

**CAROLYN E. CLARK**

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**SUMMARY OF QUALIFICATIONS**

- Strong teaching performance and industry involvement on behalf of College of Communication programs and students.
- Committee leadership positions within Department, College and University.
- Extensive senior level professional experience in advertising industry.
- Named as one of Top 100 Women in Advertising by the Boston Ad Club (2013)
- A network of contacts in the local and national communication industry.

**PROFESSIONAL EXPERIENCE**

**Boston University** **Boston, MA**  
**College of Communication**  
**Department of Mass Communication/Advertising/Public Relations**

**Associate Professor** **2004-Present**

**Visiting Associate Professor** **2003-2004**

- Teach undergraduate and graduate courses in Advertising, Account Planning, Advertising Management and Marketing Communication.
- Receive positive teaching evaluations across a wide range of courses, student levels and class sizes and external industry recognition. Received Department's Weil Family Excellence in Teaching Award in May 2007. Named as one of Top 100 Women in Advertising by the Boston Ad Club in 2013.
- Visible and active leader in service to department, College of Communication and Boston University.
  - Co-Director of Advertising Program (2013-2014)
  - Co-Chairperson, Boston University Campus Sustainability Communication and Outreach Working Group (2008-Present)
  - Member, Boston University Campus Sustainability Steering Committee (2008-Present)
  - Chairperson, Department Core Curriculum Committee (2008-2009)
  - Past Chair of College of Communication Curriculum Committee (2005-2006)
  - Past Faculty Coordinator of Graduate Comprehensive exams (2004-2007)

**Clark Planning Inc.**  
**Principal**

**Newton, MA**  
**1998-present**

- Provide strategic counsel to clients in the areas of branding, marketing and communications.
- Work with advertising agencies, consulting firms and corporate clients.
- Range of clients has included John Hancock Financial Services, Arnold Advertising Worldwide, Connelly Partners Advertising, McDermott/O'Neill Public Relations and IBM Software.

**Ingalls Advertising**  
**Senior Vice President, Director of Strategic Planning**

**Boston, MA**  
**1995-1998**

- Established, staffed and led successful strategic planning group which served all agency clients and new business development efforts.
- Member of Senior Operating Committee which managed agency business and developed agency vision.
- Initiated and implemented brand planning training program for all agency personnel in account management, media, and creative departments.
- Highly visible strategic role on client businesses such as Radisson Hotels, Citizens Bank, TJMaxx retail stores, The Boston Globe newspaper and CVS drugstores.

**Hill Holliday Advertising**  
**Executive Vice President, Director of Marketing**  
**Research and Planning**

**Boston, MA**  
**1982-1995**

- Founded and directed Marketing Research and Strategic Planning department for 13 years.
- Member of Executive Committee which oversaw agency operations and new business efforts.
- Senior level involvement in all major client and new business branding and advertising efforts.
- Designed and taught Account Management training program.
- Member of brand team on clients such as John Hancock Financial Services, Infiniti automobiles, Reebok athletic products, Bank of Boston, Lotus Development software, Harvard Community Health Care, Marshalls retail stores, Coopers & Lybrand accounting firm.

**Humphrey, Browning, MacDougall Advertising**  
**Associate Director, Marketing Research**

**Boston, MA**  
**1979-1982**

- Provided marketing research counsel and implemented research studies for all agency clients.

**H.P. Hood Dairy**  
**Marketing Research Project Director**

**Boston, MA**  
**1977-1979**

- Trained in basic marketing research techniques.
- Led sales forecasting modeling and tracking efforts that supported product managers.

## **EDUCATION**

**The Pennsylvania State University  
Master of Science in Marketing**

**State College, PA  
1977**

**Montclair State University  
Bachelor of Science in Mathematics, Secondary Education**

**Montclair, NJ  
1975**