

# Keith McAleer

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## Senior Campaign Content Strategy & Creative Leader

### Public University | Advancement Communications | Institutional Reputation

Senior marketing and communications executive with deep experience leading campaign content strategy, content & creative leadership, and institutional reputation work inside large public research universities. Proven leader in building internal marketing capability, shaping donor- and partner-facing narratives, and aligning advancement communications with academic priorities. Trusted partner to faculty, administrators, legal, and executive stakeholders in regulated, multi-constituent environments.

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## Core Leadership Strengths

- Institutional brand & narrative strategy
  - Campaign content strategy and creative direction
  - Internal marketing team design & leadership
  - Web platforms, digital systems, CRM, and analytics
  - Executive & professional education growth
  - Faculty and executive stakeholder alignment
  - AI-enabled and digital-first initiatives
  - Public-sector governance and compliance fluency
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## Professional Experience

### Chief Marketing Officer

#### UC Berkeley Sutardja Center for Entrepreneurship & Technology (SCET)

Berkeley, CA | 2015 - Present

Senior marketing and growth leader for a global entrepreneurship and innovation ecosystem serving students, alumni, corporate partners, and executive audiences.

**Scope & Leadership** - Owned brand, campaign content strategy, digital platforms, analytics, and experimentation strategy - Built and led internal Growth, Communications, and Design Labs (10-15 staff, students, and consultants) - Partnered with faculty, advancement, engineering, legal, and executive leadership across a regulated public institution - Designed systems and programs with significant autonomy and long-term stewardship responsibility

**Selected Impact** - Drove **\$1M+ in incremental revenue** through integrated demand-generation and experimentation systems - Improved **activation rates by >30%** across executive and professional education funnels - Achieved **5-10x ROAS** on paid acquisition campaigns through analytics-driven optimization - Launched **three academic brands** and directed **four major website redesigns**, providing content & creative leadership across flagship initiatives - Led campaign content strategy and creative direction for executive and professional education launches, aligning storytelling with institutional reputation and advancement priorities - Produced and oversaw **150+ strategic articles** positioning Berkeley SCET globally - Designed and launched **UC Berkeley's first AI-guided entrepreneurship resource chatbot** - Architected CRM and analytics infrastructure using **HubSpot, GA4, and Looker Studio**

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## **Communications & Strategy Lead**

### **UC Berkeley Industrial Engineering & Operations Research (IEOR)**

Berkeley, CA | 2015 - 2022

Department-level communications and strategy lead supporting faculty research, academic programs, and industry engagement.

- Translated complex engineering and systems research into accessible narratives for students, donors, and partners
  - Led departmental websites, content systems, and digital platforms
  - Supported faculty-led initiatives with outreach strategies and early demand testing
  - Increased engagement and visibility for emerging research and programmatic offerings
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## **Executive Director**

### **Tree Davis**

Davis, CA | 2011 - 2015

Executive leader of a nonprofit sustainability organization operating across public agencies, utilities, and community partners.

- Raised **\$500K+ in grants and sponsorships**
  - Led **100+ sustainability pilots** focused on urban forestry and environmental education
  - Managed staff, volunteers, and cross-sector partners
  - Built reporting and storytelling systems to communicate public impact and outcomes
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## **Education**

### **Bachelor of Arts**

Political Science & Sociology  
University of Wisconsin-Eau Claire

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## **Selected Tools & Systems**

- Design and web platforms: Figma design systems, enterprise websites, CMS, UX governance; CRM + analytics architecture (HubSpot, GA4, Looker Studio)
  - Operating Models: OKRs, experimentation cadences, cross-functional labs
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## **Professional Throughline**

Consistent focus on campaign content strategy, institutional reputation, and building durable systems inside complex public institutions.