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Christine Mahoney is named director of communications at UMM

Summary:

(August 25, 2005)-Christine Mahoney began her responsibilities August 22 as director of communications at the University of Minnesota, Morris, it was announced by Maddy Maxeiner, associate vice chancellor for external relations and director of fund development.

"Christine brings a strong background in communications and marketing, both within her academic preparation and in terms of her career experience," said Maxeiner. "This is a new position for our campus that will complement efforts already underway to enhance UMM's profile both locally and nationally. We have a remarkable story to tell and many audiences to reach. Christine's leadership in accomplishing our visibility goals will strengthen the entire campus, from admissions to fundraising. We are delighted to welcome her aboard."

Mahoney, a native of Chokio, has extensive marketing and communications experience, most recently as director of advertising for Grand Casino Hinckley, where she was responsible for the overall direction, administration, and coordination of the advertising department, including supervision of all in-house creative staff, outside advertising agencies, public relations and media. She was also responsible for the design, implementation and expansion of their mass media and promotion plans including television, radio, signage, web sites, and photography.

She holds a bachelor of science degree in mass communications from Moorhead State University, with an integrated advertising, public relations, and marketing emphasis. In addition, Mahoney has completed a graduate-level certificate in marketing communications from the University of St. Thomas.

Mahoney will direct the overall communications operations of the campus as part of UMM External Relations efforts, along with current communications staff, Judy Korn, communicator for fund development, and Judy Riley, news service and media relations communicator.

"I am very excited to be working for the University of Minnesota, Morris," said Mahoney. "It's truly a great opportunity for me both personally and professionally. I am delighted to be living in west central Minnesota again."

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