

**DALLAS INDEPENDENT SCHOOL DISTRICT – Dallas, Texas**  
**Manager, Communications Services**

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- Managed the successful creation and implementation of the district's multi-language custom mobile app, including production of marketing materials and user training
- Led successful fundraising efforts for \$125,000 for inaugural State of the District, including design of benefits levels, production of print and electronic collateral materials and coordination of fundraising team
- Managed reservation and seating logistics for more than 720 guests for inaugural State of the District luncheon
- Manage the district's SchoolMessenger program for departments and 221 schools, including coordinating users and callouts in several languages, providing training and troubleshooting
- Manage the district's internal communications, including email campaigns, district staff webpage and marketing of employee programs and resources
- Participated in the successful redesign of the district's new website
- Coordinated community meetings and designed marketing materials and communications plans, including superintendent presentations
- Produce speeches for the superintendent and monthly trustee columns
- Produced collateral materials to market parent involvement efforts for Office of Family and Community Engagement
- Led and participated in diverse RFP efforts for parent engagement programs
- Write and edit department materials as needed in English and Spanish

**DALLAS INDEPENDENT SCHOOL DISTRICT – Dallas, Texas**  
**Manager, Office of Family and Community Engagement**

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- Managed three full-time employees
- Managed the district's uniform program with a budget of \$300,000
- Worked with community organizations, government agencies and foundations to provide resources and information to families
- Managed district's PREP University workshops and events with record total attendance of 14,000, SchoolMessenger automated call system and Parent Portal
- Designed and implemented marketing campaigns for districtwide parent involvement programs and managed electronic and print communications to parents from the Office of Family and Community Engagement in several languages
- Produced presentations for parent education and parent engagement for use by department and schools
- Coordinated, produced and hosted bilingual STAAR Live forum for parents
- Created and produced award-winning monthly, bilingual electronic newsletter emailed to 19,000 parents
- Served as on-air expert/spokesperson for district on parent engagement topics in English and Spanish
- Produced materials for parent and community engagement events, including presentations, handouts and videos

**DALLAS INDEPENDENT SCHOOL DISTRICT – Dallas, Texas**  
**Coordinator, Communication Services**

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- Created and implemented a branding campaign as well as internal and external communications plans to garner internal and community support that would lead to adoption by the Board of Trustees of the Teacher Excellence Initiative as the new teacher evaluation system for Dallas.
- Developed multi-platform training materials for teachers and administrators for Teacher Excellence Initiative
- Coordinated development of departmental strategic plans
- Created, planned and executed marketing/branding campaigns to promote the district and specific programs
- Designed and delivered seminars and handouts on communications strategies, newsletter writing, design and production for Dallas ISD employees
- Coordinated, wrote, edited, and translated spring and fall issues of Dallas ISD Parent, an award-winning bilingual magazine distributed to almost 90,000
- Translated and edited publications, information sheets, electronic content, letters, brochures, annual reports and other communication tools
- Produced Newsline, a bilingual multi-issue magazine about the district and the Board of Trustees, delivered to approximately 250,000 households
- Produced bilingual scripts for district programs and special media presentations for local affiliate programs
- Responded to requests from Spanish-language media and wrote news releases in English and Spanish
- Managed media efforts for Nation's Report Card release in 2013 and 2015
- Assisted with crisis communications
- Produced speeches, letters, editorials and other tools for superintendent, trustees and top administrators to communicate initiatives, strategies and goals

**LA FUENTE MAGAZINE – Dallas, Texas**  
**Staff Writer**

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- Reported, wrote, translated and edited stories for and about Hispanics for the 108,000-circulation bilingual weekly published by The Dallas Morning News
- Met a readership demand for more news stories by establishing a working relationship with the newsroom and the Mexico City Bureau to obtain news features and photos
- Improved the quality of the cover art by directing and designing photo shoots and working with the designer on the layout, while fostering a team atmosphere in the creative process

Work  
Experience

**DIARIO DE JUAREZ – Ciudad Juárez, Mexico**  
Correspondent

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- Covered El Paso for the 80,000-circulation, Spanish-language daily through stories ranging from daily news to special reports
- Reported mostly in English and wrote in Spanish
- Developed excellent time management and organizational skills required to cover a broad array of issues and a large territory while producing daily pieces for the newspaper

**EL PASO HERALD-POST – El Paso, Texas**  
Reporter

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- Covered crime, city hall and general assignment beats on the border
- Covered top international stories, including Pope John Paul II's visit to Denver, Colo., and former Mexican President Carlos Salinas de Gortari's visit to San Antonio, Texas
- Analyzed and reported local and statewide enterprise stories

Awards

**National School Public Relations Association 2014 Gold Medallion Award** — Given for the Parent Portal System bilingual campaign, which was one of seven chosen from a field of 31 applicants from across the nation. The campaign led to an almost 300 percent increase in the number of students with at least one parent registered.

**National School Public Relations Association 2016 Award of Excellence (Publications and Electronic Media)** — Given for distinguished achievement in the category of School District—E-Newsletter (External Audiences) for Dallas ISD Village/La Voz del Dallas ISD bilingual parent electronic newsletter.

**National School Public Relations Association 2017 Golden Achievement Award** — Given for PREP U Weekday workshop Series and PREP U Super Saturday parent outreach and education program in recognition of exemplary work in all aspects of school public relations, communication, marketing and engagement.

Education

**Texas Christian University – Fort Worth, Texas**

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B.A. Journalism – Cum Laude

**MARICARMEN EROLES**  
**www.mceroles.net**

Activities

**Toastmasters International, Member (2014)**

**Teatro Dallas, Board President (2007-2008)**

**Dallas-Fort Worth Network of Hispanic Communicators**

- Raised \$25,000 in scholarship money for two consecutive terms as president of the Dallas-Fort Worth Network of Hispanic Communicators
- Managed the organization's budget and projects, such as the annual scholarship banquet and high school writing contest
- Managed monthly meetings and members organizing other activities
- Designed and produced newsletters and the program for the organization's annual scholarship banquet

**National Association of Hispanic Journalists**

- Served as at-large officer in charge of Spanish-language
- Coordinated sold-out Town Hall meeting in Dallas and several workshops for the NAHJ 2005 convention in Fort Worth
- Planned a series of seminars for journalists working in Spanish-language media for the NAHJ 2000 convention in Houston, Texas
- Coordinated a two-day regional conference in 2000 in Mexico City, attended by more than 150 journalists from throughout the United States and Mexico to meet with Mexico's three leading presidential candidates