

MARIE BOYD

2025

PORTFOLIO



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ABOUT ME

Data-driven and results-oriented marketing strategist with a proven track record of driving growth and engagement across multiple industries. Expert at translating data-driven insights into high-impact, audience-centric campaigns that boost brand visibility and ROI through value-driven storytelling. Offers deep expertise in strategic planning, content strategy and development, and end-to-end project management, with a strong background in scaling initiatives for diverse audiences. Brings a global perspective through fluency in English, German, and French.





D-03



Orchestrated the multi-channel campaign that enabled the official alumni association of The University of Texas (Texas Exes) to reach its 100,000 Life Member milestone ahead of schedule, elevating the visibility and perceived value of Life Membership while boosting engagement across all communication channels.

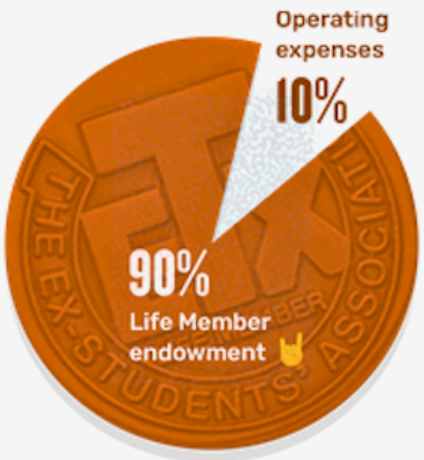




Dear Jamie,

Life Membership is the lifeblood of the Texas Exes. It is essential to our mission to promote and protect the University and unite alumni and friends around the world. Life Membership powers the efforts that make this possible.

This spring, as we are **fast approaching the extraordinary milestone of 100,000 Life**



Ninety percent of Life Member dues are placed into a permanent endowment fund that powers everything from **student scholarships** and **Camp Texas**, to **community engagement** and **advocacy** for UT.

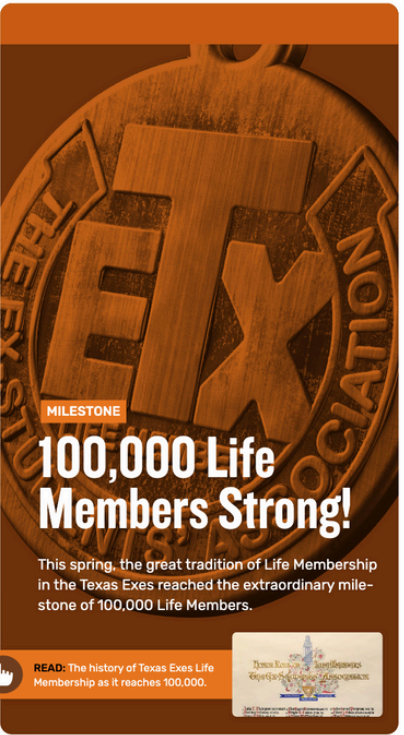
Membership

Membership powers the programs that strengthen UT, enhance the student experience, and keep alumni connected. Thank you to everyone who answered the call by joining the Texas Exes this year or upgrading to Life Membership!

Total Members	New Members	Life Members
116,274	26,488	101,167



Top 6 Member Countries United States: 115,205 Mexico: 121 India: 93 China: 76 Canada: 61 Taiwan: 61



Exclusive Gifts for Life Members

Designed in collaboration with women-owned KYLE CAVAN Jewelry, the collection is meant to compliment your class ring with one-of-a-kind styles you can carry with pride the rest of your life! **Current Texas Exes members** receive free shipping on all Kyle Cavan purchases. [Explore now](#)



Pictured: Life Member Sunburst Necklace, available in 14K Gold and silver

Freebies for You!

There's no such thing as too much Longhorn pride. Download your free wallpaper now! [Get wallpapers](#)

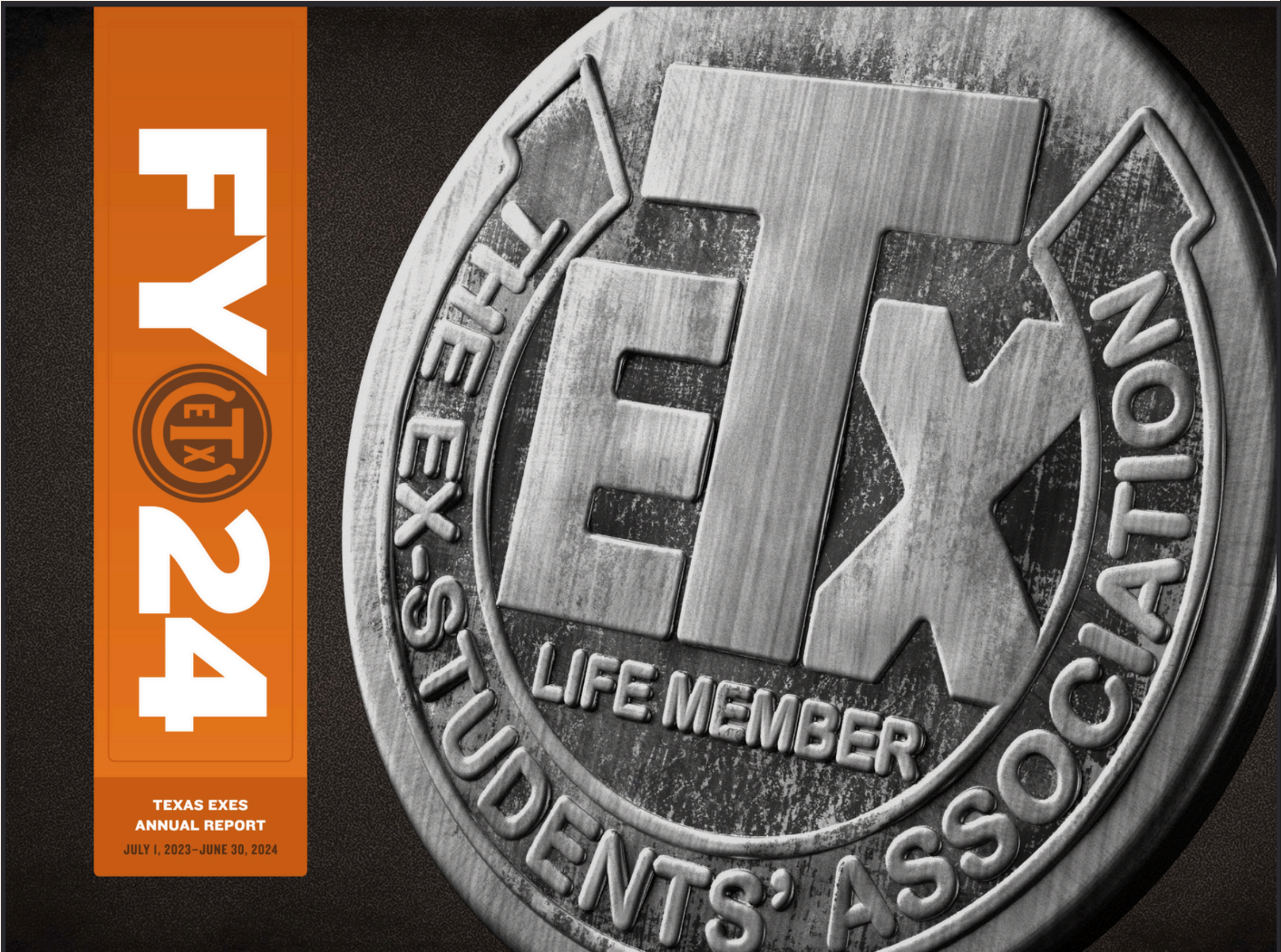




D-03



Spearheaded end-to-end development of the 2023-2025 annual impact reports, orchestrating content, strategy, creative and stakeholder alignment. Introduced a new format in 2024 that elevated accessibility and strengthened the report’s impact for future giving campaigns.





D-03



Led the creation of high-performing year-end giving campaigns that consistently exceeded annual fundraising goals, including by 89% in FY25. Achieved consistent YOY growth of annual giving through strategic segmentation, high-impact messaging, rigorous A/B-testing, and coordinated execution across digital, email, and direct mail channels.

TEXAS  EXES

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GIVING
TUESDAY



Make a lasting impact
this Giving Tuesday!

Join us in the global movement celebrating the spirit
of generosity.

Giving Tuesday unites people in their desire to make a positive impact in their community and beyond. This Giving Tuesday, seize the opportunity to make a difference for Longhorns! Become a monthly donor and play a vital role in powering programs like **Camp Texas** and other opportunities that help support students' personal growth and development. When you become a monthly donor, you join a community working together to help the Longhorns who need it most. Your recurring contributions, combined with those of others, amplify your impact while the Texas Exes works to ensure that at every stage of life, they have the resources and opportunities to thrive. Help us create positive change today!

BECOME A MONTHLY DONOR

 Giving Tuesday | ...



"To me, Camp Texas symbolizes my home within UT. It's my community and family and I wouldn't trade it for the world."

Joseph Romero
Camper 2022, Counselor 2023

"It's all about opening hearts, minds, and opportunities, both as a camper and counselor. In a short time, you're exposed to a microcosm of the UT experience, and come away with a support group and the tools to maximize your college experience."



Be a hero. Help Longhorns.

When you become a monthly donor, you join a community of committed people working together to help the Longhorns who need it most. By pooling your monthly contributions with those of others, you ensure a greater impact as the Texas Exes works to provide more resources and opportunities to the Longhorn community.

Join our monthly giving program and choose a free thank you gift!

GIVE MONTHLY



TEXAS EX HAT

The custom design Texas EX hat to show your UT pride wherever you go. Yours free with a monthly donation of \$10 or more.



TEXAS EX YETI

The custom design Texas EX YETI for your favorite iced or hot drinks. Yours free with a monthly donation of \$50 or more.



LIGHT THE TOWER LEVEL

The ultimate package including the Texas EX hat, Texas EX YETI and a custom design bandana to show the world your pride! Yours free with a monthly donation of \$100 or more.



It wouldn't be Texas without the Exes.

It wouldn't be the Texas Exes without you!

Membership Scholarships Give Chapters and Networks Get Involved Alcalde Magazine Longhorn Businesses

Home Giving Tuesday

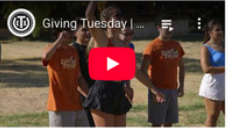


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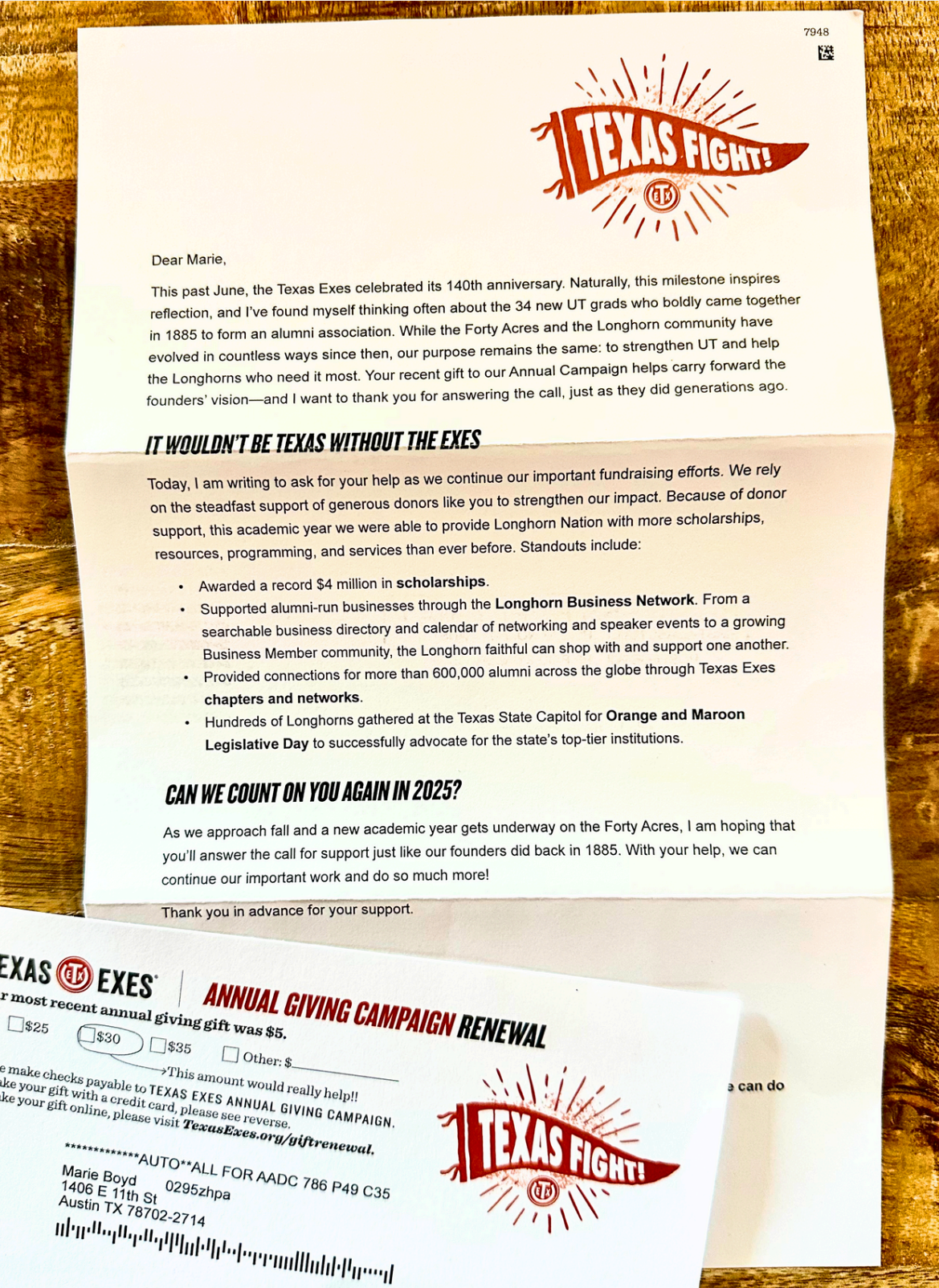
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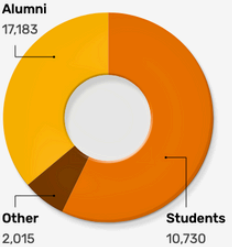
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HookedIn

HookedIn is the official career networking platform for UT Austin alumni and students. Texas Exes and Texas Career Engagement partnered with UT Austin colleges and schools to offer alumni, students, faculty, and staff this powerful online networking and career-boosting community. In June 2024, this robust, burnt-orange networking platform had over 29,068 users in 60 countries.



LEARN MORE: See how we're connecting Longhorns on HookedIn

29,068+
HookedIn users

61,676 jobs posted

6,817 networking connections made

Longhorn Business Network

Sponsored by Texas Mutual

The Longhorn Business Network helps Longhorn businesses harness one of the largest alumni networks in the country. Business members can reach more customers, connect with industry leaders, share best practices, and give their brand an edge. The Longhorn Business Network continued its growth trajectory this year. We discovered retailers and providers through the Business Directory, we connected and amplified Longhorn Businesses through the Longhorn Business Network membership, and we celebrated the fastest growing businesses in the Longhorn 100.



VISIT: Learn how we help Longhorn businesses harness our powerful alumni network

1,600
total Longhorn listings in the Business Directory

430+
added their company listings to the Business Directory

125
Longhorns joined the network as business members.

Social Media

Best Performing Posts of FY24



REEL

Hills on campus/ No. 1 Public University

1 million views
506.5k reach
31.5k likes
1,010 comments
4,600 shares



POST

Glen Powell returns, others who returned to graduate

42k reach
6.2k likes
26 comments
415 shares



POST

UT Affirmations collab

46.3k reach
6k likes
40 comments
789 shares



REEL

"He was the best guy around"

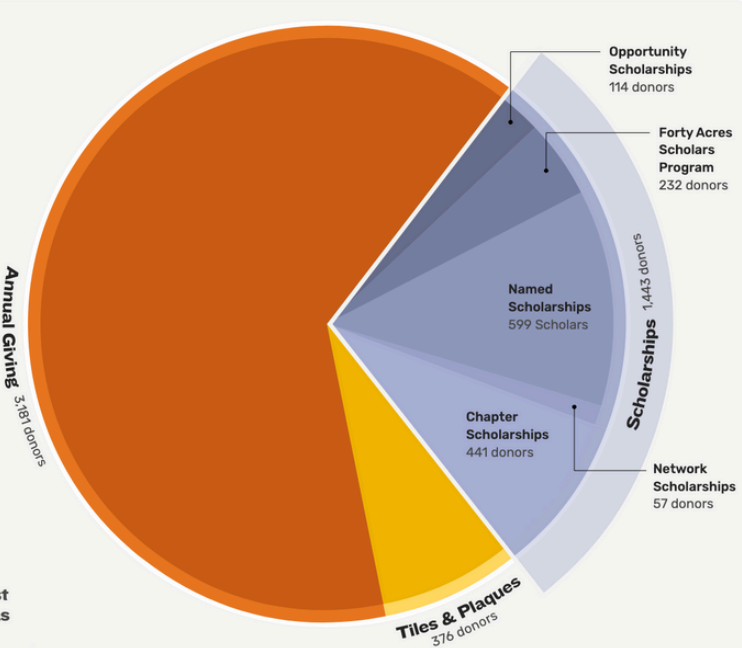
612k views
317.8k reach
41.8k likes
136 comments
6,895 shares

Lasting Connections

Donors

Every year thousands of alumni make an additional contribution beyond membership to the Texas Exes. Their gifts are put to good use and further our efforts to strengthen UT. Together we positively impact the University and its community.

5,000 Donors
helped further our work this last year through gifts to these areas



Our Audience

95,245
Facebook Likes

42,618
X followers (formerly Twitter)

57,821
Instagram followers

63,805
LinkedIn group members

21,064
LinkedIn page followers

280,553
Total social media followers

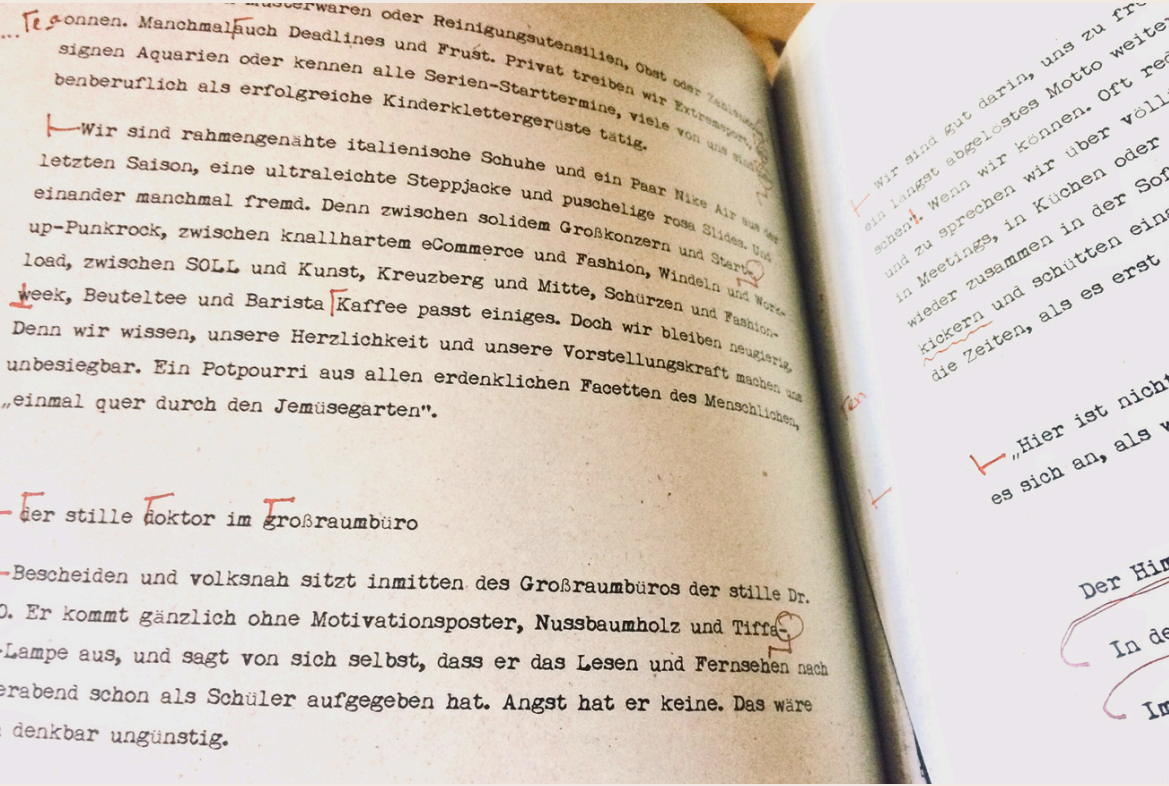


D-01



Championed the creation of a flagship 10-year anniversary print book for startup staff as a cornerstone of a high-impact, multi-channel celebration. Lead ideation, powerful storytelling through in-depth staff interviews, and orchestrating flawless end-to-end project execution from creative concept to final print production.







D-02



Directed the end-to-end conceptualization and production of four high-performing print magazine editions for an online shopping club, driving customer engagement and brand recognition. Managing all aspects of project planning, timelines, and cross-departmental collaboration. Oversaw content strategy, creative direction, and stakeholder alignment, ensuring cohesive storytelling and brand voice consistency throughout each edition.







EDUCATION

Bachelor of Arts in
Philosophy

Humboldt-Universität zu Berlin

Berlin, Germany



KEY SKILLS



- **Data Analytics** (Google Analytics Certified)
- **Email Marketing** (Salesforce Marketing Cloud)
- **Project Management** (Asana, Jira, Trello)
- **Marketing Strategy** (Lifecycle Marketing, Content Marketing, Content Strategy)
- **Design Tools** (Canva, Adobe Creative Suite)
- **Data Management** (Salesforce, VIP, FormAssembly)
- **Content Management Systems/CMS** (WordPress, Drupal)
- **Content Creation** (Copywriting, Editing, Proofreading, Multimedia Storytelling)



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THANKS.