

# Mary Dulabaum

Director of Marketing and Communications

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## SKILLS

Marketing and communications professional and leader in higher education, nonprofit organizations, association management, and business, with expertise in:

- Strategic communications, corporate branding and marketing.
- Organizational leadership and team building.
- PR and media relations, crisis communications, and perception monitoring.
- Event promotions, sponsorships, and community relationships.
- Enrollment and corporate marketing, advertising, and digital marketing.
- Website management, content marketing, and measurement.
- Creative services and storytelling for all aspects of publishing magazines, fundraising, reporting, direct mail, event promotions, news, video, and online content.

## EXPERIENCE

**Judson University**  
2007 > Current

### **Director of Marketing and Communications, President's Office and Enrollment Services**

Innovative Marketing and Communications leader who works collaboratively across departments to share the university's values and benefits to constituents by:

- Creating communication strategies and visual identity to market and brand initiatives for enrollment, academic programs, special events and corporate partnerships and fundraising efforts.
- Collaborate across all areas of campus and with a network of vendors to achieve program goals and educate about the University's Communication goals.
- Leading a redesign of the university's website to provide better SEO optimization, actionable analytics, and modernize the user's experience.
- Serving as public information officer and media relations specialist for crisis communications, pitching stories to the media, generating 140 annual press releases, and monitoring media coverage as well as perceptions.
- Leading a Communications team to generate dynamic recruitment and collateral materials, photography and video assets, website content, digital marketing materials, e-newsletters, social media across several platforms, community and campus event promotions and exhibit materials.
- Developing advertising campaigns for traditional enrollment that included digital, outdoor, radio, print advertising, sponsorships and community events.
- Developing an integrated print and email communication program to prospective students, while tracking all data in the CRM and email systems to measure effectiveness, key performance information, and return on investment.
- Developing a new brand guideline and educating all campus stakeholders about the university's brand, which enhanced the university's reputation and guided its storytelling for new services, programs and products.
- Creating campus identity collateral for branded spaces and banners as well as new campus wayfinding system.
- Generating biweekly Campus News and Announcements, regular student/alumni success stories and many communications pieces for internal and external communities
- Serving on various university committees for anniversaries, events, safety, emergency response and technology.

## Assoc. of Brethren Caregivers

### Director of Communications

- Provided daily communications for nonprofit agency of a national denomination.
- Wrote, designed and produced all communications, fundraising, promotional, website and event marketing materials.
- Published bi-monthly publication and created all exhibit collateral.

## The Sherwood Group Inc.

### Director of Communications

- Hired and managed a 10-person department that produced newsletters, technical journals, magazines, brochures, exhibits and event promotions.
- Promoted comprehensive communication services and new communications strategies to clients and trustees.
- Created a creative process that generated \$180,000 annually in graphic design services for professional and trade associations and a purchasing process that invested \$800,000 annually in printing and specialty items.

## TECH/TRAINING

- Wordpress, Ektron CMS, Wix, Dreamweaver, and Dreamhost
- CRM - Salesforce, SugarCRM/Salesfusion, Constant Contact, and Mailchimp
- Creative Suite software (InDesign, Photoshop, Illustrator, etc.), Dropbox, We Transfer, Basecamp
- Hootsuite, Facebook, Twitter, LinkedIn, and Instagram
- Microsoft Office, Excel, Powerpoint, E-Learn, Jenzabar, Eventbrite, Meltwater, Trendkyte, Paycom, and ADP
- Udemy training for SEO and keyword search, 2020
- Associated Colleges of Illinois Conference, 2017, 2018
- ACT Enrollment Planners Conference, Ruffalo Cody Noel Levitz, 2012-2016.
- Branding in Higher Education, 2013, Stamats.
- Photoshop Workshops, 2006, 1998, National Seminars Group.
- Website Design and Development Conference 2000, National Seminars Group.
- Local PIO and emergency training events, NIMS Certified, Title IX Awareness

## NETWORKS

### Elgin Chamber of Commerce 2009 > present

#### Enhancing Elgin Committee Member

Participate with Elgin-area business leaders who are dedicated to promoting the city.

### PR Directors Network Group 2008 > present

#### Networking Group of Higher Education Professionals

Co-lead a regional professional group of communicators and marketers in Higher Education to hold meetings three times annually.

### Community Volunteer 2008 > present

#### Elgin Children's Theatre and Denominational District Leader

Served for 15 plus years as a volunteer, organizer and board member for both volunteer organizations.

## AWARDS

- Marguerite Henry Communications and Technology Award, YWCA Elgin
- Distinguished Christ-like Servant Award Recipient for Exceptional Customer Service, 2020

## EDUCATION

### Manchester University - Bachelor of Arts in English, Minor Journalism

Recipient of the Lloyd M. Hoff Scholarship for English