

DENISE Y. MCLEAN

◆ EXECUTIVE LEVEL COMMUNICATIONS EXPERT ◆

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SUMMARY

Innovative public relations executive with standout success in stakeholder engagement and strategic communication efforts. A life-long learner in the pursuit of constant growth, a supporter of applying a new lens to action items, and an advocate of ingenuity.



SKILLS

Public Relations Marketing Engagements Project Management
Event Planning Writing Videography Social Media
Budget Controller Crisis Communications



PROFESSIONAL EXPERIENCE

Marketing Communications Advisor Polyethylene and Polypropylene - ExxonMobil July 2022 - present

Responsible for delivery, promotional planning, and execution of all of the Plastomers Vistamaxx and Elastomers (PVE) and Polyethylene (PE) business lines from a global standpoint.

Contributes to the strategic planning of the annual marketing plan to drive forward on aligned PE and PVE business company objectives.

Develop strong marketing content for lead generation and nurturing strategies to support PE and PVE businesses and customers.

Creates brand strategies for each business line and recommends positioning for global trade shows and customer engagement efforts to promote all PE and PVE brands.

Serves as a key liaison for internal and external marketing and communications for PE and PVE branding.

Arranges for the effective distribution of sales and marketing materials and manage the marketing collateral budget.

Director of Community & Media Relations (District Level) - Beaumont ISD July 2020 - June 2022

Led a team of five and guided the work of personnel communicating news about students, staff, and the District. Strategically disseminated news about the District to various stakeholders through various mediums.

Directed media strategies that substantially increased Beaumont ISD's social media presence and stakeholder engagement.

Acted as a key point of contact internally and externally for the development of marketing communications strategies and crisis communication.

Responsible for increasing brand recognition, marketing the District, and leading efforts for community engagement.

Management of Change Lead - Information Technology Service Projects - ExxonMobil May 2019 - May 2020

Led change management activities and created a strategy to support the adoption of the changes required by a project or initiative for ExxonMobil.

Worked in partnership with project managers to serve their projects and helped end-users of the new processes/technologies with deployment by project.

Helped to define the best actions/marketing/communication content and KPIs to educate impacted users about upcoming changes by creating an overall marketing/training/communication campaign for the project.

Managed execution of integrated marketing communications programs for projects and collaborated with internal clients and third-party agencies.

Initiated impact analysis studies to assess change readiness and adoption analysis of key stakeholders.

Supported Global Business Unit/Line of Business in developing brand strategies, positioning and building support throughout the organization with key stakeholders, and nurturing others in the organization in support of those strategies.

Communications Strategist - engage2learn August 2018 - May 2019

Led communications and marketing efforts to align with goals and actions, leading to a successful partnership with districts.

Implemented brand development, traffic growth for the website, and social channels, as well as metrics for all monitored media platforms.

Developed and directed long-range public information programs designed to thoroughly explain the district's goals, activities, and objectives as it relates to the partnership with engage2learn.

Utilized campaign analytics to improve engage2learn communication collateral to all stakeholders, as well as district communication efforts.



STRENGTHS

Strategic Planning Communications Leadership Stakeholder Engagement



EDUCATION

Bachelor of Fine Arts - Radio & Television
Sam Houston State University - 1996

Master of Arts - Communications
University of Houston - 2005

Communications Manager (District Level) - Klein ISD November 2011 - August 2018

Provided supervision to a team of four and cross-functional employees in the creation of strategic communication and marketing deliverables.

Served as the reserve media contact to the Associate Superintendent of Communications and Planning. Led public relations efforts for the district at the local, state, and national levels.

Worked to develop communication strategies, brand strategies, marketing communication, crisis communication, organizational change management, and marketing materials for the district.

Developed materials for school communication needs, such as bond and tax rate elections, video messages, social media, websites, newsletters, brochures, special events, articles, and photography.

Director of Communications (District Level) - La Marque ISD August 2007 - November 2011

Led a team of three and developed communication initiatives and campaigns that assisted Senior Management in conveying messages strategically in the media, District publications, and various affiliations.

Organized all aspects of the District's 2010 strategic planning efforts, inclusive of action plans, goal development, and competency review.

Streamlined communications and marketing efforts to align with district goals and actions.

Responsible for all stakeholder meetings and collaborating to incorporate the feedback into action steps for the District to implement and monitor efforts to nurture relationships.

Spearheaded event planning, crisis communications, and reputation management for the District. Served as the key media contact for the District.

Served as the Executive Director for Education Foundation.

Public Information Officer (District Level) - North Forest ISD July 2006 - July 2007

Led a team of three and was responsible for executing public relations, special projects and major community events for the district.

Organized student, staff, parent, business partners, and volunteer recognition programs, which assisted in strengthening relationships and communication efforts with targeted audiences.

Primary media contact the District.

Team leader of graphics and video presentations.

Created and implemented quality improvement programs, policies, and procedures.

Television Producer Cypress-Fairbanks ISD August 1998 - July 2006

Instructed management, teachers, and students in the latest media and public relations principles and technology.

Managed 40 plus cross-functional television personnel consisting of students, teaching staff, and administrators.

Established quality guidelines for seven high school affiliate stations.

Developed and produced programming for Cypress-Fairbanks television channel (CFTV - Channel 16).



AFFILIATIONS

Texas Schools Public Relations Association - Member 2000 - 2022.

National Schools Public Relations Association - Member 2006 - 2009 and 2016 - 2018.



ACHIEVEMENTS

7 Top award recipient from the Texas Schools Public Relations Association: Platinum Award for the Klein ISD 75th Anniversary a year-long Celebration (2013), Crystal Commendation for the staff banquet Klein Superheroes (2014), Crystal Certificate of Merit for the Bond Blue Print (2015), Crystal Certificate of Merit for Klein to the Future staff recognition banquet (2015), Crystal Commendation for the staff banquet Kleinwood (2016), Crystal Commendation for Promise2Purpose Marketing (2017), and Platinum Award for Entering with a Promise: A District Transformation (2017).

10 Awarded 10 Best in State Awards from Texas Schools Public Relations Association for either producing, directing, editing, publishing public relations and marketing materials (2000-2017).

60 Awarded more than 42 Gold Star and 18 Silver Star Awards from Texas Schools Public Relations Association for either producing, directing, editing, publishing public relations, and marketing materials (2000-2017).



REFERENCES

Judy Rimato
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John Taylor
Media Coordinator (retired)
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