




LEIGH WALTERS

Builder of positive reputations and relationships. Collaborative, resourceful and enthusiastic leader. Looking to do good work with good people.

CONTACT

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SKILLS

- Strategic Communication
- Media Relations
- Content Strategy & Development
- Executive Communications
- Crisis Communications
- Spokesperson Training

EDUCATION

Truman State University

Bachelor of Arts in English, minor in communication; Cum Laude

University of Denver, Publishing Institute

Certificate in Publishing

EXPERIENCE

Leigh Walters Communications, LLC

Principal

2021 - PRESENT

From high-level communications strategy to augmenting an in-house team, LWC is adept at optimizing agency partnerships to fit client needs.

Missouri Historical Society

Director of Marketing & Communications

(Promoted from Assistant Director of Communications in 2018)

2011 - 2021

Shaped and directed strategy to elevate MHS's visibility and reputation and that of its entities: the Missouri History Museum, the Library & Research Center and Soldiers Memorial Military Museum. Managed the high-performing marketing & communications team including public information, digital communications, marketing and graphics divisions. (See "Select Projects" on Pg. 2.)

Lents & Associates, LLC

Public Relations Associate

2007 - 2011

Managed strategic communications for clients in a wide range of fields, including non-profit, tourism, arts & culture, health & human services, food & beverage and financial. Built strong relationships with local and regional media outlets and turned those relationships into standout press coverage. Created agency-wide strategy for the then-emerging field of social media marketing.

Sourcebooks, Inc.

Assistant Publicist

2006 - 2007

Created and implemented publicity campaigns for multiple authors simultaneously. Carried out a robust media relations and pitching program, securing coverage with multiple local and national media outlets each week. Developed corporate strategy for pitching web-based media outlets and oversaw department pitching efforts in this area.

SELECT PROJECTS

“STL History Minute” Video Series

2021

Conceived and produced this video series to showcase MHS as the resource for St. Louis stories. Innovative use of both traditional and social media to reach existing and new museum audiences.

- Paid-partnership with local CBS affiliate for a one-minute piece to air weekly during *CBS Sunday Morning*.
- The videos are repurposed for a twice-monthly social media series across all the institution's channels. They are archived on [YouTube](#) and [Facebook](#).

Sharing History During Shutdown

2020

During the nearly 3 months of closure in 2020, MHS strove to provide a sense of community and connection to St. Louis' history online. The institution's marketing & communications team worked cross-departmentally to scale up existing digital programs and start up new ones, resulting in an immense community impact during a difficult time. Highlights include:

- #UpliftingSTL: Daily social media series featuring positive stories from St. Louis' history. Earned a cumulative 1,306,098 impressions and 81,504 engagements.
- [St. Louis Strong](#): Inspiring video highlights St. Louis' long history of staring down tough challenges. Unprecedented social media response with 212,000 impressions and 17,970 engagements.
- Published double the number of articles each week on [History Happens Here](#), MHS's digital storytelling space. Saw an 18.4 percent increase in visitor sessions over the same period the previous year.
- Created the weekly “History Delivery” enews, which maintains an open rate of 42 percent.
- MHS digital content efforts, along with virtual events and collecting, earned a [2020 Silver Lining Award](#) from the Association of Midwest Museums.
- Digital content efforts were also recognized by the St. Louis Press Club for its [“Our IN THE NOW”](#) series.

Soldiers Memorial Grand Reopening

2018

Oversaw the marketing and communications strategy to tell [the story of the thoughtful \\$30 million revitalization](#) of this downtown landmark, as well as build a new audience for this museum.

- Built anticipation for the new Soldiers Memorial through consistent social media and traditional media coverage during the multi-year renovation.
- November 2018 opening garnered abundant press coverage from nearly every outlet in the St. Louis area. National and regional press coverage included [American Legion Magazine](#), [Preservation Magazine](#), [Midwest Living](#), *AAA Midwest Traveler*, [Veterans News Report](#), [Missouri Life Magazine](#) and more.
- Brand awareness [advertising campaign](#) utilizing local TV, radio, print and out-of-home mediums.
- Resulted in a 60 percent increase in annual attendance over years prior to the renovation.

Comprehensive Rebrand & Brand Awareness Campaign

2018

Led the comprehensive rebrand for MHS and its entities: the Missouri History Museum, the Library & Research Center and the Soldiers Memorial Military Museum. Transformed MHS's advertising strategy by introducing the institution's first-ever [brand awareness](#) advertising campaign.

- Resulted in a 10% increase in first-time museum visitors and a 19% increase in visitors from the targeted Millennial and Gen X demographics.
- Selected to speak in a session on successful museum rebrands at the American Alliance of Museums annual conference in 2019.

New Mohistory.org

2018

Supervised the creation of an entirely new institutional website at [mohistory.org](#) with a content-driven emphasis. It was designed so that digital visitors would be easily connected with history storytelling.

- New approach massively surpassed goals for research web visitors, with a 155.74 percent increase in sessions, a 23.5 percent increase in session duration, a 128.3 percent increase in pageviews and a 1.9 percent decrease in bounce rate.
- Selected as a case study session at the Association of Midwest Museums annual conference in 2021.