

## MARY LYNN ENGEL

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### CAREER SUMMARY

Successful strategic communications, branding and public relations career in health care, Fortune 50 corporate, higher education and agency environments. Consistently exceeded expectations by teaming communications with project management, strategic planning and implementation. Master's degree in marketing communications leading to Assistant Professor of branding and business communications.

- External and internal communications
- Business development
- Branding
- Corporate and agency experience
- Senior decision-maker
- Project management

### HIGHLIGHTS OF SKILLS AND ACCOMPLISHMENTS

#### Branding and business communications

Ability to start from the beginning of the marketing process, understanding who the target audiences are, what is important to them and communicating the benefit tailored to each. Developed and used primary and secondary research to understand the target from multiple points of view leading to successfully designing and implementing marketing communication plans for a Fortune 50 company, a university, and organizations (for and non-profit) of all sizes.

#### Executive level leadership and management

Rose from entry level position in advertising to vice president of international agency. Moved to the client side of marketing and asked to take over management of a 30+ person department, knowing that it will be eliminated. First, worked with employees so they understood the changes going on in the company and how to best prepare themselves for the future; they came to appreciate that while their positions were moving out of state, they were still valuable to the success of the company now. Then hired outplacement consultant to help employees with resumes, networking and interviewing, since most employees hadn't looked for a job in 25+ years. 98% success finding new positions or negotiating buyouts!

#### Creative thinking put into practice

Use my critical thinking to take on projects with no direct experience and make them a success. Administered area code changes in multiple States and communities with minimal disruption; took on the marketing for a new credit card: learning the industry, hiring agencies and developing national and international award-winning communications. Selected to re-brand a Fortune 50 company. Managed development and sold internally the new logo and branding guidelines then organized the implementation of everything from business cards to building signage and thousands of vehicles.

Used extensive business experiences to bring college courses to life. By bringing devising ways to bring experiential learning into the classroom, students were provided with experience and education that is not possible through a textbook. These include but not limited to extensive weekly research in newspapers and relevant publications as a base for a written deliverable, community based learning projects with real businesses for clients, writing plans and audits that have the same rigor as prepared in the business world, and requiring the use of critical thinking in their assignments.

#### Marketing and effective community networking

While considered a subject matter expert in branding, communications and business ethics, I've held communication workshops for multiple non-profits, spoke on the importance of business ethics and continue to stand on multiple committees and boards sharing my expertise.

## Mary Lynn Engel Resume (Continued)

### PROFESSIONAL EXPERIENCE

<b>MARKETING AND COMMUNICATIONS</b> - Portland, Maine <b>Consultant</b> – marketing communications and branding	2006-current
<b>SAINT JOSEPH’S COLLEGE</b> – Standish, Maine <b>Assistant Professor</b>	2008-2019
<b>MARTIN’S POINT HEALTH CARE</b> – Portland, Maine <b>Director of Communications</b>	2005 - 2006
<b>USA TELEPHONE</b> – Kennebunk, Maine <b>Director of Communications and Administration</b>	2004
<b>MARKETING AND CORPORATE COMMUNICATIONS CONSULTANT</b> - Ohio	2000 - 2004
<b>THE SUPERLATIVE GROUP, INC</b> - Cleveland, Ohio (Sports / municipal marketing agency) <b>Vice President</b>	1998 - 2000
<b>AMERITECH CORPORATION</b> (Now AT&T) <b>Vice President, Corporate Communications</b> , Cleveland, Ohio (1993-1997) <b>Manager - Advertising</b> , Chicago, Illinois (1988-1993)	1988 to 1997
<b>LOCAL, NATIONAL AND INTERNATIONAL ADVERTISING AGENCIES</b> – Chicago, Illinois <b>Media Buyer to Vice President, Associate Media Director</b>	1973-1988

### PROFESSIONAL SPEECHES/AWARDS/ARTICLES

2018 Reviewer, Essentials of Organizational Behavior: An evidence-based approach  
2018 Reviewer, Business Writing Today: A practical Guide  
2000 Published, *Economic Development Commentary*, “Municipal Marketing”  
1999 2000 CUED – Speaker on municipal marketing and naming rights  
2000 Nominated for Cleveland TV Emmy  
1996 Speaker, National League of Cities - Area codes  
1996 Business Marketing Association - Gold Tower Award  
1993 New York Festival - Gold Medal for best animation  
1992 London International Advertising creative award  
1992 EFFIE advertising effectiveness award

### EDUCATION/PROFESSIONAL TRAINING

Miami University, Oxford, Ohio	Bachelor of Arts, Political Science
Roosevelt University, Chicago, Illinois	Master of Science in Marketing Communications
Positioning and identity seminar by Lippincott & Margulies	
How to Deal with an Angry Public, Harvard/MIT	

### REPRESENTATIVE PROFESSIONAL AFFILIATIONS

AARP Maine - consultant  
Sigma Beta Delta business honor society, faculty adviser, president  
Saint Joseph’s College Faculty Senate – former President  
Institute for Financial Literacy, Portland, Maine  
Aging in Place, Yarmouth, Maine  
Mainely Character – Board of Directors  
Riding to the Top – Board of Directors  
Portland Community Chamber, Communications committee, former Executive Board member  
The National Conference for Community and Justice – Former member and communications advisor  
WVIZ/PBS – Former trustee and communications consultant