

ERIC M. ECKERT

Temple, TX | (254) 718-7652 | ericmeckert@yahoo.com

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 that helped yield 25% fall enrollment growth in four 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 for prospective students, revamped Open Houses, community sponsorships, and more.

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 faculty experts database and trained faculty experts for national media; helped advance Baylor’s journey to R1 research status.

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

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