

CARY B. DELMARK

Houston, Texas | cdelmark@gmail.com | 972.281.9059 | linkedin.com/in/cdelmark

SENIOR LEADER, COMMUNICATION AND MARKETING

Proven collaborative leader with extensive experience leading development and delivery of high impact communication and marketing over web, email and social media platforms. Active listener with excellent written, verbal and presentational communication skills. Recognized for cultivating high-performance creative teams within multiple industries. Skilled in hiring, motivating and retaining talent.

CORE COMPETENCIES

Interactive Marketing • Digital Communication • Brand Standards • Analytics • Content Management
Writing/Editing/Presentations • Team Leadership • Project Management • Vendor Management

EXPERIENCE

HOUSTON BAPTIST UNIVERSITY — Houston, Texas

July 2019 – Present

A diverse private liberal arts university with a Christian worldview.

Assistant Vice President, Marketing

Led strategy, review, editing, design, development and support for digital communications.

- Recruited, hired and onboarded a new digital creative team.
- Led major digital projects for the university including a merger of the university's schools of engineering and sciences, custom designed holiday e-cards from the president and first lady, and creation of one page at-a-glance views of every bachelor's program.
- Led urgent response communications for the coronavirus pandemic, including construction of two websites, hbu.edu/coronavirus and hbu.edu/huskystrong, and production of more than 24 individual messages to constituents across web, email and social platforms.
- Interpreted Google Analytics data and used Google Search Console to boost search engine visibility.

SOCIETY OF PETROLEUM ENGINEERS — Richardson, Texas

February 2018 - April 2019

A professional association whose members are engaged in energy resources development and production.

Senior Manager, Web and Digital Content

Managed online content and user experience for US and global markets including Europe, Middle East, Asia, Canada and South America.

- Formed and implemented strategic plan for content development. Curated, wrote and edited content for the SPE home page.
- Introduced improvements that raised membership-related unique page views 165%.

THE UNIVERSITY OF TEXAS AT DALLAS — Richardson, Texas

October 2003 - January 2018

An innovative public research university that offers more than 140 academic programs.

Assistant Vice President, Digital Marketing and Web Services, 2013 - 2018

Led strategy, review, editing, design, development and support for digital communications.

- Led redesigns of core websites such as admissions, academics, and news. Guided wireframing, design concepts and functionality decisions.
- Enabled growth in home page traffic from five million page views in 2005 to 14 million in 2016.

- Wrote, compiled, edited, repurposed, and finalized content for web, email and social media.
- Steered editing, design, production and quality testing for broadcast email campaigns, e-news and special messages to prospective student/parent, alumni/VIP/friend and internal audiences.
- Collaborated with senior leaders in admissions, development, marketing, periodicals and IT.
- Built support for interactive efforts at executive management level. Reported on results using WebTrends Analytics. Introduced segmentation and campaign reports.
- Developed, launched, promoted and enforced university's digital brand standards (utdallas.edu/brand) providing education, templates and services to increase adoption and commitment.

Director, Digital Marketing and Web Services, 2007 - 2013

Developed and implemented new system for broadcast email editing, design, production and testing improving overall presentation of the university's email messages.

- Directed redesign of university home page and 90 core pages in 2011.
- Led rollout and ongoing support of Wordpress Multisite content management system that grew to support more than 100 school, division and department websites in 2018.
- Oversaw successful in-house build of university's first iPhone/Android website.
- Established social media role on the team and grew university's presence on Facebook, Twitter and Instagram with repurposed and bespoke posts.
- Conceived topical microsite to explain Tier One research university status aspiration; won CASE District IV Gold award in 2012.
- Steered conception, planning and execution of online materials for university's 40th anniversary.
- Managed finances, consistently meeting budget expectations. Negotiated salaries and vendor contracts.

Manager, Digital Marketing and Web Services, 2003 - 2007

Redesigned university home page and 36 core pages. Project won Center for Digital Education's Best of the Web award in 2004.

- Wrote, compiled, edited, repurposed, finalized and approved content for institutional web pages.
- Led development and ongoing support for news center and events calendar.
- Developed presidential search microsite.

EDUCATION

Bachelor of Science in Radio-TV-Film, College of Communication

UNIVERSITY OF TEXAS – Austin, Texas

COMMUNITY INVOLVEMENT

UNIVERSITY SUCCESS SCHOLARS, UT DALLAS – Richardson, Texas

Underrepresented Minority Student Mentor/Liaison, Fall 2016 - Spring 2019

AMERICAN HERITAGE GIRLS TROOP #5413 – Allen, Texas

Troop Treasurer, Fall 2016 - Summer 2018, Ad Hoc Volunteer, Fall 2018 - Spring 2019

GRACE OUTREACH CENTER – Plano, Texas

K-5 Children's Ministry Volunteer, March 2019 - June 2019