

Lisa M. Burton

4771 Stonebriar Circle * College Station, TX 77845 * (979) 571-1036 * lisamarieb.815@gmail.com

Dynamic and results driven marketing, communications, and development professional with a record of achieving goals. Proven leadership abilities in a team environment which resulted in individual and organizational recognition. Career highlights include experience in retail, nonprofit, higher education, and media and has included program management, employer strategy, student advising, peer development, fundraising, and event coordination and management.

- Student Advising
- Marketing & Sales
- Public Relations
- Strategic Planning
- Event Planning
- Excel
- Professional Development
- Traditional and Social Media
- Effective Presentations

Education

TEXAS A&M UNIVERSITY – COLLEGE STATION, TX ■ Master of Science in Marketing, 12/10

TEXAS A&M UNIVERSITY – COLLEGE STATION, TX ■ Certificate in Nonprofit Management, 12/10

SAM HOUSTON STATE UNIVERSITY – HUNTSVILLE, TX ■ Bachelor of Fine Arts in Radio-TV-Film, 8/92

Professional Experience

Texas A&M University – College Station, TX

Director – Master of Science in Marketing Program, 10/19 – Present

- Manage execution of 10.5-month premier graduate program and develop programming to ensure positive outcomes as they relate to student placement and rankings.
- Develop MS Marketing Flex Online Program and collaborate with Marketing Department leadership and other Directors throughout Mays Business School to establish best practices for program execution.
- Drafted proposals for college and university approval relating to the MS Marketing Flex Online Program and program fees.
- Prospect for and recruit well qualified students from diverse backgrounds to apply and matriculate into the MS Marketing program.
- Execute professional development and extracurricular activities that are geared toward increasing the professional acumen of MS Marketing students.
- Supervise and develop program personnel, including a program coordinator and graduate assistant.
- Engage with industry partners to create academic and employment opportunities; secure corporate projects for consulting capstone course that span a variety of industries.
- Monitor employment outcomes of students, collaborate with Graduate Career Management Center Develop, as well as provide individualized career advising and coaching as needed. Achieved more than 95% employment success within three months of graduation for classes of 2023 and 2022.
- Develop and execute strategy to increase funding to program's activities which have resulted in sponsorships for events and a commitment by the MS Marketing Advisory Board to raise \$1million over a five-year period.
- Create and manage program budget; monitor fiscal operations.
- Develop scholarship award criteria, manage application and approval process, lead scholarship committee, communicate awards with recipients and Business Administrator.
- Serve as instructor of record for Marketing Consulting, Applied Marketing Projects to Advance the World's Prosperity classes, and Professional Development and Trending Topics.
- Serve on Mays Graduate Curriculum Committee and work with MS Directors in Mays Business School.
- Researched achieving STEM designation for the MS Marketing Program and collaborate with multiple stakeholders in Mays Business School and the university to develop a proposal.
- Collect information to submit for multiple reports and ranking entities.
- Supervise Program Manager and student workers to ensure all facets of the program are well executed with excellent customer service.

Associate Director – Employer Services, Texas A&M Career Center, 1/18 – 10/19

- Developed and managed existing and prospective employer relationships which led to increased employment opportunities for students at Texas A&M University.
- Coordinated campus visits by recruiters and key stakeholders to showcase available talent and opportunities for engagement on campus.
- Supervised customer service staff and developed and delivered training opportunities which provided an exceptional guest experience for all visitors to the Career Center.
- Served on Management Team of the Career Center, participated in weekly meetings and strategy sessions.
- Collaboratively worked with career advising staff to ensure that employer hiring trends are communicated to students and cultivate relationships with multiple departments on campus.
- Coordinated recruitment and hiring of customer service staff and collaborated with internal human resources department to ensure that hiring is completed in a timely and accurate manner. Created documentation and justification to promote and elevate staff members.
- Led teams to plan and execute events on campus, including corporate information sessions, showcase nights, the Career Center's Advisory Board Meeting and Recruiter Seminar.
- Supervised coordination of employer involvement in major Career Center student development events including Resume and Mock Interview Day and the Aggie Externship Program.
- Spearheaded creation of monthly meetings with technology platform for HireAggies, which led to increased communication between the university and the vendor as well as improvement of usage by employer relations staff and delivery of services to constituents.

Lecturer, Mays Business School, 8/13 - 9/19

- Created and taught a Career Development course with goal of increasing skills and knowledge of students in the areas of career direction, networking and professionalism.
- Serve as Co-Faculty for International Marketing Study Abroad Course by accompanying students on professional and cultural visits throughout western Europe over a 28-day period, review and grade coursework, and advise students on how to leverage their international experience during the job search.

Senior Career Coordinator – Texas A&M University Career Center, 8/12 - 1/18

- Advised undergraduate students in Mays Business School on professionalism, career search strategies, resumes, cover letters and interviewing techniques.
- Collaborated with companies and recruiters on effective strategies to reach students in specific disciplines and organizations through workshop partnerships and presentations; Enlisted recruiters to assist with career fair preparation, resume reviews and interview practice sessions.
- Collaborated with employer services team to schedule informational sessions as well as develop best practices for employers to recruit students and increase engagement with Mays Business School; Efforts have resulted in more than 190 employer meetings from Fall 2015 through Spring 2017
- Utilized Excel and Symplicity (Employer & College) software to compile reports.
- Interacted with multiple stakeholders throughout the university including Deans, Former Students, Employers, Faculty and Staff in a professional manner to increase opportunities and outcomes for students.
- Developed interactive and effective workshops to address enhancing career skills to business school students.
- Performed outreach activities to engage students with the Career Center earlier in their academic careers.
- Collected, analyzed, and reported post-graduation plan data including salary, company, hiring percentages for Mays Business School as a whole and individual departments, presented reports each semester to the Dean's office and Department Heads.

MHMR Authority of Brazos Valley - Bryan, TX

Marketing, Staff Development, and Client's Rights, 10/10 - 8/12

- Planned and implemented a marketing strategy for the agency to increase the public's awareness by using events, traditional and social media, email marketing, and personal networking.
- Developed and coordinated successful fundraising events for the agency which resulted in a 30% increase in donations, new sponsors, and increased awareness and media partnerships.
- Served as the agency's Clients Rights Officer and resolved conflicts related to rights violations and customer service. Worked with state and local authorities to resolve issues related to suspected abuse or neglect.
- Researched and wrote grants which increased funding to children's programs of MHMRABV.
- Streamlined agency's training program to maximize employees' knowledge and productivity.

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Scott & White Healthcare - College Station, TX

Events and Development Intern for the Marrow Donor Program (Be the Match), 5/10 - 10/10

- Developed events and formed partnerships to increase awareness of the Marrow Donor Program in the Bryan/College Station area
- Worked actively at drives with the public and gave presentations to recruit donors to the national registry.
- Researched and wrote grants to increase funding for the Marrow Donor Program's recruitment efforts and event sponsorships.

Texas A&M University - College Station, TX

Graduate Teaching Assistant, 5/09 - 12/10

- Created engaging and interactive lesson plans for a junior level marketing course, facilitated class discussions by asking thought provoking questions, achieved excellent teaching evaluations.
- Assisted professors by administering marketing research sessions in a lab setting of up to 40 students.
- Entered and coded qualitative data, edited works in progress, collected journal articles and assisted with research.

Star Furniture - Bryan, TX

Sales Consultant, 10/95 - 6/97 and 12/98 - 4/09

- Sold furniture by consulting with and advising customers about varying styles and qualities which resulted in attaining top performer status within Star Furniture including Region II Associate of the Quarter (2007) and President's Club (2005)
- Created a newsletter for existing and prospective clients which resulted in increased repeat and referral business.
- Served as a mentor for six new salespeople by reinforcing skills taught in training and advised them, which helped them to achieve success.

Texas Renaissance Festival - Plantersville, TX

Group Marketing and Regional Marketing Representative, 6/97 - 12/98

- Coordinated special events, such as weddings and company picnics from beginning to end at various levels of complexity through implementing a streamlined communications system that ensured caterers, performers, and staff participated in efficient and successful events.
- Created an effective direct mail marketing campaign to solicit businesses which increased group and consignment attendance at the festival by approximately 6,000 people including 140 new group and consignment customers.
- Developed and implemented a regional marketing plan through negotiating and purchasing broadcast, print, and billboard advertising and managing special events which increased regional attendance by 10 percent above the 1996 season.

Money Mailer of Houston Northwest - Houston, TX

Advertising Consultant, 5/95 - 10/95

KKYS Radio - Bryan, TX

Advertising Consultant, 9/1994 - 5/1995

Twin City Furniture - Bryan, TX

Sales Consultant, 3/94 - 9/94

KAGG Radio - Bryan, TX

Advertising Consultant, 9/92 - 3/94

Affiliations, Service and Achievements

- **Bike Texas MS 150**
 - College Station Steering Committee Member, 2023 - Present
 - Bike Texas MS 150 Volunteer, 2022
 - Bike Texas MS 150 Cyclist, 4/19, 9/20, 5/21 (Raised more than \$7,000 over three years)
- **MS Marketing Student Ambassadors (Formerly AMP) Secondary Advisory, 6/22 - Present**
- **United Way of the Brazos Valley Grant Review Committee, 1/21-5/21, and 1/23-5/23**
- **Pebble Creek Country Club Social Committee, 6/21 - Present**

- **Aggie Marketing Professionals (Formerly Masters Marketing Association) Primary Advisor, 2/20 – 6/22**
- **Pebble Creek Garden Homeowner's Association**
 - President, 6/20 – Present
 - President, 1/15-12/16
 - Board Member, 1/13-12-16
- **Texas A&M Student United Way Advisor, 1/19 - Present**
- **Freshman Aggies Spreading Tradition (FAST) Advisor, 5/16 – Present**
- **American Business Women's Association, Texas A&M Student Chapter Secondary Advisor, 1/20 - Present**
- **American Business Women's Association, Texas A&M Student Chapter Primary Advisor, 8/13 -1/20**
- **American Business Women's Association (National), 5/11 – Present**
 - Leading Women Express Network Member, 5/11-8/20
 - Woman of the Year (LWEN) 2/17*
 - 2017 Top Ten Business Woman of ABWA, 8/16*
 - VP of Hospitality, 8/14 –8/15*
 - Top Ten of ABWA Candidate Award, 5/15, 5/16*
 - VP of Membership, 8/13-8-14*
- **Brazos County A&M Club, 1/11-Present**
 - President, 1/17- 12/17*
 - President Elect, 1/16-12/16*
 - VP of Community Involvement, 1/14-1/15*
 - VP of Records, 1/12-1/14*
- **Texas A&M University**
 - Fish Camp Namesake, 8/16*
- **City of College Station Marketing Grant Proposal Committee, 7/11, 7/12, 7/13**
- **Leadership Brazos, 8/11 - 5/12**
 - Participated in leadership development program of the Bryan/College Station Chamber of Commerce. Visited multiple area businesses and entities to learn about local economic, governmental, law enforcement, arts and communication, and educational aspects affecting the community.
- **Project Conant Benefit Concert, Chairperson, 4/10**
 - Led a team of professors and students, wrote press releases, scheduled and appeared in television and radio interviews, developed relationships with media and local business. Benefit concert raised over \$7,000 in donations for the Jeffrey. S. Conant Memorial Scholarship Fund at the Texas A&M Foundation which enabled the fund to become endowed.
- **A&M United Methodist Church, Valentine's Day Banquet Coordinator, 2/08, 2/09, 2/10**
 - Implemented an underwriting program, publicized event internally and externally through press releases and social media. Determined staffing needs and directed banquet service. Raised over \$29,000 which enabled youth to go on mission trips and camps.
- **Texas A&M University Center for Retailing Studies, 1/09**
 - Retailing Summit \$1,000 Scholarship Recipient
- **A&M Consolidated Middle School Parent Teacher Organization, Fall Fundraiser Chairperson, 11/06 and 11/07** Developed a fun dinner, silent auction fundraiser which featured games and entertainment. Led a team and achieved goals of purchasing Smart Boards and laptops for classrooms.
- **College Station I.S.D., fundraising efforts generated over \$80,000 in donations for A&M Consolidated Middle School PTO, Oakwood Intermediate PTO, and South Knoll Elementary PTO.**