Valerie W. Parrish

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QUALIFICATIONS

Strategic communications executive with more than a decade of experience building trusted brands, leading executive and organizational communications, and translating complex business initiatives into compelling narratives that drive engagement and action. Proven leader in integrated communications strategy, executive thought leadership, change communications, and cross-functional collaboration across corporate, nonprofit, and higher education environments. Passionate about leveraging AI to improve communications while building trust through clear, authentic storytelling and data-informed decision making.

EDUCATION

Doctor of Business Administration, Leadership Excellence — **December 2025**
Edgewood University — Cumulative GPA: 3.909
Dissertation: The Power of Mentorship: Examining Barriers to Advancement for Women and the Impact of Mentorship

Master of Science in Digital Communication Analytics — **December 2020**
University of North Texas, Accelerated Online Program — Cumulative GPA: 4.0

Bachelor of Business Administration Specialization Marketing — **May 2017**
Minors in Public Relations and Social Entrepreneurship (Non-Profit Studies) — Cumulative GPA: 3.97
Texas Lutheran University, Seguin, TX

EXPERIENCE

Director of Communications, Advancement and Alumni Relations
Texas State University — *November 2024 to Present*

- Lead integrated communications strategy and execution for Advancement and Alumni Engagement, including student, alumni, donor, and faculty/staff audiences
- Oversee the development and distribution of three distinct newsletters, driving engagement and philanthropic awareness
- Streamline internal communication processes by implementing a division-wide approval system, improving efficiency and message alignment
- Collaborate with development officers to produce tailored donor stories, impact messaging, and major gift communications
- Direct creative strategy for print and digital campaigns, ensuring consistency with institutional branding and strategic priorities
- Serve as project lead for Advancement's digital platforms, ensuring data-informed, audience-targeted campaigns
- Partner with athletics and colleges to improve alignment in donor and alumni messaging, enhancing cross-campus collaboration
- Supervise and mentor a creative team including a designer and digital communications manager, promoting professional growth and innovation
- Represent Advancement Communications in university-wide meetings and committees, elevating the division's voice and priorities
- Use analytics and AI-enabled tools to optimize communications performance and scale content production

Adjunct Professor of Marketing and Management

- Business Communications *(Texas State University)* — *Fall 2025 to Present*
- Advertising and Promotional Strategies *(Texas Lutheran University)* — Spring 2024
- Principles of Marketing *(Texas Lutheran University)* — Fall 2023, Spring 2024
- Getting Started in Non-Profits *(Texas Lutheran University)* — Fall 2023, Spring 2024

Associate Director of Annual Giving
Texas Lutheran University — *August 2022 to Present*

- Lead design, communication strategy and execution of athletic crowdfunding campaigns, raising over $259,000 in FY23 & FY24
- Lead design, communication strategy and execution of Day of Giving campaign, raising over $253,500 in FY23 and FY24
- Managed annual phonathon connecting to the donor base through student storytelling, raising over $125,900 in FY23 and FY24
- Leveraged segmentation to produce unique, highly engaging, multi-email and mail campaigns to donors
- Developed and created content for a student philanthropy educational module and program
- Assisted with the coordination and execution of events including a donor appreciation dinner, golf tournament, and gala
- Illuminated local business owners and young professionals on the opportunities to support the university
- Envisioned and presented on the launch of a new employee giving society, anticipated start Fall 2024
- University Volunteer Organization: Called to Serve Cohort, Reflections on Vocation

Office Manager
South Texas Electrical JATC — *April 2021 to August 2022*

- Developed communication strategies and releases for recruitment and outreach to prospective students
- Initiated program partnerships with government agencies, corporations, and non-profits
- Created and distributed quarterly apprenticeship newsletter, and managed distribution list
- Managed annual graduation banquet
- Researched and assisted with grant applications and funding
- Designed and developed website, brochures, and scripts for advertising

- Developed and scheduled content for Facebook and Instagram
- Collected and input data, provide analysis, and develop data analytics reports about applicant and student population
- Coordinated and compiled materials for board meetings including presentations, board packets, and meeting minutes
- Designed and coordinated mail-outs including holiday postcards and student service appreciation

Foundation Administrator
Guadalupe Regional Medical Foundation (GRMF) *October 2019 to April 2021*

- Promoted and assisted with $500,000 fundraising campaign supporting the Women's Imaging Center Expansion
- Managed annual fundraising events: 5K, Hospice Gala, Tree of Life (Memorial Fundraiser), Big Give, Giving Tuesday
- Developed and maintained relationships with donors and corporate sponsors
- Managed and controlled accounts payable, receipt donations, and assist with annual audit
- Researched and assisted with grant applications
- Designed and developed website, videos, and scripts for advertising campaigns
- Developed and scheduled content for GRMF, Guadalupe Regional Medical Group (GRMG), and Guadalupe Regional Medical Center (GRMC) Urgent Care social media
- Developed content for GRMC Facebook, Instagram, and Twitter
- Scheduled and captured donor and event photos for social media
- Coordinated with local Chamber of Commerce, newspaper, and radio station for announcements about GRMF events
- Designed quarterly newsletter and manage distribution list
- Data collection, analysis and development of data analytics reports for donor relations and social media
- Designed and coordinated mail-outs including holiday postcards, end of year letters, and fundraising campaign letters
- Coordinated and compiled materials for board meetings including presentations, board packets, and meeting minutes

Communications Advisor
USAA Employee Experience *February 2018 to October 2019*

- Crafted and sent communications to 4,500 employees including policy changes and executive messages
- Attended multiple project meetings, and helped develop communication strategies and tactics with visual appeal to employees
- Designed infographics, desk handouts, email images, and training graphics
- Developed, built, and implemented an employee library for professional development
- Gathered and presented employee read-rate data and project development progress to executive leadership
- Oversaw all daily communications for all end-to-end Real Estate across different U.S. locations
- Utilized multiple communication channels to prevent oversaturation to employees and leaders while increasing engagement
- Used analytics and employee feedback to optimize communication effectiveness and leadership messaging
- Partnered with other teams on new employee training
- Corporate Volunteer Organization: Communications Co-Lead Real Estate Diversity and Inclusion Team

Mortgage Processor III
USAA *June 2017 to February 2018*

Internship: Co-Instructor *Spring 2016*
BUSI 371 Advertising and Promotional Strategies, Texas Lutheran University

Internship: Marketing Chair *Fall 2015*
Campus Activities Board, Texas Lutheran University

Water Bottle House Project Marketing Team Lead *Spring 2015*

Internship: Promotional Developer *Fall 2014*
Business and Economics Department, Texas Lutheran University

SERVICE

Judge for Council for Advancement and Support of Education Circle of Excellence Awards *Spring 2025*
Presentation to high school juniors and seniors at St. John Paul II CHS on leadership *Fall 2022*

CERTIFICATIONS

A to Z Grant Writing *April 2022*
Seguin Chamber of Commerce Leadership Seguin Program *2021*
HubSpot Inbound Certified *January 2021*
Google Analytics for Beginners *December 2020*

HONORS & AWARDS

Young Professionals Member of the Quarter *March 2024*
Guadalupe County Rising Star *September 2023*

SKILLS

ADOBE Suite **-** Poppulo - Social Media – Email Platforms– CRMs – Canva – iMovie – Tableau – Nvivo – Google Analytics