



CHERYL A. FABRIZI

Business Innovator & Strategist

293 Meadowflower Circle | Bellefonte, PA | 16823

570.499.9466 (mobile)

cherylfabrizi@gmail.com

KEY EXPERIENCES

Management/Leadership Roles with Globally Recognized Brands

- Pennsylvania State University (PSU)
- Sodexo
- State University of New York (SUNY)
- Caesars/Starwood
- QVC
- Gentex Corporation

AREAS OF EXPERTISE

HIGHER EDUCATION | UNDERGRADUATE & GRADUATE ENROLLMENT MANAGEMENT

- Enrollment Management Marketing
- Recruitment
- Admissions
- Predictive Modeling
- Yield Initiatives
- Content Marketing
- Campus Events/Commencement
- Campus Visit Experiences
- Student Success/Retention Initiatives
- Technology Systems & Applications
- Interdisciplinary Campus Projects

CLIENT DEVELOPMENT & RETENTION

- Strategic Account Development
- New Product & Service Development
- Revenue Growth Enhancements
- Requests For Proposal/Information
- Client/Vendor Management
- Revenue & Sales Transaction Analysis
- Consumer Insights Research
- Customer Satisfaction
- Collaborative On-site & Virtual Ideation & Consultation Sessions

EXECUTIVE SUMMARY

Outstanding, collaborative leader

leveraging significant experience in developing, implementing and directing strategic, comprehensive business initiatives for complex organizations and engaging students, leadership, faculty, staff and local community to attain successful and profitable outcomes.

Analytical, dynamic change agent

using compelling data-driven and fact-based consumer insights and competitor research to advance student and higher education institution successes, strengthen campus relationships and knowledge, develop and implement strategic enrollment initiatives, position current and new services/products for profitability and revenue growth, support student assessments, create integrated marketing and communications plans, offer memorable customer experiences, and measure outcomes.

Educator, coach and mentor

committed to combining real-world experience, high energy, entrepreneurial spirit, and theory in teaching and advising learners of varying educational backgrounds, skill sets and desired outcomes; has an appreciation of faculty-student roles, student internships, graduate assistantships, and today's gig economy, start-up businesses, and workforce seeking professional development and career guidance.

Relevant Professional Experiences

2018 - present

Assistant Vice President, Housing & Food Services THE PENNSYLVANIA STATE UNIVERSITY

Housing and Food Services at Penn State is a comprehensive program for the on-campus living-learning and dining experience for students at University Park and 11 other Penn State campuses. The residence and dining program at Penn State is the largest program of its kind in Pennsylvania and one of the largest in the country. The program includes 97 undergraduate and graduate facilities accommodating more than 17,000 students and six apartment complexes. These facilities represent over 6 million square feet of living, dining, and programming space.

- Provides leadership for the residence and dining program at Penn State with a budget of approximately \$295 million and the staff is composed of 1,500+ management and staff support employees, technical service (union) employees, wage employees, and student employees.
- Oversees the housing and food services portfolio that includes ancillary services, housing operations, residential dining, and retail dining at University Park; housing, foods and ancillary services at the Commonwealth campuses; facilities planning and maintenance shop, bakery and foods warehouse and distribution/supply chain services, foods purchasing, nutrition, sustainability and culinary services and menuing.
- Responsible for providing vision, leadership, and strategic direction; cultivating a common purpose, communication, and teamwork between and among the various units and staff; instilling a sense of community that is welcoming and inclusive; recruiting, training, developing, and leading staff.
- Seeks to enhance the living-learning environment through innovative approaches to facility design and space allocation; engage employees and students in endeavors promoting a student-centered environment that is caring, civil, respectful, and appreciative of diversity; develop and oversee various budgets with attention to cost control, deferred maintenance, and income generation; create and implement a long-range facilities plan focused on new construction, renovation, and preventive maintenance; champion excellent customer service; plan for and respond to emergency and crisis situations; use assessment, research, and relevant data to enhance the on-campus living and dining experience; develop collegial, effective, professional relationships with students, faculty, and staff of Penn State.

BUSINESS & MANAGEMENT

- Change Management/Transformation
- Facilities & Construction
- Food Service
- Strategic Planning
- Market Research/Benchmarking
- Consumer Insights/Focus Groups
- Brand Architecture/Management
- Strategic, Integrated Marketing
- Budgeting/Financial Analysis
- Analytics/Measurements
- Policy & Procedure
- Contract Negotiation/Procurement
- Vendor Relations
- E-commerce
- Online Surveys & Assessments
- Process Mapping/Continuous Improvement

CAREER HIGHLIGHTS

People & Budget Management

Oversees 1,500+ employees and \$295 million annual Housing & Food Service budget at the Pennsylvania State University. Budget encompasses University Park and 10 residential Commonwealth Campuses.

Revenue Generation

Exceeded expectations for annual Sodexo regional revenue growth targets -- nearly \$50 million in new sales, \$52 million in retained contracts, \$4.5 million in additional services, and \$21 million in existing accounts growth.

Consultant, Coach, Adviser & Instructor

Provided learnings, insights and expertise to aspiring entrepreneurs, startups and businesses looking to reinvigorate sales and/or products/services.

Brand Development & Marketing

Developed compelling and engaging brand architecture; print, direct and electronic marketing materials; email and direct mail communications streams; social media; and e-commerce and mobile-friendly websites.

Comprehensive Marketing Plans

Developed strategic, integrated marketing plans to continuously increase customer engagement, inquiries, sales and customer loyalty.

Technologies to Drive Customer Experiences, Streamline Operations & Deliver Reporting/Analytics

Implemented technology systems and web-based applications to meet customers' expectations and increase

2014 - 2018 Director of Strategic Account Development | Universities SODEXO, INC.

World leader in Quality of Life services, with 50 years of expertise in higher education, healthcare, corporate services, leisure, and facilities and maintenance delivered by nearly 428,000 employees in 80 countries. U.S. Corporate headquarters located in Gaithersburg, Maryland.

- Managed client portfolio of \$315 million in higher education contracts for nearly 50 food service and facilities management accounts in New York, New Jersey and Connecticut.
- Supported new sales efforts, totaling over \$50 million; also supports retention and contract extension efforts, totaling over \$52 million.
- Served as an integral regional support; focuses upon strategic planning, account retention, real estate development, mandatory and voluntary meal plan analysis and development, and campus leadership web of influence with the primary goal of consulting and creating win-win, long-term revenue growth and profitability.
- Met with campus clients -- senior leadership, key management and constituents -- to discuss and implement recommendations to enhance overall campus satisfaction, sales, marketing strategies, experiences, products, services and programs.
- Leveraged and analyzed fact-based information, including consumer survey data, detailed financial unit reports (Profit & Loss statements, Key Reporting Indicators, retail sales reports), focus groups, campus tours, partner interviews, and campus current and historic enrollment data to support account growth recommendations or comprehensive proposals.
- Spearheaded special projects, including in spring 2016 scoping documents outlining new services targeting clients needing international student recruitment, assimilation and acculturation services; residential dining programs; retail dining solutions.

2007 - 2014 Director of Enrollment Management Marketing | Assistant Dean, Recruitment, Admissions & Marketing | Director, CRM Implementation

BINGHAMTON UNIVERSITY

Binghamton University, State University of New York, is a public university and one of the four university excellence centers within the SUNY system. The nationally-ranked university offered academic studies, at the time, to an enrollment of nearly 13,000 undergraduate and 3,000 graduate students.

- Collaborated with a division staff of nearly 60, as well as a wide array of University personnel, including the Deans' Offices, Student Affairs, Academic Advising, ITS, Student Accounts, Alumni Association, Communications & Marketing office, Career Development Center, Dean of Students, Residential Life, Campus Safety, Health Services, and others.
- Responsible for all direct and interactive marketing plans, strategies and tactics advancing and supporting goals and driving results for the Enrollment Management Division, which encompassed Undergraduate Admissions, Financial Aid Services, Student Records (formerly Registrar's Office), Campus Visits, and Commencement. Goals exceeded annually.
- Directed a professional staff, including copywriter/marketing coordinator, web developer, campus visitor coordinator, commencement/communications coordinator and senior admissions counselor and undergraduate student marketing/communications interns.
- Interacted with more than 70 student tour guides and 200 student ambassadors assisting with daily campus visits, campus recruitment events, social media initiatives, media opportunities and focus groups
- Worked closely with Financial Aid and Registrar offices to develop and execute student, faculty and staff email communications; topics included financial aid awards, student debt, scholarships, re-enrollment, course registration and required online transactions.
- Developed, implemented and analyzed online campus tour surveys, post-commencement and variety of additional student surveys. Held regularly scheduled focus groups with prospective and current students to seek quantitative and qualitative feedback on their experiences, brand awareness and test messaging.

satisfaction with submissions and purchases, communications, online bookings/visits and registration for varying scales of events.

EDUCATION

M.Sc, Direct & Interactive Marketing,
Mercy College, cum laude

B.A, Journalism, Penn State University

Webmaster Certificate, Penn State

TECHNOLOGIES

Microsoft Office 365

Microsoft Teams

Microsoft Business Intelligence

e-Living

SAP (SIMBA) & Prophix

Adobe Creative Suite

Social Media Networks

Search Engine Optimization/Marketing

Google Analytics & Business

Ellucian Banner & Recruiter

Fire Engine Red

E-Vision Financial Reporting

Concur

Various Web Content Systems

Various Email Automation Systems

TEACHING

- **Lead Instructor**

SUNY Broome Continuing Education,
Small Business/Entrepreneur
Programs (Fall & Spring Programs)
Fall 2010 – present

- **Instructor**

SUNY Broome Continuing Education,
Small Business/Entrepreneur/
Marketing Programs
Spring 2004 - Spring 2018

- **Client Consultant**

SUNY Broome Entrepreneurial
Assistance Programs
Fall 2010 – present

- **Adjunct Faculty**

School of Management, Binghamton
University, SUNY
Spring 2012 & Spring 2014

- **SUNY Broome StartUpNY
Coordinator**

Summer 2014 – Summer 2015

- **Adjunct Faculty**

SUNY Broome, Business Department,
Marketing
Fall 2008 – Fall 2011

- **Adjunct Faculty**

Mercy College, Direct and Interactive
Marketing graduate courses
Fall 2006 – Spring 2009

- Supported work of Vice Provost of Enrollment Management on various institutional surveys/assessments and use of Common Set Data to respond to college guide/national ranking surveys, such as U.S. News and World Report, Princeton Review.
- Used such systems as OmniUpdate, Recruitment Plus, Fire Engine Red and Banner to support strategic goals.
- Created and enhanced brand image and marketing messages for a wide variety print and electronic marketing materials, including www.admissions.binghamton.edu, www.bingfa.binghamton.edu, www.registrar.binghamton.edu, www.commencement.binghamton.edu; used Google Analytics to monitor and assess results.
- Supported development of new programs, including Binghamton Advantage program, www.advantage.binghamton.edu, Binghamton Academic Success Program & Transfer Student Instant Admissions Days.
- Responded to media inquiries; provided pitch ideas; researched background information; and provided message points.
- Oversaw Graduate School admissions operations, process documentation, policies, auditing and reporting; processed nearly 5,000 international and domestic applications annually via Banner, Electronic Graduate Admission Decision System (EGADS) and third-party solutions.
- Spearheaded a decentralized graduate admissions process, supporting more than 150 University personnel-administrators, deans, faculty/graduate directors and academic department staff-on admissions criteria, policies, procedures, IT systems training, deadlines, applications and reporting.
- Consulted with schools, academic departments, teams and individuals on strategic recruitment, communications and admissions initiatives to increase applications and enrollments.
- Developed strategic plans to market and communicate to prospective students, applicants, new and currently enrolled students; included new websites, social media, and automated communication streams.
- Established daily, weekly and semester enrollment reports via Hyperion.
- Spearheaded school's technology system needs, working closely with senior leadership, staff, ITS, and graduate assistants to address inefficiencies in receiving, processing, reviewing and decisioning graduate applications; applied such technology solutions as Fire Engine Red, Operational Data Store (ODS) and Banner.
- Focused upon strategic development, budgeting and execution of annual recruitment plan activities; re-implemented fall and spring recruitment fair schedules after three-year hiatus, attended undergraduate and graduate fairs to assess interest and enhance recruitment messaging and content.
- Responsible for full-lifecycle project management of campus Customer Relationship Management (CRM) system implementation and integration with Banner Student Information System (SIS).

2004 - 2007 Director, Corporate Communications

GENTEX CORPORATION

World leader in the research, design and manufacture of special operations, military and homeland defense helmet systems, oxygen masks, electro-acoustic products and performance materials, U.S. corporate headquarters in Northeastern Pennsylvania (Carbondale, PA) and five additional U.S. manufacturing facilities (CA, IL, MA, NH and NY).

- Worked closely with President and Vice Presidents to develop a five-year strategic plan with emphasis on implementing technology systems, evolving corporate culture, increasing customer satisfaction, and reestablishing marketplace competitiveness through reducing product research and development time.
- Developed and deployed strategic employee communications plans for corporation, incorporating technology solutions, like an intranet via Microsoft SharePoint to increase access and speed of information shared among multiple locations and all organizational levels.
- Spearheaded for first time in company's history all aspects of marketing communications, including search engine marketing; company, business unit and product brand standards and imaging; public relations/media relations/community relations; tradeshow planning and execution; marketing messages for advertising and promoting company's multiple business units and product lines.
- Worked across numerous company business units/product lines.
- Relunched corporation's first, professionally developed website, www.gentexcorp.com in a Content Management System.

- **Lecturer/Workshop Facilitator**
Cornell Cooperative Extension,
Broome County
Spring 2007 – Spring 2018

PRESENTATIONS

NATIONAL

- **Presenter**
ACUHO-i National Conference 2018 |
"Residence Hall Transformations at
Penn State"
- **Accepted Presenter**
Ellucian Live Conference 2014 |
"Leveraging Recruiter for Travel
Management"
- **Live Webinar Presenter**
National Association of Summer
Session (NASS) | "Connecting with
Customers Online" – May 2011
- **Presenter**
College Board, Middle States Forum,
Washington, D.C. | Panel Presentation:
"From Face To Facebook," October
2010

REGIONAL

- **Presenter**
Thought Leadership Session: Making
A Positive Impact on Recruitment,
Retention and Student Success: How
Do Your Partners in Foodservice,
Facilities and Maintenance Support,
Hobart and William Smith Colleges,
June 2014 & Keuka College, May
2014
- **Presenter**
American University Webinar -
"Connecting: Customers Online &
Social Media," March 2011
- **Panelist**
Southern Tier Opportunity Coalition
(STOC) | "Social Media Best
Practices," January 2011
- **Presenter**
SUNY BEST | "Connecting with
Customers Online & Social Media,"
February 2011

- Launched company's first, fully translated website, www.clearweld.de, in June 2006, and continued to enhance www.clearweld.com and www.clearweld.co.uk to increase sales leads via search engine optimization, both organic and paid.
- Implemented new and targeted marketing approaches, such as Search Engine Optimization/Marketing(SEO/SEM), Google Analytics, online sales sheets/kits, and tradeshow booths.

2003 - 2004 Vice President of Destination Marketing

MEYER JABARA HOTELS

Independent hotel company owning and/or managing 28 boutique and branded hotels in 14 U.S states. Headquartered in Danbury, CT.

- Spearheaded development and sales/marketing of leisure travel hotel packages, resulting in more than 3,000 value-added packages sold, over \$250,000 of incremental revenue in six-month period.
- Led new corporate initiative to build a corporate marketing database from a diverse range of Property Management Systems and information sources to provide a foundation for integrated direct marketing efforts -- direct mail, e-mail, leisure travel websites, outbound telemarketing and advertising campaigns.
- Traveled extensively to work on-site with every hotel management team (General Manager, Director of Sales, Director of Catering, etc.) to create and implement strategic marketing action plans.

2001-2003 - Marketing Executive | Marketing Manager | Public 1999-2001 Relations/Promotions/Special Events Manager

CAESARS POCONO RESORTS

Four, all-inclusive, world-famous resorts owned, at the time, by Starwood Hotels & Resorts Worldwide, Inc. Headquartered in Lakeville, PA.

- Managed diverse data sources for direct marketing use, profiling market segments, analyzing sales, and maintaining a marketing database containing more than 1 million potential, new, active and past customers; worked with ITS to continuously enhance proprietary system.
- Balanced annual marketing budget of \$3. 5 million, successfully forecasting and attaining monthly goals for payroll and marketing and sales expenses.
- Conducted regular focus groups with prospective, on-property and loyal guests to gather quantitative and qualitative data for customer insights.
- Worked within a complex corporate organization structure, interacting with executive leadership of five distinct business divisions. Spearheaded the corporate image and brand strategy, launching targeted strategies and tactics to increase product and brand awareness, as well as, to position and to introduce new products/services.
- Developed, implemented and executed integrated direct marketing programs comprised of corporate identity standards, focus groups, direct mail campaigns, e-mail campaigns, newsletters, personalized sales and marketing materials, membership/loyalty/affinity programs, e-commerce website, press releases, print and electronic advertising, special events and promotional partnerships to support and attain immediate and annual sales goals.
- Developed, planned and executed a \$250,000-plus big-name special event calendar, resulting in numerous sold-out and 97-98% occupancy of resort. Initiated trade and integrated marketing promotions within New York, Philadelphia, Washington, D.C., Baltimore and other targeted demographic/geographic markets, and maximized ad dollars by an average of an additional 25%.
- Attained national publicity via The Late Show with David Letterman, Discovery Travel Channel, CBS Sunday Morning and Wall Street Journal, which generated incremental website traffic, online bookings, brochure requests and reservations.
- Managed and evaluated marketing results continuously to deliver profitable Return On Investment (ROI), including in: Execution of 25 direct mail campaigns annually, totaling 1.3 million direct mail pieces, to exceed budgeted incremental sales revenue goal of \$65 million, \$19 million in EBITDA and overall occupancy growth of two points to 59.8%.
- Doubled daily website traffic, tripled online bookings via targeted e-mail campaigns totaling 1.1 million e-mails and online marketing strategies.

- Oversaw distribution of a company record 250,000 personalized brochure fulfillment packages mailed to qualified honeymoon leads.

1998 - 1999 **Senior Publicist**

QVC, Inc.

World's largest electronic and online retailer with sales at the time totaling nearly \$5 billion. Located in West Chester, PA.

1997 - 1998 **Publicist/Copywriter**

Caesars Atlantic City

World-famous gaming and hospitality company, at the time, owned by Starwood Hotels & Resorts Worldwide, Inc. Located in Atlantic City, NJ.