

MARY PRILLER

Senior Marketing and Communications Lead

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Strategic Communications, Media and Public Relations, Brand Creator, Community Outreach, Data and AI Driven

SUMMARY: Trusted pivotal leader and SME with over a decade of experience delivering successful campaigns and complex projects that blend creativity and data. Magnetic storyteller, brand builder and reputation manager, fostering relationships with stakeholders and policymakers, delivering high-value ROI.

- Media and Public Relations
- Crisis Communications
- Stakeholder Development
- End-to-End Creative (Digital, Print, Video, OOH)
- Brand Storytelling
- Internal and External Comms
- Budget Planning
- Social Media Marketing
- Cross-Functional Collaboration
- Agency and Client-side
- Generative AI

TECHNICAL EXPERTISE: Google Analytics 4/GA4, Adobe Firefly, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Canva, Wix, Airtable, Jira, Basecamp, Asana, Mailchimp, CrowdRiff, Sprout Social.

AWARDS: National Recreation and Park Assoc. Public Relations Award, Illinois Park & Recreation Agency Showcase, Apex Communicator Award/Outstanding Design, Illinois Governor's Award, HSMIA Adrian Award.

EXPERIENCE

DIRECTOR OF COMMUNICATIONS AND MARKETING, C-STRATEGIES (Chicago), 2022 – 2025

MarComm lead for award-winning strategic communications and public affairs firm that serves the front line of major public policy and political campaigns. Impactful tactics utilizing networks to build strategy, guide public opinion, manage crises. Creative leadership driving Chicago's largest multi-billion-dollar infrastructure project and landmark agreement with airline partners, [O'Hare 21](#).

- **Strategic development and multi-platform integrated rollout of \$1.5B** public introduction of the modernization of O'Hare International Airport Terminal 5, the \$300M ElevateT3, and critical path projects
- **Managed executive communications** for senior leaders, including the preparation of briefs, speeches, presentation decks, talking points and social media activity
- **Collaborated** with community and outreach teams to amplify the City's commitment to diversity and inclusion
- **Steered the program's \$10M rebrand and web relaunch**
- **Drove successful support for federal funds, grants and stakeholder/airline alliance buy-in**
- **Produced VIP expansion event (\$350K budget), logistics, security, media liaison and coordination**
- **Secured high-profile coverage, \$600K monthly publicity value**

Marketing partnership development and rollout for the Chicago Department of Aviation (CDA) **Aviation Careers Partnership**. Robust program with Chicago Public Schools and City Colleges of Chicago, leading messaging, awareness and engagement to inspire a future talent pipeline in the construction trades.

- **YOY +38% with 57K students reached, 72 schools**

Nurtured cross-functional teams for multi-channel marcomms promoting the airport's 21st-century vision and customer experience. Branding and messaging, traveler engagement, stakeholder development liaising with airline partners, officials and assist agencies.

- **Communications D&I Lead/City Council Aldermanic Diversity Working Group**
- **Exceeded participation goals for minority- and women-owned businesses (MBE, WBE)**
- **Generated nearly \$800M in contracts, 100+ outreach events**

MARKETING MANAGER, VISIT LAKE COUNTY (Gurnee, IL), 2017 - 2022

Data-driven lead for the DMO and tourism champion of Lake County (IL) with 111 million visitors. Advanced the destination brand and fostered a “must visit” sense of place, with hometown and across-the-miles travelers, state and local leaders, to businesses and boards, promoting the powerful economic impact of tourism.

- Led public image/brand in all areas (**resulting visitor spend: \$1.8B**)
- Created PR plans, crisis comms, media pitches, positive press coverage and outreach opportunities
- Press and FAM tours collab (**Midwest Living, Meredith Corporation/Dotdash, Food & Travel Magazine**)
- Drove awards and recognition (**Illinois Governor’s Award, Tourism Marketing**)
- Developed strategies, grew social communities and engagement (paid and organic) (**1.2M pageviews**)
- Created social media playbook for engagement (**59K Followers**) (**#LetsSnapLakeCounty**)
- Managed social calendar deepening engagement, encouraging visitor spend (**320K content sessions**)
- Collaborated with agencies including **Illinois Office of Tourism** for funding and tourism reach
- Guided board on strategy, recommended funding priorities, and prepared grant requests

COMMUNICATIONS MANAGER, WHEELING PARK DISTRICT (Wheeling, IL), 2015 - 2016

- Developed integrated comms and branding for agency (**1.5K programs and 13K guests**)
- Key communicator and point of contact for District 214-related comms and programming
- Increased enrollment 61% for summer camps (**Preseason revenue of \$80K**)
- Helped establish financial growth and key audiences in recreation segments (**+30%**)
- Fostered relationships with state legislators, representing at **Parks Day at the Capitol**
- Executed Heritage Park Grand Opening event, a \$33M reclamation, **1.5K attendees**

MARKETING SPECIALIST, MUNDELEIN PARK & RECREATION DISTRICT (Mundelein, IL), 2008 - 2015

- Created strategies increasing brand awareness; **enrollment (+35%), Health/Fitness (+30%)**
- Analyzed offerings, recommended program mix, provided benefit analysis and market intro
- Community liaison, planning, coordinating rollout of co-hosted events
- Sponsorship development, securing strong partnerships with leading companies including **Abbott and Medline**
- Planned publicity, produced presentations, managed campaigns, monitored performance
- Created grassroots-type engagement campaigns (**Best Park ranking**)
- CMS, social media, trade publications and grant writing

MARKETING SPECIALIST, LAKE COUNTY FOREST PRESERVE DISTRICT (Libertyville, IL), 2000 - 2008

Planned and executed initiatives to reach audiences through multi-channels including social media, direct mail, referenda, surveys, public input. Lead volunteer coordinator.

- Analyzed campaign results, conversion rates and web traffic
- Successfully created and executed grand openings/VIP events to introduce and build awareness of the 28,000+ acres of open space, facilities and programs
- Created award-winning submissions that resulted in being recognized as **best in parks, facilities and design** including Independence Grove (most visited) and Rollins Savanna (largest restoration)
- Solidified **over \$1M in free media** along with negotiating more than **\$50K in sponsorships**

CONSULTING PROJECTS: GTM strategies for including public figure, community development, and municipal agencies (**Village of Antioch, Illinois Arborist Association, NEDSRA, Morreale Communications**)

EDUCATION: Seton Hall University, BA, Communications

CERTIFICATIONS: Certified Social Media Administrator (CTIChicago)

AHLA Certified Guest Service Professional (American Hotel & Lodging Association)