

Contact

www.linkedin.com/in/feliciacarr
(LinkedIn)
www.acenet.edu (Company)
www.npca.org (Other)
www.parkadvocate.org/ (Other)

Top Skills

SEO
Digital Strategy
Web Content Management

Felicia L. Carr

Assistant Vice President, Membership & Marketing at the American Council on Education
Washington D.C. Metro Area

Summary

I started my career in communications when engagement was mostly about print. I connected to members through print pieces, such as quarterly newsletters, brochures, and flyers. I began using digital tools to communicate when I designed my first website for the film and media studies program at George Mason University in 1996. I have been hooked ever since on connecting people and organizations through technology. I have connected students to their professors, members to their associations, and citizens to their legislators through websites, emails, digital advertising, and social media.

Experience

American Council on Education

6 years 7 months

Assistant Vice President, Membership & Marketing

June 2014 - Present

Washington D.C.

To support ACE's role as the principal voice of higher education I manage the membership, marketing, and web strategy and operations teams. I work with leadership across the Council to develop strategies to promote the value of membership, make the most of new technologies in our outreach efforts, and enhance the Council's brand. My goal is to create greater awareness of ACE programs, services, publications, and membership opportunities. This all works together to support ACE's mission to prepare a diverse and talented pool of future leaders in higher education and to advocate for higher education in America. That is an exciting and important mission and I am thrilled to be a part of it.

Director, Web Strategy and Operations

April 2012 - June 2014 (2 years 3 months)

Washington, DC

Responsible for creating the long-term digital strategy for the most visible and influential association for higher education in the nation, including managing the Web Strategies and Operations team, and implementing key online initiatives to enhance ACE's reputation, increase the effectiveness of ACE's advocacy and outreach, improve member retention, and enhance the value of membership.

National Parks Conservation Association
Senior Director of Online Communications
July 2005 - April 2012 (6 years 10 months)

For a national association with over 700,000 members and supporters, regularly promoted to create and implement strategic planning for all digital and online operations, communications, social media, email, and online marketing to create an engaging supporter experience and expand NPCA's network of supporters. Managed NPCA brand in all digital arenas, including websites, blogs, and social media.

NatureServe
Web Manager
July 2004 - June 2005 (1 year)

American Health Care Association
Web Developer
2001 - 2003 (3 years)

Education

George Mason University
Ph.D., Cultural Studies, American History, New Media, Internet
Studies · (1995 - 2003)

George Mason University
Master's Degree, English Literature · (1991 - 1992)