

DAVIN N. DENK

Baylor University
Hankamer School of Business
1621 S. 3rd St.
Waco, TX 76706

SUMMARY

Leader in coaching marketing and communications, with a proven track record of developing multi-channel communications across industries that promote brand awareness, increase customer retention and acquisition, and strengthen messaging.

EDUCATION

Baylor University Hankamer School of Business, Waco, TX
Executive Master's of Business Administration Program
Master of Business Administration, 2019

Baylor University, Waco, TX
Journalism/Public Relations, *with minor* Religion and Politics
Bachelor of Arts, 2008

TEACHING/COACHING EXPERIENCE

Business Consultant, Bright Advantage LLC, 2022-present. Strategize with small businesses and nonprofits, with national and global presence, to refine messaging, identify target audiences, outline tactics, and develop overall marketing and communication plans with an effective return on investment.

Team Leadership, Senior Director, Baylor Advancement Donor Relations and Endowment Stewardship, 2018-2022. Developed all donor communication strategies and a breadth of reports, letters, appeals, and other communications. Coached team on development and dispersal of pieces, and establishment of surveys and metrics to determine overall effectiveness.

Invited Seminar Leader, Alumni Professionals of Texas Conference, 2013. Led seminar on best practices in communication with donors and trends in fundraising.

Instructor, New Student Experience, Fall 2013. Educated incoming students on Baylor's core competencies, mission, and expectations.

Adjunct Faculty, Institute of Leadership Development, Morning Star Development (Afghanistan), August 2010. Conducted interviews with students and collected data to support development of lectures related to the role of trauma

in emerging leadership roles.

Elevate School Staff, Antioch Community Church, 2010-2012. Helped plan, evaluate and implement the curriculum, and co-led annual international trip. Advised small group of 4-5 students throughout the year.

Presenter, Baylor Advancement, 2010-2022. Conducted various trainings for colleagues related to communications, donors and academic units.

PROFESSIONAL EXPERIENCE

Owner, Bright Advantage LLC, 2022-present.

Consult with small businesses and nonprofits, across industries and with national and global presence, to increase brand awareness through content creation and communication strategy, resulting in effective return on investment.

Owner, Organization is Magic, 2024-present.

Provide individuals with organizational solutions for home, work, and family life, and businesses with custom stationery to build their brands.

Senior Director, Baylor Advancement, 2018-2022.

Developed donor communication and recognition campaigns, which boosted donor retention, increased giving, and contributed to a 43% increase in major gifts over my tenure.

Led two teams to successful performance through collaboration, problem-solving, delegation, and mentorship, and provided oversight, direction and editing for vast communications, including gift agreements, endowment reports, stewardship pieces, web and magazine articles, reports, letters, event collateral, and ads.

Created quality communications from Offices of Advancement and the President, and on behalf of academic units, resulting in email open rates as high as 72% and steady click rates.

Director of Development, Garland School of Social Work, 2015-2018.

Strategized with dean and faculty to determine priorities for proposals and other communications that aligned with business leader priorities, resulting in more than \$10 million raised over three years.

Built and maintained relationships with business leaders and philanthropists across sectors, and created communication plans to engage donors, alumni, parents and friends of the university and cultivate their philanthropic goals.

Assistant Director, Baylor University Annual Giving, 2013-2015.

Developed effective marketing strategies for fundraising campaigns for each academic unit, and produced targeted print, web, and email communications to compel alumni to action.

Results: faculty/staff/retiree participation increased to the highest rate in five years, raising \$1.2 million from more than 1,200 donors; gained 900 first-time young alumni donors from engagement; boosted sales in second half of McLane Stadium Brick Campaign by 50%, raising 1.6 million.

Communications Specialist, Baylor Advancement, 2009-2013.

Interviewed donors, students, faculty, and community leaders to compose articles for newsletters, department-level publications, Baylor Magazine, and various websites. Also created capital project proposals, press releases, obituaries, ads, presidential communications, and event materials.

Freelance Writer, 2012-2018.

Developed articles, newsletters, advertising and event collateral for nonprofits and small businesses. Advised on marketing strategies to gain visibility and increase success.

Elevate Night School Staff, Antioch Community Church, 2010-2012.

Helped plan, evaluate and implement the curriculum, and led annual international trip. Advised small group of 4-5 students throughout the year.

PUBLICATIONS

“Feature” Articles, 2008-2022. Published countless articles for a variety of publications including, but not limited to, Baylor Magazine, The Wacoan magazine, Georgio’s Bridal magazine, and various Baylor academic unit publications, spanning George W. Truett Theological Seminary to Baylor’s School of Engineering and Computer Science.

Full Newsletters and Brochures, 2013-2015, 2025. Developed all content and strategy for various newsletters and brochures for several companies and nonprofit organizations.

Ghost Writing, 2008-2022. From letters to speeches to mass communications, served as the writer behind hundreds of pieces, which received high praise and due action from recipients.

SKILLS

Communications: Building brands, refining voices, and growing audiences. Researching industries to develop compelling narratives that stand out among the competition, drafting content to capture readers’ attention with clarity of voice,

accuracy, and creativity, and maintaining a brand's personal style while introducing new angles to keep audiences coming back.

Leadership and Coaching: Meeting with high-level business leaders and nonprofit presidents for coaching and collaboration since 2018.

Technical Skills: AP Style, MS Office, Adobe Suite, CMS, Blackbaud, 16 years writing, editing, and proofreading.

GLOBAL/SERVICE EXPERIENCE

International Business practicum in Athens, Greece, and Prague, Czech Republic, through Baylor's Executive MBA program, exploring business in emerging markets and factory production and assembly.

Global engagement through more than fifteen trips to communities around the world, including the Middle East, Africa, Europe, and South America.

Volunteerism with nonprofits, community centers, retirement homes, veterans affairs, and other civic organizations, such as Rotary International and Kiwanis.

AWARDS

Various Silver and Gold Addy Awards, 2009-2013