

# ERIC M. ECKERT

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## EXECUTIVE PROFILE

Dynamic higher education executive and proven change agent with 20+ years of experience leading creative teams, driving enrollment growth, and transforming communications and marketing operations. Known for “moving the needle” through visionary leadership, cross-campus collaboration, and innovative campaigns that elevate institutional visibility and community engagement.

## KEY ACHIEVEMENTS

### Executive Director, Strategic Communications & Outreach – Temple College (2022–Present)

- Spearheaded campaigns yielding 25% fall enrollment growth in 4 years, reversing years of decline.
- Launched “Your Community’s College” campaign, rebranding Temple College across Central Texas.
- Rebuilt creative team and modernized advertising, introducing live-streaming Athletics, mascot launch, printing services, and website redesign.
- Expanded community engagement: Adopt-a-School program, new Leopard Preview Day, revamped Open Houses.

### Assistant Director, Media & PR – Baylor University (2016–2022)

- Elevated Baylor’s visibility with millions in earned media placements (TODAY Show, Wall Street Journal, NPR).
- Built and trained faculty experts for national media; advanced Baylor’s journey to R1 research status.

### Coordinator, Graduate Admissions – Missouri State University (2008–2011)

- Increased enrollment through new showcase events, microsite launch, and admissions system redesign.
- Doubled prospective student inquiries with modern communications and recruitment strategies.

## CORE COMPETENCIES

Executive Leadership | Creative Team Leadership | Marketing & Recruitment Innovation |  
Strategic Enrollment Growth | Brand Strategy | Media Relations & Storytelling |  
Community Engagement | Strategic Communications

## EDUCATION

M.A., English–Creative Writing | Missouri State University  
B.A., Communications–Journalism | Truman State University