

## SUMMARY

Senior marketing and communications lead with over 10 years experience delivering successful integrated campaigns and complex projects requiring leadership, adept storytelling, brand building and reputation management, and fostering relationships with stakeholders and policymakers.

Media and Public Relations, Brand Storytelling, Campaign Development, Crisis Management, Digital, Print and OOH, Stakeholder and Board Development. Certified in Social Media, ISO-9000 Quality System

## EXPERIENCE

### C-STRATEGIES, DIR of COMMUNICATIONS & MARKETING (Chicago), 2022 - Present

MarComms lead for award-winning strategic communications and public affairs firm that serves the front line of major public policy and political campaigns in Chicago. Impactful tactics utilizing networks to build strategy, guide public opinion, manage crisis.

Years of creative leadership experience supporting one of Chicago's largest multi-billion-dollar infrastructure projects, O'Hare 21, including steering the project's nearly **\$10M rebrand. Highlights:**

Strategic development and rollout of \$1.5B public introduction of the modernization of O'Hare's Terminal 5. Stakeholder and media development along with state, city and local leadership. Media pressers, speech development, multi-platform content.

- **Successful lobbying/federal funds and stakeholder buy-in**
- **Media outreach uptick 37%, securing high-profile interviews and coverage**
- **\$600K monthly publicity value**

Marketing partnership development and rollout for the Chicago Department of Aviation (CDA) "Aviation Careers Partnership" initiative. Robust multi-year program with Chicago Public Schools (CPS) and CTEs, leading messaging, awareness and engagement to create a future talent pipeline in construction trades through classroom learning and trade union collaboration.

- **72 schools, 57K students reached, Q2 YOY +38%**

Lead cross-functional teams for multi-channel marcomms for airport modernization, promoting the 21st-century vision and UX/customer experience. Branding and messaging, customer engagement, internal and external stakeholder development, liaising with airline partners, the FAA, City officials and assist agencies.

- **Exceeded minority, women and veteran-owned business goals**
- **100+ outreach events and nearly \$800M in contracts**

### VISIT LAKE COUNTY, MARKETING MANAGER (Gurnee, IL), 2017 - 2022

Marketing lead for the destination marketing organization (DMO) and tourism champion of Lake County, Illinois (111 million visitors). Advanced the "destination" brand and fostered a sense of place, with leaders, state and local representatives, businesses and boards, promoting the powerful economic impact of travel/tourism.

- Led public image/brand in all areas (**resulting visitor spend: \$1.8B**)
- Created PR plans, crisis comms (policy development, response coordination), media pitches, positive press coverage and reach opportunities.
- Drove awards and recognition (**Illinois Governor's Award**)

## EDUCATION

Seton Hall University  
BA, Communications

## CERTIFICATIONS

Certified Social Media  
Administrator

Certified Guest Service  
Gold Professional (AHLA)

## EXPERTISE

Adobe Creative Suite  
Photoshop, Illustrator,  
InDesign, Premiere Pro

Website Wireframing, CMS

## AWARDS

National Recreation & Parks  
Public Relations Award  
Illinois Parks & Recreation  
Agency Showcase Awards  
Apex Communicator Award  
Outstanding Design  
Illinois Governor's Award  
Tourism Marketing  
HSMIA Adrian Award

## ORGANIZATIONS

PRSA  
Public Relations Council  
of Lake County

SCAN ME



# MARY PRILLER (pg. 2)

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## VISIT LAKE COUNTY (Cont'd)

- Developed strategies, grew social communities and engagement (paid/organic). Included: editorial, blogs, web and PR. **(1.2M pageviews)**
- Implemented best practices, created content frameworks across platforms/verticals.
- Created social media "playbook" for engagement. **(59K Followers) (#LetsSnapLakeCounty)**
- Managed marketing calendar, deepening engagement, promoting traveler sentiment, encouraging visitor spend. **(320K content sessions)**
- Collaborated with agencies including **Illinois Office of Tourism** for funding that supported tourism marketing and community vision. Prepared funding and grant requests.
- Guided board on strategy, recommending funding priorities.

## WHEELING PARK DISTRICT, COMMUNICATIONS MANAGER (Wheeling, IL), 2015 - 2016 Highlights:

- Developed integrated comms and branding for agency. **(1.5K programs and 13K guests)**
- Key communicator and point of contact for District 214-related comms and programming.
- Increased enrollment 61% for summer camps. **(Preseason revenue of \$80K)**
- Helped establish financial growth and key audiences in recreation segments. **(+30%)**
- Fostered relationships with state legislators, representing at "Parks Day at the Capitol."
- Executed Heritage Park Grand Opening, **a \$33 million reclamation, 1K visitors.**

## MUNDELEIN PARK & RECREATION DIST., MARKETING SPECIALIST (Mundelein, IL), 2008 - 2015 Highlights:

- Created strategies increasing brand awareness; **enrollment (+35%), Health/Fitness (+30%).**
- Analyzed offerings, recommended program mix, provided benefit analysis and market intro.
- Community liaison, planning, coordinating rollout of co-hosted events.
- Sponsorship and resource development, securing underwriting and building strong partnerships with leading Fortune companies including Medline, community organizations and educational partners.
- Planned publicity, produced presentations, managed campaigns, monitored performance.
- Created grassroots-type media/engagement campaigns. **(Earned "Best Park" ranking)**
- CMS, social media, trade publications and grant writing.

## LAKE COUNTY FOREST PRESERVE DISTRICT, MARKETING SPECIALIST (Libertyville, IL), 2000 - 2008 Highlights:

- Planned and executed initiatives to reach audiences through multi-touchpoints including social media, direct mail, referenda, surveys, public input.
- Created strategies by analyzing campaign results, conversion rates and web traffic.
- Successfully created and executed grand openings/VIP events to introduce and build awareness of the then 28,000+ acres of open space, facilities and programs. Lead volunteer coordinator.
- Created award-winning submissions that resulted in being **recognized as best in parks**, facilities and design including: Independence Grove (most visited) and Rollins Savanna (largest restoration).
- **Solidified over \$1M in free media** along with negotiating more than **\$50K in sponsorships.**

## SPECIAL PROJECTS: Village of Antioch, Illinois Arborist Association, NEDSRA