

Debra H. Williams, M.A.

Resourceful ▶ Analytical ▶ Dedicated

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SUMMARY

Successful Marketing Leader with extensive broad-based management experience within nationally-ranked institutions. Brings a breadth and depth of knowledge in the core concepts of enrollment management and the development and execution of communication, marketing and recruitment plans. Proven ability to create energized and focused teams with the ability to achieve goals. Regarded as a resourceful, creative professional with strong project planning and tactical skills.

Skills include:

- ▶ Marketing strategies and brand engagement
- ▶ Market research/environmental intelligence
- ▶ Publication, publicity and creative direction
- ▶ Budget planning and allocation
- ▶ Direct mail + digital expertise
- ▶ Promotions and event organization
- ▶ Communication plans
- ▶ Team supervision and coaching

EXPERIENCE

Washington University in St. Louis

St. Louis, Missouri

Serving on the University Management Team and reporting to the Associate Vice Chancellor for Student Affairs and Chief of Staff, I built and led a team of creative professionals, brand managers and interns dedicated to providing marketing support to the 16 departments within the Division of Student Affairs.

Director of Marketing, Communication and Media Technology

2018 — 2020

- ▶ Directly supervised the centralized Marketing, Communication and Media Technology (MCMT) Department for the Division of Student Affairs, comprised of six full time and two part-time staff members, along with 10 interns. Responsible for building and maintaining the newly created department and its operating budget, providing clear direction while promoting a culture of collaboration, ideation, empowerment and accountability.
- ▶ Provided thought leadership for external communication efforts for the Division, led the development of aligned communication plans (print, digital, web, event and social media channels) through an extensive Division-wide comprehensive messaging and asset audit. Improved plans and platforms for engaging WashU students and their families, including content creation and marketing collateral for both print and digital media, consistent with brand standards and academic values.
- ▶ Created an overall internal communications plan, including the creation of a Division-wide communication calendar, on-brand marketing templates, timely and accurate analytic reporting, client-focused training, streamlined processes for project requests and web updates. With the Chief of Staff, guided improvements for more accurate and controlled use of student assessment instruments, data collection and focus groups. Created a weekly staff newsletter with 500 subscribed readers.
- ▶ Oversaw the management and operation of the Paul Harvey Media Center (HMC), the University's state-of-the-art communications plaza established to provide media resources to the campus community. Created by a significant gift from the family of legendary broadcaster Paul Harvey, the HMC provides audio/video equipment and space rental, including several recording, production and podcast studios. The HMC is also home of WUTV and KWUR, the campus television and radio broadcast stations.

CREATIVE TYPE, Inc.

St. Louis, Missouri

Working with individuals and small firms, my side-project consulting business helps clients create compelling marketing messaging, successful business plans and sales processes.

Owner

2016 — present

- ▶ As part of my tailored approach, I partner with clients who choose services that are right for their needs, from content development, campaign coordination to ongoing strategic counsel.
- ▶ Provide visual communication and graphic design service, creating an array of custom marketing materials, stationery and award winning commissioned work, from book jackets to portrait paintings.

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Logan University

Chesterfield, Missouri

Working closely with the president and his council, I served as primary marketing officer committed to telling Logan's story, supporting the University in brand awareness and reputation, student recruitment, fundraising and communication to both internal and external audiences.

Executive Director University Relations and Advancement, Marketing and Communications 2018

- ▶ With a team comprised of two full time staff members, I managed the operational needs of a newly created department, including the planning and development of department budget and organizational structure. Assisted program managers in developing marketing and enrollment plans and campaigns, along with corresponding budgets.
- ▶ Collaborated with offices across campus including the University's foundation, colleges and departments to ensure a thoughtful, unified and consistent brand identity and communications style. Served as liaison between programs, faculty, staff and external constituencies on all communication and public affairs matters.

Saint Louis University

St. Louis, Missouri

Reporting to the Vice President of Enrollment and Retention Management (ERM), I led a team of marketing and design specialists to develop and provide enrollment and outreach strategies, communication plans and collateral for the University's targeted domestic and international student markets. Outcomes included new enrollment records with five of the largest and most talented freshman classes and a 24% increase in underrepresented minority undergraduate students.

Director of Communications for Enrollment and Retention Management 2012 – 2018

- ▶ Directly supervised marketing department dedicated to producing highly effective marketing and communication plans and campaigns and on-strategy collateral for academic programs across the University. Specialized initiatives include international, diversity and military student markets.
- ▶ Working with departments across campus, I led the coordination and the comprehensive application preparation for INSIGHT Into Diversity's Higher Education Excellence in Diversity (HEED) recognition, a national award that honors institutions committed to making diversity and inclusion a top priority, covering all aspects of campus-wide programming and services. Application project resulted in national recognition of the HEED Award for the University in 2016.
- ▶ Project leader and taskforce member in joint venture with INTO University Partnerships designed to increase ESL (English as a Second Language) expansion programs, broaden global counselor networks and increase the University's international footprint. Partnership increased international student recruitment, study abroad locations and provided opportunities for faculty to expand their teaching, research and service activities.

Olin Business School

St. Louis, Missouri

In 2010, Olin's Executive MBA team was recognized as one of the highest rated admissions offices for customer service and student satisfaction in the nation [according to a national survey of Executive MBA students conducted by National EMBA Council].

Director of Marketing, Executive MBA 2007 – 2012

- ▶ Responsible for the outreach and selection process of all candidates to the Olin Business School's Executive MBA Programs: [two located on the Danforth Campus and one in Kansas City annually] Developed general and diversity marketing enrollment campaigns with targeted outreach initiatives to specialized markets including women executives and under-represented minorities.
- ▶ Developed new corporate relationships within targeted regions, managed ongoing partnerships with corporate clients and alumni for recruitment, enrollment and ambassador support.
- ▶ Developed and managed marketing strategies for top-ranked Executive MBA Program, including the creation and execution of an integrated plan [media, publications, web, direct mail and events]. Created recruitment communication plans and managed/ utilized an annual budget of \$400k. Managed production of all admissions marketing assets, materials and publications for demographically diverse markets.

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Additional Experience:

Assistant Director and Data Resource Manager, Executive MBA (EMBA), Olin Business School 2002 — 2007

- ▶ Promoted to Director over Executive MBA programs (St. Louis, Denver and Kansas City programs) in 2007.

Associate Director of Admissions and Registration, St. Louis College of Pharmacy 1999 — 2002

- ▶ Promoted from Enrollment Coordinator to Associate Director after only 10 months of hire.

St. Louis Crime Victims Advocacy Center (CVC)

Founded in 1972 as the first victim service agency in the nation, the Crime Victim Center of St. Louis (CVC) has provided resource and referral assistance to thousands of victims and their families in St. Louis, offering a wide range of services for individuals, organizations and institutions seeking to improve services for victims of crime.

Board Member 2011— 2014

- ▶ Under the leadership of Executive Director (Julie Lawson, tenure 2005—2014) and with fellow members, reviewed the annual operating budget and resource allocations for services to victims of crime in the St. Louis region, including ongoing programs which help nearly 11,000 women annually.
- ▶ Responsibilities on the board included marketing advisement for the public advocacy efforts for more victim-friendly policies and legislative reform. Also assisted in organizing four annual event fundraisers throughout the year including a 5K run, trivia night, silent auction and gala.

Immigrant and Refugee Women's Program

Since 1995, the Immigrant and Refugee Women's Program of St. Louis has taught basic English and practical living skills to thousands of immigrant and refugee women residing the St. Louis community.

Volunteer 2008 —2011

- ▶ Organized aluminum can drives in order to purchase teaching and school supplies for tutoring programs.

Washington University in St. Louis

- ▶ Master of Arts, American Culture and History Studies, 2015

Southeast Missouri State University

- ▶ Bachelor of Arts Degree in Mass Communications, (emphasis in Public Relations and Media) 1989

FOCUS/Coro St. Louis

- ▶ Women in Leadership Program, Class 51, 2008

References available upon request.