

MICHELLE MAR

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PROFESSIONAL SUMMARY

15 years of experience developing and executing impactful marketing and communications campaigns in the university, for-profit, and non-profit settings. Leverages expertise in strategic communications, creative media, and writing to engage audiences, increase brand awareness, and produce positive results.

KEY SKILLS

- Marketing strategy
- Content strategy
- Creative media
- Storytelling
- Social media
- Project management
- Digital marketing
- Video
- Writing

EXPERIENCE

Director, Marketing & Communications

University of California, Irvine | Irvine, CA | July 2022 – present

Directs and implements all advertising and promotional activities for the UCI School of Pharmacy & Pharmaceutical Sciences. Creates and executes the school's annual marketing plan for campaigns, projects, deadlines, budgets, and KPIs. Oversees and improves marketing strategy across all digital marketing platforms. Ensures all written or visual content adhere to the school's key messaging and brand guidelines. Supervises a marketing team and manages consultants, freelancers, and vendors.

- Leads PR strategy and team resulting in **40% increase** in press releases, blog articles, and media placements including Forbes Health, Healthline Magazine, Huffington Post and more.
- Created bi-weekly e-newsletter with a consistent **+50% open rate and 4% click rate**.
- Implements social media strategy resulting in **38% increase** in overall engagement, **23% increase** in post link clicks, and **42% increase** in engagement rate.
- Developed and executed creative content strategy resulting in **347% increase** in Instagram reel interactions and **123% increase** in Instagram story interactions.

Senior Director, Internal Communications

Easterseals | Irvine, CA | Dec 2020 – June 2022

Developed and executed internal communication strategies to drive performance, enhance engagement, strengthen culture and community across an organization of **2,500+ associates** throughout the Southern California region. Partnered with executive leadership team and key stakeholders to create effective marketing and communications campaigns for recruitment, retention, culture, employee engagement, and change management initiatives. Supervised internal communications team, freelancers, and vendors.

- Led Intranet launch campaign resulting in **83% of associates** reporting the transition was easy.

- Introduced and oversaw production of quarterly All Associate Meetings resulting in **900+ live attendees** and **72% of associates** reporting the meetings shared valuable information.
- Integrated Cerkl Broadcast digital tool to streamline, target, and measure internal communications.

Internal Communications & Culture Manager

FirstService Residential | Irvine, CA | Oct 2019 – Dec 2020

Developed and executed internal communication strategies within an organization of **1,400+ associates** across the California market. Collaborated with executives and key stakeholders to ensure internal communications aligned with the company's goals, objectives, and culture. Oversaw all aspects of internal communication programs and initiatives, including Town Hall meetings, Intranet, email, and employee engagement events. Partnered with the regional marketing team to ensure consistent key messaging and branding across all internal communications platforms and communications.

- Promoted and produced monthly Town Hall meetings resulting in consistent **50%+ attendance rate**.
- Oversaw production of first-ever Virtual California Annual Meeting through a 3-hour streamed program that resulted in a **90% overall positive rating**.
- Improved communications strategy for employee recognition program resulting in a **150% increase** in peer-to-peer nominations.

Digital Marketing Manager

University of California, Irvine | Irvine, CA | July 2018 – Oct 2019

Designed, built, and maintained digital marketing for UCI Beall Applied Innovation programs, services, and events. Measured and reported performance of all digital marketing campaigns to assess against ROI and KPIs. Identified trends and insights to optimize strategies. Oversaw marketing, video, and photo interns.

- Developed and executed email marketing strategies to consistently achieve **40% open rates** and **15% click through rates**.
- Created and implemented creative social media and content strategies to **increase overall engagement by 22%** and **link clicks by 122%**.
- Improved internal communications strategies resulting in a **30% increase in employee engagement**.

Full employment history: [linkedin.com/in/msmichellemar](https://www.linkedin.com/in/msmichellemar)

EDUCATION

University of California, Irvine | B.A. Sociology | B.A. Political Science