

ADRIANA M. RODRIGUEZ

STRATEGIC COMMUNICATIONS | ADVANCEMENT | CONTENT STRATEGY

Palo Alto, California | 650-283-8440 | adriana.melean@gmail.com | [LinkedIn](#)

PROFESSIONAL SUMMARY

Strategic communications and advancement professional with nearly eight years of progressive higher education experience spanning executive communications, advancement communications, donor and alumni engagement, editorial strategy, integrated campaigns, digital communications, brand governance, and high-impact events. Trusted partner to executive leadership and cross-functional teams, known for translating institutional priorities into clear messages, compelling stories, coordinated campaigns, and durable communication systems.

CORE EXPERTISE

Strategic Communications • Executive Communications • Advancement Communications • Donor Engagement & Stewardship • Alumni Relations • Editorial & Content Strategy • Institutional Storytelling • Integrated Campaign Strategy • Brand Strategy & Governance • Digital Communications • Email Marketing • Website Governance • Creative Direction • Project & Workflow Management • Marketing Analytics & Reporting • Cross-functional Leadership

PROFESSIONAL EXPERIENCE

PALO ALTO UNIVERSITY | Palo Alto, California | 2019–2026

Manager, Brand, Communications & Events | 2026

Strategic Partnerships & University Relations | Palo Alto University

- Established a flagship long-form storytelling platform by conceiving, launching, and serving as managing editor of IMPACT Magazine, creating a repeatable vehicle for faculty, student, alumni, research, partnership, and institutional-impact stories.
- Strengthened leadership alignment and institutional visibility by advising university leaders on executive messaging and leading integrated communications for the 50th Anniversary, Mental Health Awareness Month, APA Annual Convention, commencement, executive events, and other signature initiatives.
- Advanced fundraising and alumni priorities by developing integrated communications for year-end giving, the Student Emergency Fund, scholarship initiatives, donor stewardship, alumni engagement, and philanthropic storytelling.
- Improved campaign consistency across web, print, email, digital, publications, social, and events by providing messaging architecture, campaign strategy, creative direction, project briefs, and cross-functional leadership.
- Increased communication governance and workflow discipline by overseeing prioritization and portfolio management through Airtable while maintaining standards for website governance, accessibility, user experience, and brand consistency.

Digital Content Manager | 2024–2026

Business Innovation & Strategic Advancement | Palo Alto University

- Modernized the university's digital ecosystem by leading the website redesign and migration to HubSpot CMS, improving content governance, user experience, and long-term content management.
- Strengthened digital quality and sustainability by establishing website governance standards, content workflows, accessibility best practices, and communication processes.
- Expanded integrated campaign execution by managing web, email, and digital communications supporting academic programs, executive initiatives, Advancement, Alumni Relations, events, enrollment, and university-wide priorities.

- Improved consistency across digital touchpoints by partnering with Brand & Creative Services and cross-functional stakeholders to translate institutional priorities into cohesive user experiences.
- Led email marketing strategy and execution through HubSpot, connecting institutional storytelling and campaign messaging across multiple audiences and initiatives.

Marketing Communications Specialist | 2020–2024

External Affairs | Palo Alto University

- Expanded institutional visibility by developing and executing integrated marketing and communications across web, email, print, digital, and social media for academic, executive, Development, Alumni Relations, event, and enrollment priorities.
- Strengthened executive and institutional storytelling by writing, editing, and managing content for leadership communications, university news, campaigns, publications, websites, email marketing, and promotional materials.
- Improved campaign execution by translating stakeholder priorities into strategic communications plans, messaging, creative assets, and coordinated multi-channel deliverables.
- Used campaign performance and engagement metrics to inform communications strategy and continuously improve effectiveness.

Marketing Coordinator & Executive Assistant | 2019–2020

External Affairs | Palo Alto University

- Enabled executive communications and stakeholder engagement by serving as a liaison among university leadership, donors, alumni, faculty, and community stakeholders.
- Supported executive messaging, marketing initiatives, university events, and strategic administrative priorities.

EDUCATION

Bachelor of Science, Psychology and Social Action | Palo Alto University, Summa Cum Laude

TECHNOLOGY

HubSpot CMS & Marketing Hub • Drupal CMS • Airtable • Adobe Creative Suite • Canva • Google Analytics • Salesforce/Pardot • SEO • UX • Website Governance • Email Marketing