Jaime Hunt

THE HIGHER ED CMO

Keynotes, Workshops, Training

Marketing, Innovation, AI, Busting Silos, Leadership, and More



For availability, email speaking@**solve**highered.com.

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Keynotes, Workshops, Training

After a two-decade career in higher education marketing, including nearly a decade at the VP/Chief Marketing Officer level, Jaime launched Solve Higher Ed in 2024. Jaime is a believer in the old adage, "A rising tide lifts all boats," which drives her desire to share her knowledge and expertise with audiences. Her goal is simple: deliver powerful, entertaining and useful content that helps higher ed leaders achieve their goals.

Speaking Topics

- Artificial Intelligence
- Integrated Marketing Communications Planning
- Marketing Maturity Models
- Destroying Silos in Higher Education
- Empathy-Driven Marketing and Leadership
- Developing Your Positive Leadership Practice
- Crisis Communications and Reputation Management
- Leading Innovation

Additional topics available on request.

As seen at:

AMA American Marketing Association · PRSA · CASE · CUPRAP · Engage Summit · HighEdWeb Association · The Chronicle of Higher Education · Graduate Management Admission Council · CONTENT»ED · Keystone Education Group · CCAE · eduWeb Summit · CCA · UNC Pembroke · Duke University · The University of Southern Mississippi · Grinnell College · NYU · The UNC System · Boise State · Oberlin · chatham University · Arcadia University · Forsyth Tech Community College · Agnes Scott College · Babson College · MHC Mount Holyoke College · Northeastern University · University of Wisconsin Oshkosh · Manhattan School of Music · The College System of Tennessee · Roosevelt University · Michigan State University Broad College of Business · WPI · The University of North Carolina at Chapel Hill



What People Say

"Jaime held sway for an entire afternoon workshop on how to build an integrated marketing communications strategy. It can be hard to hold a room for an hour, let alone three! Jaime's workshop was one of our most highly rated sessions of the whole conference, and that's because Jaime goes to great lengths to truly connect with everyone in the room."

- Joseph Master
Managing Director, Brand and Marketing Strategy
RW Jones Agency

"I always walk away with more knowledge, encouragement, and a deep appreciation that [Jaime] shares her wisdom for others to hear."

- Bart Caylor, AMA Attendee

"This, friends, is how you kick off a conference - with the incomparable Jaime Hunt keynoting!"

- tweet from CUPRAP attendee

"One of the best sessions I have ever attended at CASE!"

- feedback from CASE Region V attendee

Contact

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About **Jaime**

After a 20-year career in higher education, including nine years as a chief marketing officer, Jaime Hunt launched Solve Higher Ed Marketing in 2024. To this consultancy, Jaime brings a passion for building brands, telling stories, and leading with empathy.

After beginning her career in 1997 in print journalism, Jaime began working in higher education in 2004. Since that time, she has been responsible for media relations, marketing, creative direction, crisis communications, branding, digital communications, reputation and issues management, multimedia, photography, public radio, enrollment marketing, and government relations.

From 2015-2024, she served in Cabinet-level roles as a vice president/chief communications and marketing officer at Old Dominion University (large, public R1), Miami University (large, public R2), and Winston-Salem State University (mid-size, public HBCU). Since January 2026, she has served as the interim (fractional/remote) chief marketing officer for Agnes Scott College.

Prior to those roles, Jaime served in marketing, web strategy, branding, and media relations leadership roles at Radford University (mid-size, public), the University of Wisconsin Oshkosh (mid-size, public) and Northwestern Health Sciences University (small, niche, private).

Throughout her career, Jaime has been a highly visible leader with volunteer service for a number of professional organizations, including the American Marketing Association, the Public Relations Society of America, the Council for the Advancement and Support of Education, HigherEdWeb, and the College Communicators of the Carolinas. She has presented at regional, national, and international conferences on a wide range of marketing communications topics. Her work has earned more than 40 industry awards. She is also the author of *Heart Over Hype: Transforming Higher Ed Marketing with Empathy*, a bold call to action for higher education marketers, enrollment professionals, communicators, and leaders who believe there's a better way to connect with audience—one rooted in authenticity, compassion, and trust.

Jaime holds a bachelor's degree in journalism from the University of Minnesota and a master's degree in integrated marketing communications from West Virginia University. She is also a graduate of the Academy for Innovative Higher Education Leadership. She holds a certificate in Disruptive Leadership from Harvard Business School Online.



Higher Education Experience

2026 - Interim Chief Marketing Officer (fractional/remote)
Agnes Scott College

2024-present - Adjunct Faculty
West Virginia University

2022-2024 - Vice President and CMO
Old Dominion University

2020-2022 - Vice President and CMO
Miami University

2015-2020 - Vice Chancellor and CMO
Winston-Salem State University

2010-2015 - Director of Web Strategy & Interactive Media
Radford University

2007-2010 - News Director & Deputy Director of Integrated Marketing
University of Wisconsin Oshkosh

2004-2007 - PR Coordinator
Northwestern Health Sciences University