

Tabitha Bostick

Executive Summary

Strategic marketing and communications executive with 17+ years of progressive leadership at a flagship public university, with a record of transforming marketing strategy, achieving record enrollment growth, and supporting a \$1.8B capital campaign. Proven chief brand steward with expertise spanning integrated marketing communications, enterprise paid media and digital strategy, and \$2M+ budget oversight. Experienced collaborator on media relations, executive messaging, and crisis communications — including activation-level emergency response. Brings direct experience at the intersection of public media mission and institutional brand through leadership of a university-owned commercial broadcast operation with public radio and public television partners. Skilled executive advisor known for building high-performing teams, cultivating cross-functional partnerships, and aligning data-driven strategy to measurable institutional outcomes. Holds a Master of Arts in Advertising & Public Relations.

Core Expertise

- Brand Stewardship & Positioning
- Budget Management & Fiscal Stewardship
- Creative Quality & Standards Management
- Cross-Functional Leadership
- Integrated Marketing Communications
- Marketing Analytics & Creative Optimization
- Stakeholder & Executive Advisory

Professional Experience

Strategic Communications; The University of Alabama – Tuscaloosa, AL Oct 2022 – Present

Executive Director of Marketing Feb 2024 – Present

Director of Marketing Mar 2023 – Jan 2024

Interim Director of Marketing Oct 2022 – Feb 2023

- Serve as the University's chief brand and marketing strategy steward, aligning vision and overseeing institutional initiatives across brand positioning, enrollment, reputation management, and advancement.
- Oversee cross-departmental budgets and resource allocation, managing vendor partnerships, and integrated campaign investments across institutional marketing initiatives in excess of \$2 million.
- Lead a multidisciplinary team of 12 professionals across marketing, digital, creative, content, analytics, while fostering a collaborative and high-performance work culture, serving over 90 close collaborators and key stakeholders.
- Direct enterprise paid media and digital strategy including integrated campaigns amplifying UA's *Where Legends Are Made* brand, and directly supporting student recruitment, and Advancement's The Rising Tide 2.0 Capital Campaign to \$1.8 billion goal.
- Partner with Enrollment Management, The Graduate School, Academic Affairs, Advancement, and other academic units to unify messaging, strengthen pipelines, and improve outcomes.
- Collaborate with Communications team on media relations, executive messaging, and crisis communications strategy including management of the emergency call center in the event of activation.

Strategic Communications; The University of Alabama – Tuscaloosa, AL Sept 2020 – Feb 2023

Assistant Director of Marketing

- Directed integrated enrollment marketing strategy, contributing to record-setting freshman enrollment growth including creative development and channel execution across all mediums.
- Partnered with teams and vendors to develop campaign concepts, messaging, and assets aligned with institutional brand standards and goals.
- Developed cross-divisional marketing plans in collaboration with academic and administrative stakeholders.
- Oversaw campaign performance analysis using Google Analytics and Slate CRM to refine creative strategy and audience targeting.

Director of Sales, WVUA 23

- Led multimedia advertising development, sales operations and community partnership strategy for the University's commercial broadcast station, gaining direct experience at the intersection of public media mission and institutional brand.
- Developed experiential learning opportunities for students while expanding market partnerships and revenue streams for the Digital Media Center at Bryant-Denny Stadium.
- Managed customer relations strategy and Salesforce CRM administration for the Digital Media Center's full partner portfolio including Alabama Public Radio and The Center for Public Television.

Education & Leadership

Master of Arts in Advertising & Public Relations

Concentration: Marketing Communication Management

The University of Alabama, May 2023

Bachelor of Science in Marketing

Minor: Advertising

The University of Alabama, Aug 2008

Professional & Community Engagement

- United Way of West Alabama: Visiting Allocation Team
- AAF District 7: Regional Director, Membership Chair, Governor's Award Recipient
- AAF Tuscaloosa: Chairman of the Board, President, Ad Person of the Year
- Tuscaloosa Tourism and Sports Commission: Branding Committee Member
- Chamber of Commerce of West Alabama: Marketing & Communications Committee, Past Chair
- Tuscaloosa Park and Recreation Foundation: All-Inclusive Park Committee
- American Cancer Society: Relay for Life Sponsorship Chair