

ANTHONY JAMES CECE

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PROFESSIONAL SUMMARY

Higher education marketing and communications leader with 25 years of experience driving brand strategy, advancing institutional reputation, and leading integrated campaigns at the University of Michigan. Recognized for leading digital transformation, building high-performing creative teams, and connecting marketing initiatives to student success and institutional advancement outcomes. Award-winning brand strategist with deep expertise in art and design education, having earned a BFA from the Penny Stamps School of Art & Design.

PROFESSIONAL EXPERIENCE

University of Michigan, College of Literature, Science, and the Arts

Ann Arbor, Michigan

Director, Marketing | October 2017 – Present

Lead comprehensive marketing strategy and operations for U-M's largest school and college, managing \$150K annual budget serving 30,000 students, faculty, and staff plus 200,000+ alumni. Built and scaled an integrated 11-person team spanning creative services, brand strategy, digital experience, and analytics. Directly manage strategic planning, research, UX, and digital infrastructure functions while partnering with Creative Director on design team leadership.

Brand Strategy & Leadership

- Led college-wide brand refresh (2020-2023) through pandemic, anchored in research across 9 stakeholder groups and DEI partnership. Developed comprehensive brand guidelines supporting 160+ units. Earned 2024 CASE Circle of Excellence Award, Best of District V.
- Repositioned Kessler Presidential Scholars Program (2016-2017), transforming underperforming scholarship into holistic first-generation student support ecosystem. Strategic brand work enabled \$50M+ transformational gift and national program expansion. Earned CASE Circle of Excellence Award, Silver.

- Developed brand identity for LSA Opportunity Hub, Natural History Museum, Bicentennial Celebration, LSA Theme Semester, and other signature institutional initiatives.

Digital Transformation

- Leading enterprise AEM redesign: 130+ websites, advancing accessibility compliance (WCAG), updating brand implementation, and modernizing standards and UX across college digital ecosystem.
- Previously led complete Vignette-to-AEM migration (2013-2015) with full template redesign and deployment across all college/departmental sites.

Creative Excellence

- Built and lead award-winning team with consistent national recognition: 2025 CASE Circle of Excellence Grand Gold Award, multiple UCDA Gold Awards, UCDA Best In-House Design Team, and year-over-year honors across video, design, writing, and digital communications categories.
- Provide strategic guidance and brand oversight for all digital and print marketing collateral from student recruitment brochures to LSA Magazine.
- Train communicators across LSA on brand implementation, inclusive imagery, accessibility, and digital best practices.

Strategic Leadership

- Serve on advisory panels for university-level initiatives: Campaign Launch/Brand Refresh, Executive Marketing Council, Digital Asset Collaborative, Enterprise HTML Email Solution.
- Lead research initiatives: brand perception surveys, URM student research, and usability assessment for strategic planning.
- Manage vendor relationships and procurement: develop RFPs, evaluate proposals, direct third-party agencies and production vendors.

Marketing Manager | 2014 – 2017

Led design team and began to scale marketing function into a fully staffed unit. Established brand standards, led initial AEM implementation, managed recruitment and advancement strategies.

Integrated Marketing Specialist | 2012 – 2014

Provided marketing, design, and web development support across college communications.

Various Design, Web, and Marketing Roles | 2000 – 2012

Progressed through increasingly responsible departmental positions, developing expertise in graphic design, multimedia, web development, and marketing communications.

EDUCATION

University of Michigan | Ann Arbor, Michigan

- **BFA, Art and Design (Cum Laude) | Penny W. Stamps School of Art & Design | 1996**
- **BA, English | College of Literature, Science, and the Arts | 1996**

Japanese-Language Proficiency Test (JLPT N3) | Japan Educational Exchanges And Services (JEES) | 1999

AWARDS & RECOGNITION

- CASE Circle of Excellence Grand Gold Award (2025) – LSA Magazine Cover
- CASE Circle of Excellence Award, Best of District V (2024) – LSA Brand Guidelines
- UCDA Best In-House Design Team (2017)
- Multiple other CASE and UCDA Gold, Silver, and Bronze Awards
- Guest Presenter, Maize X Blue Marketing Summit (2024): "Structuring DEI Into Your Brand"
- AMA Collegiate Competition Judge (2022-2025)