

BRYAN ZADALIS, CRPC®

Fayetteville, GA | [REDACTED] | [REDACTED]

Hiring Manager
Alaska Department of Education & Early Development

June 3, 2024

Dear Hiring Manager,

I am writing to express my interest in the Special Assistant to the Commissioner - Communications position with the Alaska Department of Education & Early Development. I come with a diverse background in marketing, public relations, and communications, coupled with first-hand state government experience. I believe I would be an excellent fit for this position, and am excited for the opportunity to join and contribute to the mission of DEED.

In previous roles, I have developed a strong ability to craft clear, concise, and engaging content and communications strategies across various channels. I have authored and edited internal operating documents, managed external communications to executive client bases, and developed content for social media platforms and websites. In addition, I am skilled in managing vendor relationships, collaborating with cross-functional teams, and adapting to changing priorities in fast-paced environments.

I am eager to bring my passion for communications to DEED and to play a part in the critical work they continue to push forward. I believe my well-rounded experience in public relations, communications, and marketing aligns well with the responsibilities of this position, and I am excited for the opportunity to help build DEED's future success.

On a personal note, I am a University of Alaska Anchorage graduate, avid outdoors advocate, and life-long learner. My family and I wish to return to Alaska to be with our extended family in the state we love. We are ready and able to leave our current location on short notice.

Thank you for considering my application, and I look forward to discussing how my skills and experiences align with and can contribute to DEED's mission and goals.

Sincerely,
Bryan Zadalis, CRPC®

BRYAN ZADALIS, CRPC®

Fayetteville, GA | [REDACTED] | [REDACTED]

PROFESSIONAL SUMMARY

Dynamic and innovative Communications and Public Relations expert with a proven track record of driving results across many sectors. Seeking to leverage expertise in strategic communications, project management, and marketing brand development to contribute to the innovation and success of the Alaska Department of Education & Early Development.

PROFESSIONAL EXPERIENCE

Delta Community Retirement & Investment Services | Atlanta, GA

Oct 2022 – Present

Creative Manager

- Developed and executed integrated marketing strategy targeting competitive markets and increasing sales
- Successfully authored and edited 1,100+ internal operating documents to ensure smooth continuation of business, handling of new topics and issues, and adherence to applicable compliance laws
- Planned and wrote external communications to \$900 million executive client base
- Coordinated events and presentations for audiences of 10-500 individuals both in person and online
- Conceptualized and created social media presence, and pushed forward SEO optimization
- Authored web articles and credit union presentation content, communications, social media posts as a subject matter expert
- Liaison and project manager for marketing and credit union dealer/broker for all internal and external communications, advertising and compliance related matters
- Facilitated business-to-business communications and coordination for events, support, planning, ordering, cooperation, advertising and other necessities
- Provided guidance and analytical reporting, including written and in-person briefings, to leadership

Delta Community Retirement & Investment Services | Atlanta, GA

Nov 2019 – Oct 2022

Development Specialist

- Successfully guided Retirement & Investments branch through 2019 compliance updates, which included all public facing and internal marketing and stationary materials
- Responsible for copywriting and content creation of materials for use within department, public workshops, webinars, website pages, mailings, and training for CU branch managing over \$500 million in assets
- Owned the development and content planning of Retirement & Investment Services LinkedIn webpage
- Wrote and published blog articles, polls, fact sheets and content for print, web, video, multimedia for social media exposure, frequently asked questions for related topics
- Created and managed content calendar, working with guest authors to inspire, write, and edit articles
- Developed New Hire Orientation packets and training materials to boost and inspire referrals
- Collaborated with senior leadership to accomplish goals, identifying areas for improvement, and developing plans for future goals and missions
- Interfaced with vendors through requesting, reviewing and approving orders and proofs

Optima Public Relations | Wasilla, AK

Jun 2015 – Nov 2022

Senior Project Manager

- Directed and executed winning campaign strategies through media communications, press releases, oral communications, featured stories, blogs and articles

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- Developed, reviewed and edited communication plans and associated outreach materials, such as news releases, briefing papers, talking points, and media advisories
- Managed projects and campaigns from beginning to end, including planning, organization, and advising businesses, individuals, and campaign teams to meet and exceed goals
- Partnered with internal and external agencies to implement paid media strategies
- Created and managed client social media accounts including: Twitter, Facebook, Youtube, and LinkedIn
- Created graphics, advertising pieces and visual aids for businesses and political figures with viewership of targeted small groups up to hundreds of thousands
- Website and social media design, construction, instruction, and management
- Advertising and reporting analytics for campaign development, direction, and customer knowledge

USAA Federal Savings Bank | Colorado Springs, CO

Oct 2017 – Apr 2019

Member Solutions Specialist / Team Lead

- Exceeded top quartile in all performance and sales aspects measured
- Coached and mentored development of team members and new hires
- Performed managerial-level escalated call-backs to ensure customer satisfaction and resolve complaints
- Presented weekly and quarterly bank updates to groups of 10 to 5,000 employees and customers
- Gave company-wide oral presentations

Self-Employed

Aug 2010 – Nov 2016

Marketing & Campaign Manager

- Nine-time winning campaign manager for state level candidates
- Recruited and coordinated large groups of volunteers for outreach efforts and staffing.
- Creation of flyers, website materials, signs, and advertising for businesses, campaigns, and governments
- 10,000+ cold calls made in outreach efforts

EDUCATION

University of Alaska Anchorage | Alaska, AK

Bachelor of Arts, Political Science

COLLEGE FOR FINANCIAL PLANNING® | Centennial, CO

Chartered Retirement Planning Counselor®

Emory University | Atlanta, GA

Creative Writing Certificate

AWARDS

- USAA, June 2018 Top Banking Fraud Fighter
- USAA, Member Satisfaction Champion
- Boy Scouts of America, Eagle Scout
- USAA, Three-time Employee of the Month Nominee

ADDITIONAL SKILLS

Social Media Management
Copy writing

Google Ads
Adobe Creative Suite

SalesForce
CRM

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A brief address prepared for Commissioner Julie Sande to the University of Alaska Elementary Teacher Preparation Program candidates

Good afternoon everyone,

I am Commissioner Julie Sande, and I would like to express my gratitude towards the University of Alaska system for allowing me this opportunity to address you as you begin undertaking your journey to becoming our future educators.

The foundation of education is the jumping off point for all other endeavors we undertake in life. Personal, educational, and vocational paths; all begin as we mold our understanding of the world around us. Many of life's early lessons leave a permanent imprint on us as we take our own journey through it. Few of these lessons can have as great of an impact on our future abilities as learning to read at a young age, specifically before the third grade.

In accomplishing this milestone, our creativity, vocabulary, empathy, creative development, language development, concentration, and so many more aspects of our personality and capabilities are shaped for the better. New doors are opened, and we are allowed to step through them, learning and growing with each.

Those of you who have chosen this route as educators are the layers of this foundation. Through your efforts, through your persistence, and through your spirit, those that come after us will have the ground to stand upon that will send them forth to better tomorrow.

For this, we applaud you on your journey, and will support you as you take it. Do not lose your passion for education, for the benefits of what you will accomplish go without saying.

Thank you for your commitment to our future generations.