

# Marci Mullaney

## Contact



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## Education



Ball State University, Muncie, IN  
2015, B.S. Journalism, Graphics

## Activities

### **LEAD Academy Fall 2023, Ball State University**

Successfully completed LEAD Academy, a highly selective 16-week leadership development program at Ball State. Nominated for participation by the Vice President of my division, engaged in weekly three-hour sessions focusing on leadership skills enhancement and professional development.

### **Ball State Young Alumni Council**

Active member contributing to alumni engagement initiatives to support the university's mission. The YAC is made up of 15-30 members who have graduated from Ball State within the last 15 years. Membership on the YAC is decided through an application and selection process.

### **Ball State Division of Student Affairs, Staff Professional Development Committee**

Serve on a committee with colleagues from the Division of Student Affairs with a focus on creating professional development opportunities.

### **STAR-ND, University of Notre Dame**

A divisional professional development initiative seeking to meet the needs of the division in providing professional development programs and networking opportunities for those in Student Affairs. STAR-ND is comprised of staff members from around the division and serve two-year terms. The commitment includes monthly meetings and staffing two events per semester.

### **YLND - Graphic Designer, University of Notre Dame**

Young Leaders of Notre Dame is a group created to connect and support young professionals in their careers at Notre Dame through networking, social opportunities, professional development and community engagement.

### **Alpha Phi, Delta Rho Chapter**

Initiated sister of Alpha Phi sorority at Ball State University. Served as publicity and social media chair for the chapter - managing all of the chapter's public facing image including social media.

## Work and Experience

### **Senior Assistant Director of Marketing Strategy for Housing and Residence Life**

Ball State University | June 2021 TO PRESENT

- Oversee all marketing and communications efforts for Housing and Residence Life (HRL), targeting diverse audiences including current and prospective students, parents, campus partners, and alumni.
- Collaborate cross-functionally with Business Operations, Residential Learning, and Facilities teams to align messaging with strategic goals.
- Lead and mentor a team of two graduate assistants and nine student assistants, fostering a culture of excellence, teamwork, and exceptional customer service.
- Contribute to shaping the vision and executing strategic initiatives as a member of both the HRL Leadership Team and HRL Executive Leadership Team.
- Cultivate and nurture relationships with campus partners and key stakeholders (Admissions, Cardinal Central, Student Financial Services, Athletics), emphasizing collaboration in achieving departmental objectives.
- Manage and enhance the HRL website through Sitecore, maintaining up-to-date, user-friendly content, and implementing new layouts and features to improve navigation and user satisfaction.
- Utilize StarRez housing and conference software to streamline communication, manage student data, and monitor occupancy trends.
- Lead email communication campaigns for over 5,000 residents, crafting and delivering tailored messaging for specific audiences, including new applicants, returning students, and students during break periods.
- Directed outreach to 3,000+ incoming students and their families, ensuring clear, effective communication regarding housing procedures and move-in logistics.
- Establish and maintain a strategic communication calendar, coordinating email content and timing to support key academic and housing milestones.
- Develop audience-specific email content, adapting language and tone based on student needs and engagement trends, and refining messages to maximize impact.
- Design marketing materials such as brochures, staff recruitment sell sheets, graphics, and other various internal needs.
- Regularly utilize Adobe Creative Cloud programs (Illustrator, Photoshop, InDesign, Premiere Pro, Adobe Acrobat Pro) to execute creative projects.
- Manage and curate content for HRL's online presence across social media platforms, including Twitter, Facebook, Instagram, TikTok, and YouTube.
- Develop and deliver engaging presentations, representing Housing and Residence Life to audiences ranging from small groups to large gatherings of 300+.
- Drive the branding strategy for the department, ensuring consistency and visibility across all touchpoints, including marketing materials, social media, and team attire/swag.
- Oversee front office operations, ensuring consistent and professional communication via multiple channels (Tawk.To live chat, housing@bsu.edu, and student assistants).
- Coordinate training sessions and provide ongoing support to front office staff, keeping them informed about departmental updates and communication strategies.

### **Marketing and Communications Program Manager for the Meruelo Family Center for Career Development**

University of Notre Dame | December 2017 to April 2021

- Serve as the sole marketing and communications manager for both undergraduate and graduate career services.
- Develop and execute marketing plans for all Center for Career Development initiatives and events.
- Analyze data to create both text and graphic-based reports for internal and external constituencies, including: annual reports, first destination data, internship funding, etc.
- Maintain Career Development branding throughout the interview center through directional signage, digital signage, print and promotional materials, and more.
- Create marketing materials for career fairs, workshops, career events, special career nights, employer outreach, internship funding, departmental needs, and digital signage.
- Create and manage a weekly email newsletter targeting 8,000+ undergraduate Notre Dame students.
- Create and manage bi-weekly email newsletter to faculty and staff members of all academic colleges.
- Communicate regularly with outside vendors to secure quotes on projects as well as coordinate orders and delivery.
- Supervise three students workers for writing, social media, and videography.

### **Graphic Designer**

Indianapolis Symphony Orchestra | May 2015 to November 2017

- Ensure the continuity of the Indianapolis Symphony Orchestra (ISO) message and brand.
- Produce marketing materials such as print advertisements, web advertisements, handbills, signage, direct mail pieces, subscription materials, and other print items as needed.
- Create designs to brand performances for marketing promotion for the symphony orchestra.