

# Tariq Daniels

## CMO for Higher Education

### Enrollment marketing expert building awareness for academic brands

CMO with 18 years of experience in higher education marketing and student recruitment. Leads integrated campaigns that grow enrollment, improve alumni engagement, and elevate institutional reputation.

## CONTACT



(000) 000-0000



email@example.com



LinkedIn | Portfolio



Philadelphia, PA

## KEY SKILLS

- Admissions marketing
- Alumni relations
- Branding for education
- CRM optimization
- Enrollment campaigns
- Institutional branding
- Online learning promotion
- Print and digital media
- Program marketing
- Student lifecycle

## EDUCATION

May 2007 | Master of Education (M.Ed.), Higher Education Administration

## PROFESSIONAL EXPERIENCE

Chief Marketing Officer | Temple University | Philadelphia, PA  
May 2015 – Present

- Increased freshman applications by 28% in three years through audience segmentation and storytelling
- Developed brand messaging used across admissions, fundraising, and athletics departments
- Managed centralized marketing department serving 14 colleges

Director of Enrollment Marketing | Penn College | Philadelphia, PA  
July 2007 – April 2015

- Introduced geotargeting for underrepresented populations, improving yield by 19%
- Built CRM workflows for better counselor-student communication

