

MARIE BOYD

MARKETING SPECIALIST



# PORTFOLIO



# ABOUT

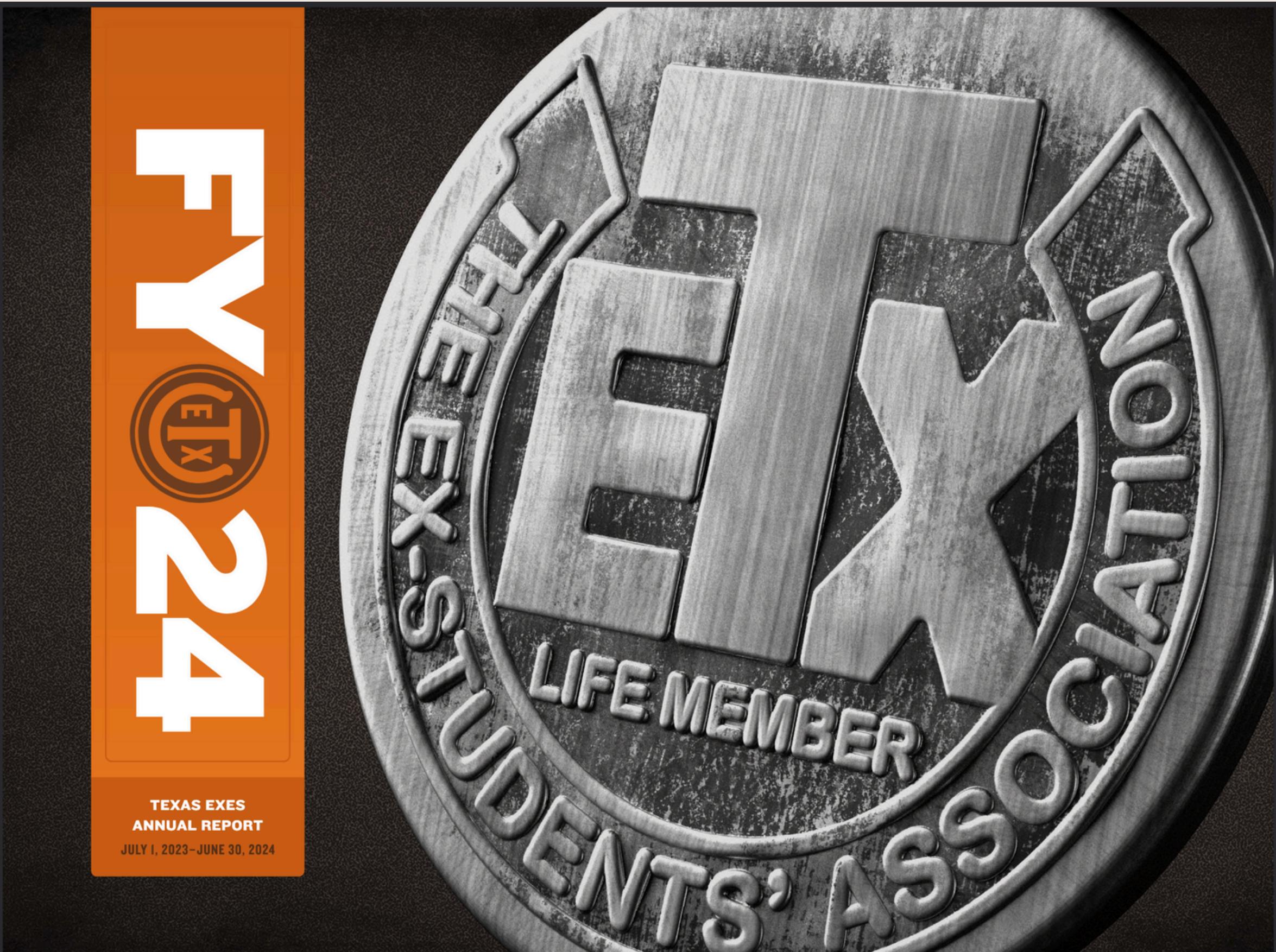
Strategic Marketing and Content Specialist with 7+ years of experience driving scalable growth for mission-driven organizations. Expert at translating data-driven insights into high-impact, audience-centric campaigns that boost growth and engagement through value-driven storytelling. Offers deep expertise 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.

# PROJECT 1



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.

[Visit page >](#)





# PROJECT 2



Led the creation of high-performing year-end giving campaigns that consistently exceeded annual fundraising goals. 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.

[See more >](#)

**TEXAS EXES**

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Home > 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](#)



"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](#)



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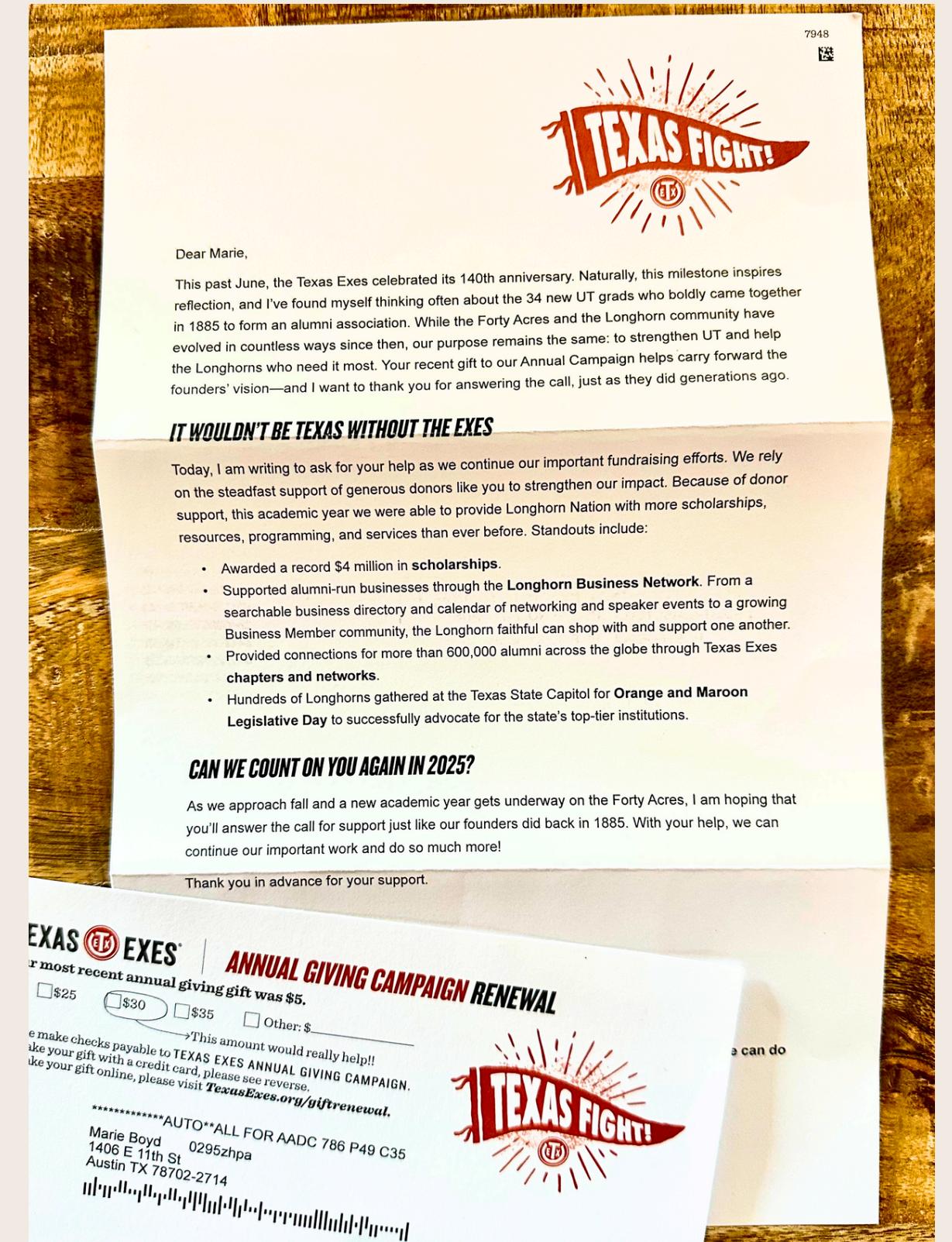
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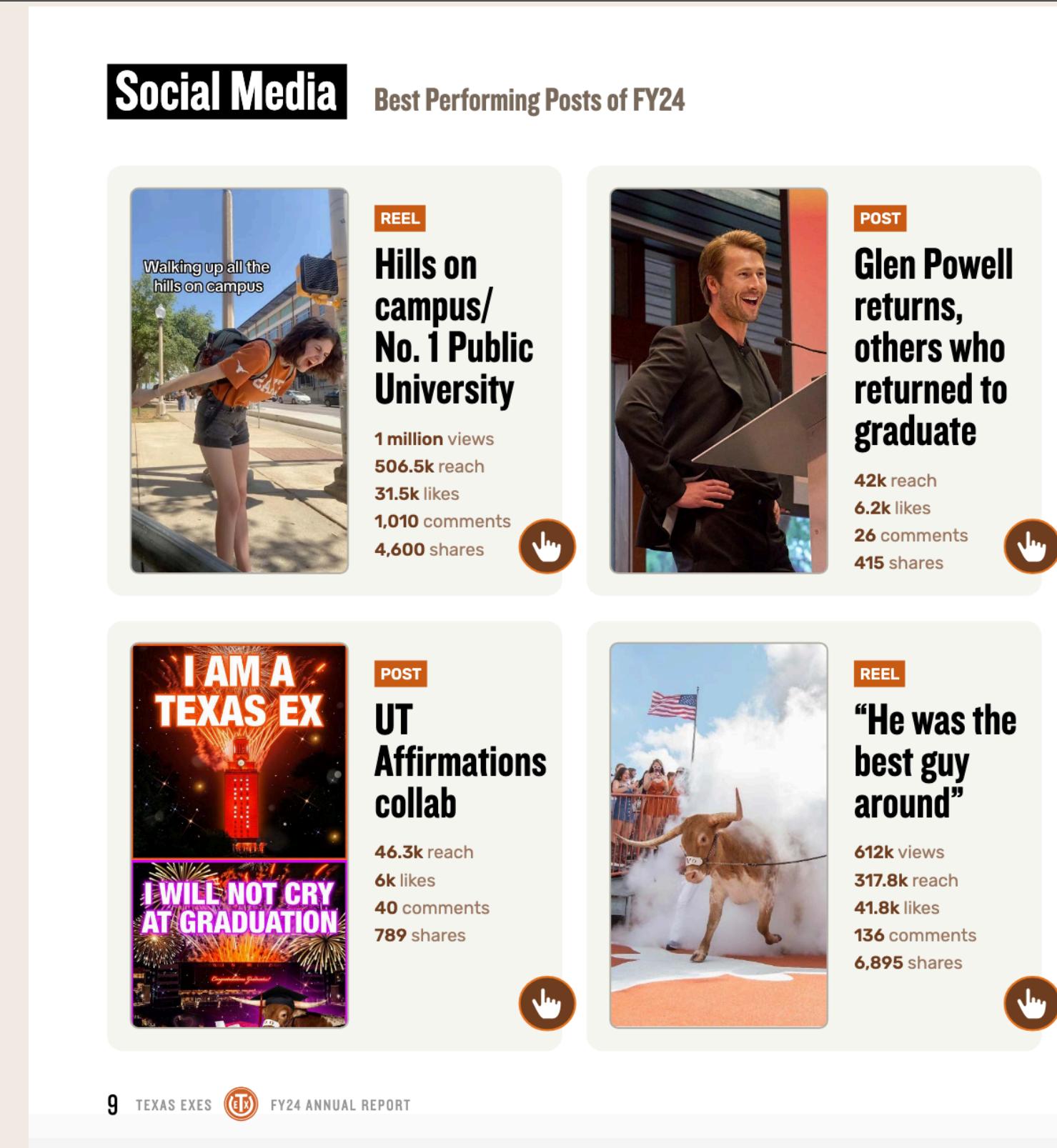
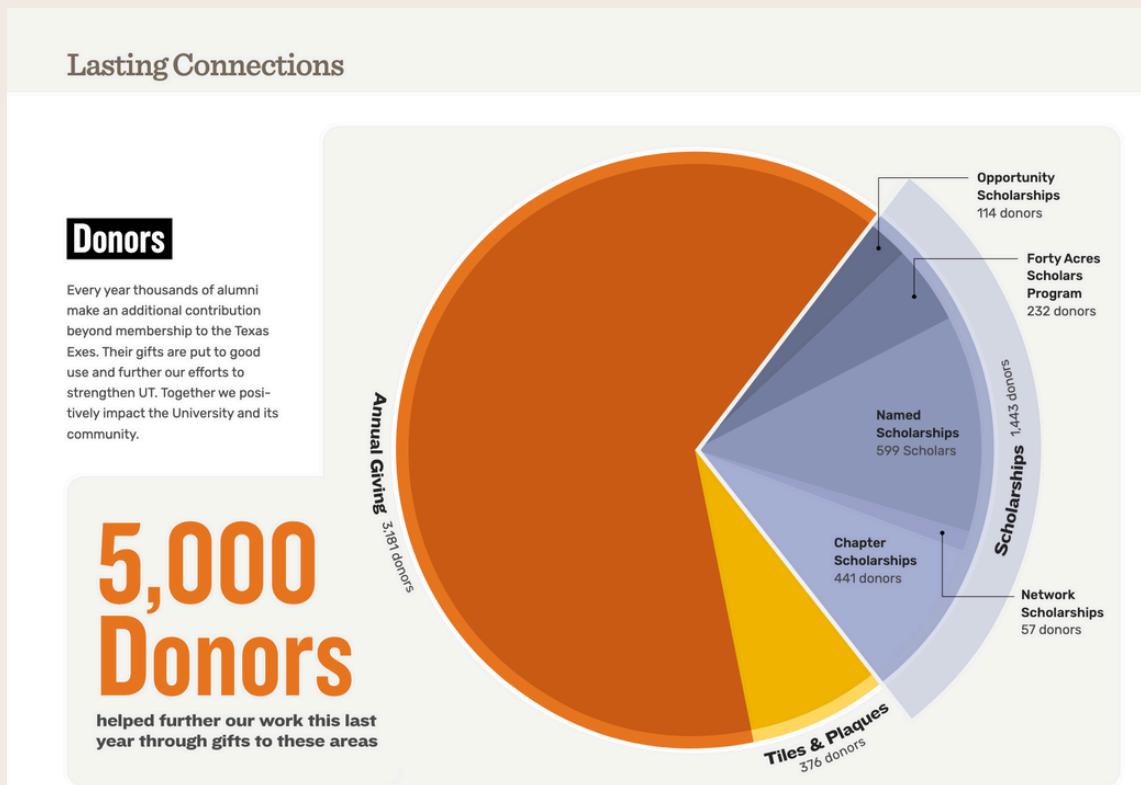


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# PROJECT 3



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.

[See more >](#)



ALCALDE FEATURE

***The Texas Exes Reaches 100,000 Life Members***

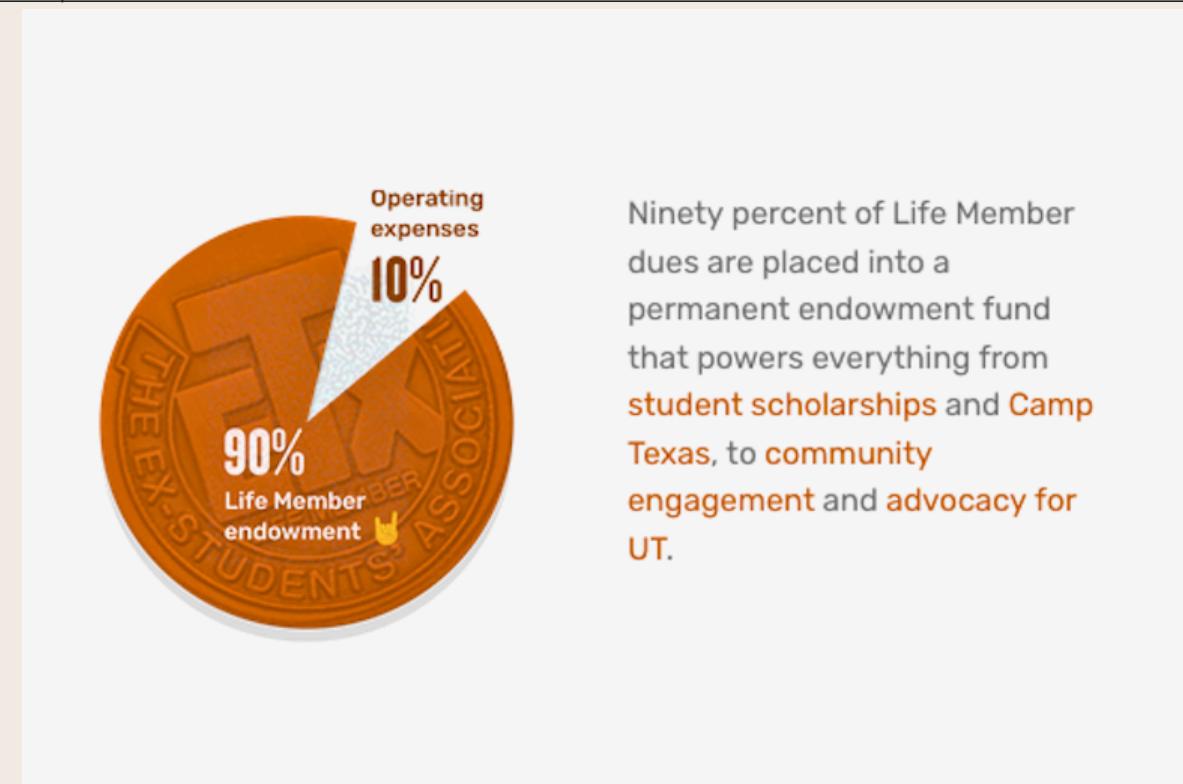
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Dear Jamie,

**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**.



## 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](#)

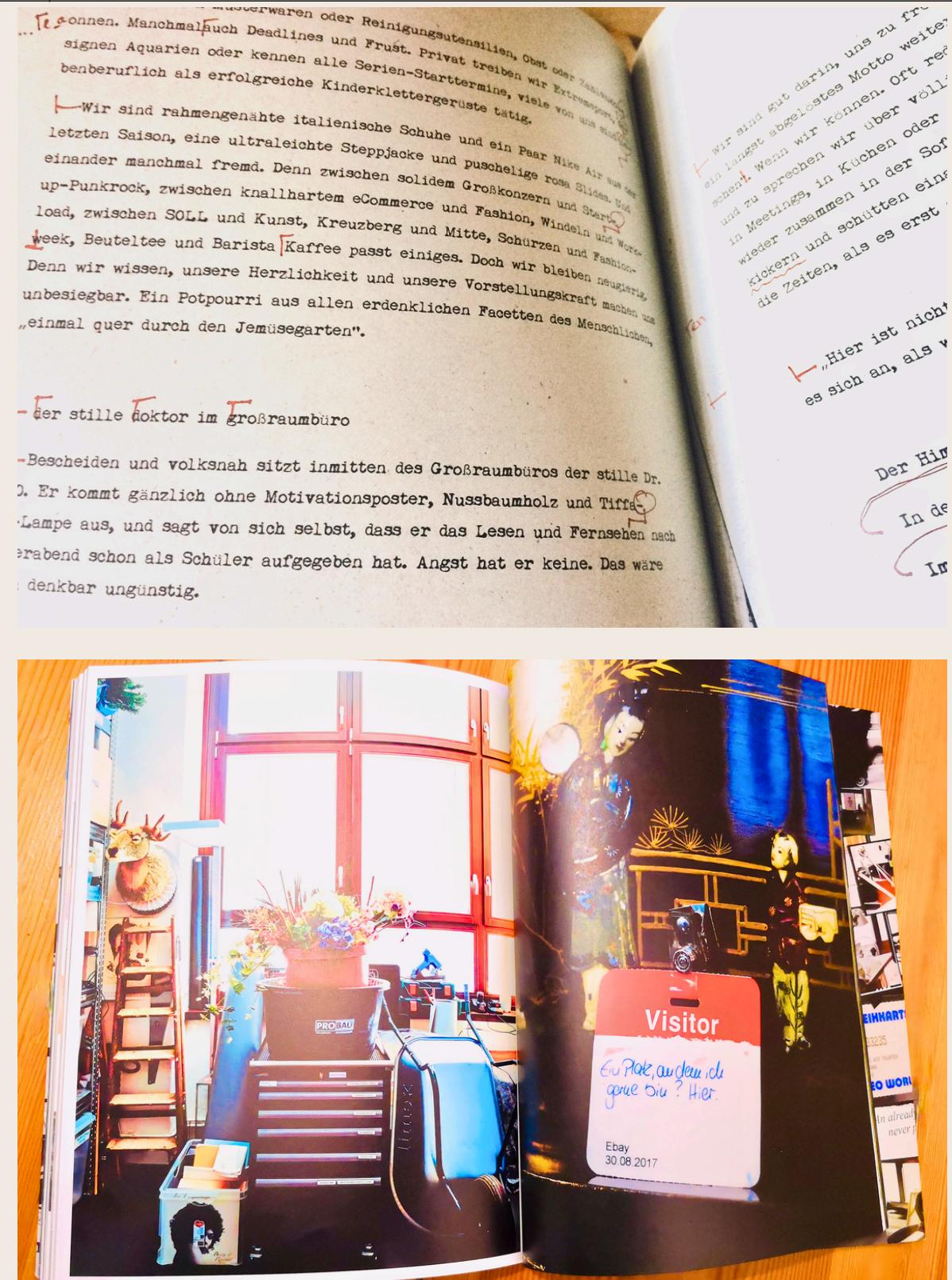


## PROJECT 4



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.





# PROJECT 5



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.





MARIE BOYD

CONTACT



# MARIE BOYD

+214-301-9691

marieboyd@outlook.de

LinkedIn