


Daniel McLemore

Marketing Communications

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Accomplished marketing and communications leader with career history of 17 years and a track record of driving business growth through successful project management, strategic planning, and team management. Skilled in designing and implementing effective marketing campaigns, managing communication channels, and leading website and branding redesigns. Proficient in crisis communications and public relations, with experience in managing budgets, teams, and partnerships. Adept at leveraging technology to enhance marketing strategies, including social media, streaming, and database management. Recognized for exceptional leadership, creativity, and innovation in achieving enrollment growth and community outreach. Seeking a new opportunity to utilize skills and experience in driving enrollment success and organizational impact.



Skills

- Project Management
- Marketing Campaign Design
- Budget Management
- Brand Management
- Public Relations
- Crisis Communication
- Team Management
- Enrollment Management
- Event Planning & Management
- Streaming & Video Production
- Musician



Work History

● **Director of Marketing Communications**

Lamar State College Orange, Orange, TX

- Create and leads progressive marketing campaigns and communications strategies aimed at promoting LSCO and its programs in the community utilizing all media outlets.
- Provides leadership and direction for external and internal communications, portraying a consistent, recognizable, and positive public image.
- Manages the College's brand and visual identity.

08-2023 – present

10-2022 – 07-2023

- Updates the Executive team on a quarterly basis on the status of the comprehensive marketing and communications campaigns related to the desired image and priorities of LSCO.
- Controls and monitors LSCO's social media platforms and postings.
- Initiates and coordinates regular interviews and photo shoots with local radio and news media to market LSCO programs, students, and events
- Plans, organizes, monitors, and directs day-to-day operations and execution of college marketing initiatives, including but not limited to, digital/traditional advertising, creative services, digital signage, websites, and publications
- Prepares and serves as a formal spokesperson for official press releases and crisis communications.

Vice President of Marketing

Calcasieu Teachers & Employees Credit Union, Lake Charles, Louisiana

- Conducted a successful core conversion from one provider to another.
- Manage all communications from the credit union to its members including emails, monthly statements and social media.
- Plan, design and implement campaigns for new members, loan growth, product and service awareness.
- Redesigned and launched a fully redesigned website for members.
- Report to the board of directors monthly on marketing and business development initiatives.
- Effectively grown membership by nearly 2% in Q1-2023 through marketing and communication campaigns.
- Promoted a new branch and corporate headquarters launched in May of 2023 with a full scale marketing campaign in Southwest Louisiana.

10-2005 – Current

IT, Production and Music Director

Bridge Point Fellowship, Bridge City, TX

- Serve on staff and manage a team of 60+ volunteer musicians, singers, & media techs.
- Serve as lead piano player and band director 2-3 times per month.
- Serve as Grow Team Leader for production team.
- Created and maintain database of over 8,000 members and over 400 volunteers in Planning Center's online software suite.
- Maintain and produce the online stream each Sunday morning.
- Setup and maintain the technology systems including servers, sound systems, lighting systems, computers and communications equipment.
- Setup a campus streaming system for a satellite campus in Port Neches, TX.
- Manage and report attendance and volunteer numbers through Google Data Studio.

12-2021 – 10-2022

● **Interim Director of Marketing Communications**

Lamar University, Beaumont, TX

- Boosted brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Managed a team of four full-time and three part-time creative services professionals including graphics, social media and video.
- Managed a team of seven enrollment marketing professionals within the university's five academic colleges and enrollment management division.
- Managed a team of two public relations professionals.
- Successfully integrated all enrollment marketing and university marketing professionals into one centralized department under the leadership of a new president.
- Created a University branding website with various resources including graphic and content style guides, templates, policies and procedures.
- Managed two separate departmental budgets totaling nearly 1 million dollars annually.
- Planned and executed events and marketing programs to increase qualified leads.
- Reviewed and provided approval for all marketing related purchases across all departments within the university.
- Built strong relationships with industry professionals and influencers.
- Served as interim public affairs manager in the absence of a spokesperson.

01-2017 – 12-2021

● **Associate Director of Marketing Communications**

Lamar University, Beaumont, TX

- Increased enrollment by 9.8% over 5 years during multiple hurricane evacuations, ice storms and the Covid-19 pandemic.
- Managed a team of three full-time employees including two videographers and a social media / digital marketing manager.
- Managed a team of three part-time student employees serving as writers, content creators and designers.
- Serve as Chief Public Information Officer when the university's Incident Command Structure is called to order for natural disasters such as Harvey, Imelda, Laura and Delta among others.
- Served as the marketing liaison with the Enrollment Management staff on recruitment and enrollment initiatives.
- Represent Lamar University at various community and recruitment events.
- Served as interim public relations director and university spokesperson during extended personnel transitions.
- Wrote and implemented a university-wide social media policy, creative standards policy and crisis communications policy.
- Managed a partnership with the university's online education firm to effectively market online degrees.
- Brought digital marketing spend in-house and began a robust recruitment marketing strategy for enrollment growth.

- Responsible for placing and managing more than 2 million dollars in digital and traditional advertising over an 8 year period.
- Served on many committees throughout the university in a variety of roles including commencement, recruitment marketing, yield management and technology procurement.
- Nominated by the University Provost to serve with the Leadership Southeast Texas group in 2019.
- Built a robust technology platform for increasing broadcast quality and viewer participation in virtual presentations such as the Digital Alumni Gatherings, Distinguished Faculty Lecture Series, President's Circle and more.
- Implemented multi-year contracts for various services such as media buying, digital signage, commercial production and digital asset management.
- Winner of the Distinguished Staff Award in 2020 for innovative work conducted during the Covid-19 pandemic.
- Served as the university photographer for all events.
- Presented to the executive team on a routine basis on marketing communications initiatives, metrics and goals.

12-2015 - 12-2016

● **Senior Marketing Manager**

Lamar University, Beaumont, TX

- Played an integral role in creating a Marketing Communications division reporting directly to the president and including departments of creative services, digital marketing, events and web communication.
- Continued growth with social media strategies by hiring a full-time social media manager to report to me.
- Continued growth with video production strategies by hiring a full-time video coordinator to report to me.
- Supervised one student writer and one student designer.
- Served as lead brand manager for all university logos and registered marks.

04-2014 – 11-2015

● **Marketing Specialist**

Lamar University, Beaumont, TX

- Wrote, produced and edited videos for promotional use on TV, social media and web.
- Established a strong presence on social media including Facebook, Instagram, Twitter, Linked-In, Flickr and SnapChat.
- Converted the university from a primarily print-driven marketing strategy to a more diverse one including more digital marketing options.
- Began a robust digital marketing strategy with vendor support.
- Served as recruitment marketing manager for the strategic enrollment division.

03-2011 – 04-2014

● **Graphic Designer / Copywriter**

10-2008 – 01-2010

Cornerstone Advertising & Design, Beaumont, TX

- Designed logos, brochures, websites, billboards and more.
- Met with clients to determine best methods of marketing their brand, product or service to potential clients.
- Worked on campaigns for large car dealerships, credit unions, politicians, a grocery store chain and industrial service clients among others.
- Supervised 1 graphic designer and 1 social media intern

● **Assistant Promotions Manager**

London Broadcasting (KBMT-12), Beaumont, TX

- Wrote and produced station promotions, news packages and client commercials.
- Managed inventory of promotional material.
- Re-branded the station with an all new look and feel when HD was introduced.
- Appeared on air for promotions related events.
- Attended community events on behalf of the station.

08-2022 – present

01-2015 – 05-2021

08-2005 – 05-2009



Education

● **Doctorate: Educational Leadership** (in progress)

Lamar University - Beaumont, TX

● **Master of Science: Business Administration**

Lamar University - Beaumont, TX

● **Bachelor of Science: Communication**

Lamar University - Beaumont, TX