

ANNE PETERS

MARKETING & COMMUNICATIONS LEADER



PROFESSIONAL PROFILE

The best institutional brands are not mandated from the top. They are earned through relationships, built through consistency, and sustained through authenticity that makes people want to carry the story forward. That conviction has guided me for nearly thirty years of marketing and communications leadership in higher education, from presidential communications and enrollment strategy to enterprise brand development and major fundraising campaigns. Across my career, I've helped institutions speak with one coherent, resonant voice and earn a stronger position in the national conversation.

EDUCATION

MASTERS OF EDUCATION
Higher Education Administration
University of Vermont
1998

BACHELOR OF ARTS
Communication
Stanford University
1993

EXPERIENCE

THE UNIVERSITY OF TEXAS AT SAN ANTONIO
San Antonio, Texas

ASSOCIATE VICE PRESIDENT, UNIVERSITY MARKETING & SPECIAL PROJECTS
Sep 2019 - Present

ASSISTANT/ASSOCIATE VICE PRESIDENT, PRESIDENTIAL COMMUNICATIONS & SPECIAL PROJECTS
May 2018 - Sep 2019

EXECUTIVE DIRECTOR OF COMMUNICATIONS
OFFICE OF THE PRESIDENT
Aug 2017 - May 2018

DIRECTOR OF COMMUNICATIONS
UT SAN ANTONIO LIBRARIES
Sept 2009 - Aug 2017

A fifteen-year arc of progressive leadership at one of the nation's fastest-growing public research universities, culminating in oversight of a 20-person division spanning centralized web and digital strategy, creative services, and special events. Responsible for enterprise brand strategy and integrated marketing communications in support of the university's strategic plan, enrollment goals, and philanthropic priorities. Brings both a strategic and long-range perspective to the work — consistently evaluating how current decisions shape brand perception, community standing, and institutional trajectory over time.

AWARDS

MULTIPLE AWARDS
ADDYs, CASE, PRSA & AMA
"The Road Runs Through
UT San Antonio"
National TV Commercials
2025

BEST OF DISTRICT IV AWARD
Council for Advancement and
Support of Education
Higher Ed Influencer Campaign
2025

LA PLATA AWARD
PRSA – San Antonio Chapter
Excellence in Special Events
2024

BEST OF DISTRICT IV AWARD
Council for Advancement and
Support of Education
University Brand Launch
2022

LA PLATA AWARD
PRSA – San Antonio Chapter
University Brand Launch
2022

CHANCELLOR'S AWARD
University of Texas System
UT San Antonio's
50th Anniversary Events
2019

TEAM SPIRIT AWARD
UT San Antonio
University Excellence Awards
Faculty Center Launch
2015

JOHN COTTON DANA AWARD
American Library Association
Library Marketing Excellence
2014

PEGGY R. WILLIAMS AWARD
Vermont Women in Higher Ed
2003

EXPERIENCE CONTINUED

UT SAN ANTONIO HIGHLIGHTS

- **Presidential communications and reputational leadership.** Served as President Taylor Eighmy's first dedicated communications director, joining him at the outset of his presidency and serving as his principal communications lead for the first five years of his tenure. Built proactive strategies that advanced presidential thought leadership, strengthened national profile, and aligned messaging with institutional priorities.
- **Institutional rebranding.** Co-led the rebranding effort surrounding the 2025 integration of UT San Antonio and UT Health San Antonio, one of the largest institutional mergers in history. Developed the brand platform, visual identity system, and go-to-market strategy in close collaboration with a key stakeholders, UT Health colleagues and agency partners, ensuring continuity and resonance across all audiences.
- **Influencer and legislative marketing.** Developed and led targeted campaigns for higher education influencers and Texas state legislators with demonstrable ROI. Our 2024-25 legislative session campaign generated 14.2 million impressions across LinkedIn, Meta, the Texas Tribune, Axios, and the Houston Chronicle, with post-campaign analytics confirming strong engagement among government, education, and business leaders.
- **Signature events as brand and advocacy platforms.** Oversaw major university events as strategic brand opportunities. A signature example, UT San Antonio Day at the Capitol, brought 200 students, faculty, and staff to the statehouse to showcase institutional priorities, innovative research, and signature programs, generating meaningful engagement with legislators and validating the strategy of unifying messaging at the policy level.
- **Market research and brand measurement.** Instituted a regular market research cycle to track brand impact across key audiences, validating positioning around key pillars such as workforce preparation and student success. Over the last five years, UT San Antonio's Net Promoter Score has increased exponentially, now far surpassing higher education benchmarks in both local and regional markets.
- **Capital campaign partnership.** Served as the primary marketing partner to Advancement and Alumni Relations throughout the recently concluded \$500 million capital campaign, contributing brand strategy, messaging architecture, and creative direction aligned with the university's broader institutional identity.
- **Athletics brand alignment.** Built a deep partnership with the athletics division to advance brand cohesion across institutional and athletics platforms. Co-developed a research report on the intersections between institutional and athletics identity that has since been shared at national conferences and informed ongoing brand strategy.

EXPERTISE

Institutional Reputational
Marketing

Presidential & Executive
Communications

Campaign Development
& Measurement

Market Research &
Brand Analytics

Digital & Content Strategy

Decentralized Team
Leadership

Special Events as
Brand Platforms

EXPERIENCE CONTINUED

SAINT MICHAEL'S COLLEGE

Colchester, Vermont

DIRECTOR OF MARKETING

2003-2009

ASSISTANT DIRECTOR OF ADMISSION

1998-2003

Eleven years at a competitive residential liberal arts college, beginning in enrollment and evolving into the institution's senior marketing leader. As Director of Marketing, held a seat on the President's Cabinet — an early and formative experience of operating at the leadership table and contributing to institutional strategy alongside senior academic and administrative peers.

- **Brand refresh.** Led a major brand refresh in 2008, updating the college's market positioning and visual identity to sharpen Saint Michael's competitive profile in an increasingly crowded liberal arts landscape. Managed the process from research and strategy through creative development and rollout, working across academic and administrative stakeholders to build alignment and adoption.
- **Integrated marketing and enrollment support.** Developed and executed integrated marketing plans in support of enrollment and fundraising goals, overseeing a team of five including directors of public relations, web development, and publications. Built coordinated, audience-specific communications across print, web, and emerging digital channels.
- **Admissions foundation.** Early career in student recruitment built a strong working knowledge of enrollment marketing, audience segmentation, and communications planning — including website content, e-communication strategy, and direct mail campaigns — that has informed a more strategic approach to enrollment partnership throughout my career.

ADDITIONAL EXPERIENCE

SPECIAL SUMMER PROGRAMS COORDINATOR

University of Vermont Continuing Education / 1996-1998

Graduate fellowship responsible for coordinating revenue-generating extended education programs for the university.

DIRECTOR OF SAT PROGRAMS

The Princeton Review / 1993-1995

Oversaw administration and marketing for Scholastic Assessment Test (SAT) preparation courses throughout the Mid-Atlantic region, including nine course sites.

REFERENCES

Available upon request

PROFESSIONAL & COMMUNITY INVOLVEMENT

SPEAKING & THOUGHT LEADERSHIP

FEATURED INTERVIEW / *Breaking Free of "Best Kept Secret" Status*, Confessions of a Higher Ed CMO Podcast, 2025

FEATURED INTERVIEW / *Raising Your College's Profile*, Chronicle of Higher Education Special Report, 2025

PRESENTER / *Game Changer: Unlocking the Brand Potential of Athletics in University Marketing*, American Marketing Association's Symposium for the Marketing of Higher Education, 2024

PRESENTER / *Sweet Harmony: When Strategic Branding Meets Strategic Planning*, American Marketing Association's Symposium for the Marketing of Higher Education, 2023

PRESENTER / *Packaging your Impact as a Research University: How to Capture the Attention of your Donors*, CASE District IV Conference, 2023

FEATURED INTERVIEW / *Fostering Collaboration Across Decentralized Marketing Teams*, Higher Education Marketing Lab Podcast, 2022

PRESENTER / *It Takes a Village: How to Leverage Your University's Collective Mar/Com Talent*, American Marketing Association's Symposium for the Marketing of Higher Education, 2021

COMMUNITY & CIVIC INVOLVEMENT

INDUCTEE / Phi Kappa Phi Honors Society, 2019

PARTICIPANT / San Antonio Women's Chamber of Commerce Transformative Leadership Development Program, 2017

EXECUTIVE BOARD / Association for Women in Communications – San Antonio Chapter, 2016-2018

BOARD OF TRUSTEES / First Unitarian Universalist Church of San Antonio, 2015-2017

CHAIR / UT San Antonio Staff Council, 2015-2016

PRESIDENT'S ADVISORY COMMITTEE / State Employee Charitable Campaign, UT San Antonio, 2010-2011

PARTICIPANT / Leadership Champlain Civic Development Program, 2008-2009

EXECUTIVE BOARD MEMBER / Vermont Women in Higher Education, 2004-2009