relations campaigns, developing compelling marketing strategies, influencing buyer behavior, strategic storytelling, leading high-performance teams and driving change across the workplace. Koontz is a dynamic communicator who thrives in fast-paced, ever-changing environments where attention to detail, discretion, resilience, and a positive demeanor are critical to producing excellence. Other areas of expertise include content marketing, video creation, integrated media planning, advertising, crisis management, social media, and event coordination. Prior to her employment at SUU, she worked at the Utah Shakespeare Festival, the Hilberry Theatre and the Walt Disney Company. She earned an MFA in Arts Management from Wayne State University and a bachelor's degree from California State University, Fullerton.

Industry Expertise

Advertising/Marketing, Public Relations and Communications, Education/Learning

Areas of Expertise

Higher Education Marketing, Crisis & Emergency Management, Crisis Communication, Strategic Marketing and Communications, Reputation Management, Media Relations, Branding & Identity, Content Marketing, Digital Marketing

Affiliations

Iron County Public Information Officers, New Leadership Academy, Public Relations Society of America, Utah Women's Leadership Exchange, Women's Network, Southern Utah University

Education

Wayne State University

Theatre Management Master's degree

California State University, Fullerton

Bachelor of Arts Theatre

Accomplishments

**Education Digital Marketing Award: COVID Response Campaign
2021**

**Education Digital Marketing Award: Institutional Website Refresh
2021**

**Rival IQ, Higher Ed Social Media Engagement Report mention
2017 & 2018**

**Outdoor Nation Campus Champions
2015 and 2017**

**PR Daily's Video Award, Marketing Video
2016**

**Southern Utah University Influencer Award
2019**

**Thunderbird Award Nominee
SUU**

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