

MARISSA ELDER

DIRECTOR OF COMMUNICATION AND DONOR EXPERIENCE

EXPERIENCE

DIRECTOR OF COMMUNICATIONS AND DONOR EXPERIENCE

The University of Tennessee - Haslam College of Business
2024 - Present

Strategic communications leader in higher education with experience leading integrated marketing and communications initiatives that elevate institutional priorities, strengthen stakeholder engagement, and drive measurable impact. Proven ability to advise senior leadership, shape executive messaging, and translate complex initiatives into clear, compelling narratives. Skilled in building cohesive, multi-channel strategies that enhance visibility, align with institutional brand standards, and support mission-driven work across campus and community audiences.

- Lead the college's strategic communications function for advancement and engagement, developing and executing a comprehensive communications and marketing plan aligned with institutional priorities and brand standards.
- Serve as a communications advisor to senior leadership, shaping executive messaging, presentations, and high-visibility communications that advance strategic initiatives and reputation.
- Direct integrated, multi-channel campaigns across digital and print platforms to increase visibility, engagement, and stakeholder participation.
- Translate complex initiatives into clear, compelling narratives that highlight student impact, donor outcomes, and community engagement.
- Oversee editorial strategy and brand alignment across major publications, reports, and campaign materials, ensuring consistency in voice and messaging.
- Partner with central communications and campus stakeholders to align messaging, coordinate initiatives, and support institution-wide priorities.
- Lead communications strategy for high-profile events and initiatives, elevating participation and showcasing measurable outcomes.
- Use analytics and audience insights to evaluate performance, refine strategy, and drive data-informed decision-making.

CONTACT



865-773-2854



marissakelder@gmail.com



linkedin.com/in/marissaelder92

SKILLS

- Adobe Suite
- Microsoft Office Suite
- Mac iOS Experience
- Canva
- Social Media Management
- WordPress
- Email Marketing
- Search Engine Optimization (SEO)
- Content Writing/Management
- Google Adwerx
- Storytelling
- Graphic Design
- AI Generative Images

CERTIFICATIONS

- Google Analytics
- Google Ads Creative

EDUCATION

2027

UNIVERSITY OF TENNESSEE
Master of Science in Communications

2024

SNHU
Bachelor of Science in Business

REFERENCES

Available Upon Request

SOCIAL MEDIA MANAGER

Mortgage Investors Group | 2022 - 2024

Directed social media and digital engagement strategy within a highly regulated financial services environment, strengthening brand authority and compliance-driven communications.

- Developed and implemented a comprehensive social media strategy aligned with corporate marketing goals and regulatory guidelines.
- Led a team of marketing strategists, providing mentorship, feedback, and performance direction.
- Collaborated with compliance, sales, and executive leadership to ensure messaging accuracy and risk mitigation across all platforms.
- Managed paid social campaigns and content strategy to enhance brand visibility and audience trust.
- Established structured content approval workflows to improve efficiency and reduce turnaround time.
- Used engagement analytics and audience behavior insights to refine messaging and optimize performance.
- Elevated brand credibility through proactive public engagement, testimonial amplification, and educational content initiatives.

MARKETING DIRECTOR

The Real Estate Firm | 2016 - 2022

Led strategic marketing and brand management initiatives for a multi-market real estate organization, overseeing integrated campaigns, digital strategy, and cross-departmental communications.

- Developed and executed annual marketing strategy aligned with organizational growth goals, revenue targets, and brand positioning.
- Supervised cross-functional creative initiatives, ensuring alignment between sales, recruiting, leadership, and external stakeholders.
- Directed digital transformation efforts including website optimization, SEO/SEM strategy, paid advertising, and email marketing campaigns to improve lead generation and ROI.
- Managed vendor partnerships (advertising agencies, printers, digital platforms, photographers) and negotiated contracts to ensure budget efficiency and quality standards.
- Led employer branding and recruitment marketing initiatives in partnership with HR and executive leadership.
- Established project management workflows and performance benchmarks to streamline campaign execution across departments.
- Analyzed marketing performance metrics and presented data-driven insights to leadership to inform strategic decision-making and annual planning.
- Strengthened brand consistency across multi-site operations, ensuring cohesive messaging across print, digital, event, and community-facing materials.

MARKETING MANAGER - EAST TENNESSEE DIVISION

D.R. Horton | 2019 - 2021

Oversaw regional marketing operations for a multi-market homebuilding division, aligning local execution with national brand standards and corporate strategy.

- Led division-wide marketing strategy supporting sales operations across Knoxville, Chattanooga, and Tri-Cities markets.
- Supervised a team of 4+ marketing and sales support professionals, establishing priorities, workflows, and quality standards.
- Managed digital advertising budgets across SEO, Google Ads, Zillow, direct mail, and social platforms to drive qualified traffic and measurable conversion growth.
- Partnered with corporate headquarters to ensure brand governance and compliance across all collateral and public-facing materials.
- Directed large-scale campaign launches, community branding initiatives, executive presentations, and high-visibility events.
- Coordinated executive visits and corporate communications materials to support senior leadership engagement.
- Integrated marketing analytics into quarterly planning to optimize campaign effectiveness and cost efficiency.