

# I'm MARY PRILLER.

**Mary Priller**

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## STRATEGIC MARKETING & COMMUNICATIONS, PUBLIC RELATIONS, BRANDING & REPUTATION MANAGEMENT

Integrated Campaigns, Storytelling & Strategies  
Content Curation • Community Outreach • Media Relations  
Social Media • Stakeholder & Board Development • Creative Design

### EXPERIENCE

#### C-STRATEGIES / DIR of COMMUNICATIONS & MARKETING / 2022 - Present

Marketing 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 and utilizing networks to build strategy, guide public opinion, manage through crisis, and bring passion and experience to business goals.

With years of creative leadership experience, supporting one of Chicago's largest, multi-billion-dollar infrastructure projects, O'Hare 21, and the reimagining of travel and passenger experience for the 21st century. **Highlights:**

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

- **Catalyst for successful lobbying/federal funds and procurement**

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 union collaboration.

- **72 schools, 57K students reached**

Lead cross-functional teams for multi-channel marcomms for airport modernization, promoting the 21st-century vision and customer-experience enhancements. 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**

#### VISIT LAKE COUNTY / MARKETING MANAGER / 2017 - 2022

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

- Led public image/brand in all areas: media relations, social media, content and messaging, collateral (**resulted visitor spend: \$1.8 billion**)
- 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**)
- Fostered a sense of place, to live, work, travel and spend time in, spurring local economies and a high quality of life.

### EDUCATION

BA - COMMUNICATIONS  
SETON HALL UNIVERSITY  
SO. ORANGE, NJ

### CERTIFICATIONS

CERTIFIED SOCIAL MEDIA  
ADMINISTRATOR

CERTIFIED GUEST  
SERVICE GOLD  
PROFESSIONAL (AHLA)

### EXPERTISE

ADOBE CREATIVE SUITE  
ILLUSTRATOR, INDESIGN,  
PHOTOSHOP

WEBSITE/WIREFRAMING  
SOCIAL MEDIA, DIGITAL  
MEDIA PLANNING

### AWARDS

NRPA PUBLIC RELATIONS  
IPRA AGENCY SHOWCASE  
APEX/GRAPHIC DESIGN  
IL GOVERNOR'S AWARD

### ORGANIZATIONS

PR COUNCIL OF  
LAKE COUNTY, PRSA

SCAN ME



COOKIESANDCONTENT.COM

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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 / 2015 - 2016

### Highlights:

- Developed integrated comms and branding for agency. **(1.5K programs and 13K guests)**
- 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 DISTRICT / MARKETING SPECIALIST / 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. **("Best Park" ranking)**
- CMS, social media, trade publications and grant writing.

## LAKE COUNTY FOREST PRESERVE DISTRICT / MARKETING SPECIALIST / 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