

MARCELLE RATHLE NAMAN, Ph.D.

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Education

Ph.D., Global Leadership with specialization in Organizational Leadership

Troy University, 2025

Dissertation: Catholic Pastors as Change Agents: A Qualitative Study

Dissertation Chair: John Basil Read, III, Ph.D.

Internship: Paris and London, Focus on Acculturation, Summer of 2023

MA, Public Relations and Communication Research

University of South Alabama 2000

Thesis: The Effects of Negative Political Direct Comparative Television Advertisements on Voter Evaluations & Voting Decisions of Viewers, 2000

Thesis Chair: Don Wright, Ph.D.

Honor Societies: Alpha Theta Chi and Phi Kappa Phi Honor Societies.

BA, Leisure Services with specialization in Tourism and Commercial Recreation Minor, Business Administration

University of South Alabama 1989

Internships/Activities:

- Walt Disney World College Program, 1987
- Senior Bowl Internship 1989
- Kappa Delta Sorority Panhellenic Representative, 1989-1989

Professional and Teaching Experience

Director of Development | St. Mary Parish

Mobile, AL 1995 - Present

- Responsibilities include: non-profit management, public relations, communication, marketing using social media, print, television and radio, crisis-management, strategic planning, organizational leadership and fund-raising.
- Conducted two successful capital campaigns raising over \$5 million for church and school restoration and debt retirement. Funding included over \$500,000 in grant dollars with the remaining from constituents of the parish and greater community. This involved creating a mission and vision and building a coalition of volunteers to engage in the process.
- Conduct annual fund drive; annual stewardship appeal raising approximately \$860,000 each year.
- Conduct: annual leadership communication workshops, special events, grants writing, strategic planning and communication research, alumni relations, and business partner cultivation.
- Serve as college intern coordinator for students working with the development office.
- Create annual reports, newsletters, and brochures for recruitment and funding purposes.
- Create a development office annual budget.
- Conducted 150 Year Anniversary City Wide Campaign in 2017 to create awareness of St. Mary Parish and St. Mary Catholic School, Alabama's oldest existing elementary school.

- Conduct all recruitment for St. Mary Parish consisting of St. Mary Catholic Church and St. Mary Catholic School.
- Development is responsible for moving St. Mary Catholic School from nearly closing its doors to the largest Catholic school in the Archdiocese of Mobile. Development is responsible for growth of the school with an enrollment in 1995 of 135 students (at a closing point) to a present enrollment of over 500 students from 6 weeks through eighth grade.

Adjunct Instructor | Spring Hill College, Department of Communication Arts, *Mobile, AL*
2013 - Present

Courses include:

Public Speaking

- Help students refine their public speaking skills through oral and written communication.
- Prepare students to overcome public speaking fears and use public speaking as a tool for everyday conversation, and professional presentations both as a student and in their future careers.
- Speeches include impromptu, introductory, special occasion/commemorative, informative, and persuasive.

Communication for Non-Profits

- Designed curriculum and taught the first ever course for the Communication Arts Department in 2014 to prepare students for communication careers in the nonprofit industry.
- Bring in communication professionals from the nonprofit sector to present topics such as event planning, public relations and marketing, social media use in the nonprofit sector, media relations, fundraising, sponsorships, grants writing, nonprofit budgeting, and governance and board development.
- Place students in community nonprofit agencies to both shadow a communication professional and conduct a communication project.

Pre-Professional Development

- Prepare students for the job market through teaching students how to conduct an industry overview, interview a professional in their field, and create a resume package to include a cover letter, resume, LinkedIn account, and online portfolio.

Introduction to Media Studies

- Introduce students to the field of media studies to include an introduction to communication theories and Mass communication.
- Present information on and bring in professionals in the field to speak about their experience in the areas of digital video production, journalism or public relations and advertising.

Director | Archibald Senior Center
Montgomery, AL 1992 -1995

- Recruitment, publicity, activity planning, membership program development, and facilities management.

Director of Volunteers and Public Relations | St. Mary's Home *Mobile, AL 1989 - 1992*

- Volunteer recruitment and management, public relations, membership program development and fundraising for the residential program for children who were victims of abuse and neglect and in custody of the State of Alabama.

Significant Skills

- Grant writing
- Strategic communication
- Student mentoring/counseling (@ College level)
- Teaching
- Facilitation

Community

- McGill-Toolen Catholic High School St. Thecla Women's Society Board, 2023 - present
- Public Relations Council of Alabama: 1989 - present
- Catholic Social Services Board: 2022 - present
- Drug Education Council Board: 2016- present
- McGill-Toolen Catholic High School Advancement Ambassador: 1995 -present
- Our Sisters Closet Founding Board Member: 2018 - present
- Junior League of Mobile: 2001 - present
Folio Magazine Volunteer Staff Writer, 2001 - 2006
- USA Non-Profit South Alabama Summit -Annual Presenter: 2017- present
Presentation on Resource Development
- Catholic Schools Advisor in initiating Development programs: 1995-present
- Collaboration of Catholic Schools volunteer for Archdiocese of Mobile Schools: 1995 - present
Initiated Catholic School Development/Advancement Officers monthly collaboration
Created Catholic Schools Week Showcase Event/Advertising
- Auburn Non-Profit East Alabama Summit -Presenter/Resource Development:: Fall 2019
- McGill-Toolen Catholic Advisory Board: 2011 - 2018
President 2017-2018: Vice President 2016-2017
- Adoption Rocks Founding Board Member: 2008 - 2020
- "Around the County in 80 Days" Campaign Manager, Judge Edmond Naman: 2007
- Association of Fundraising Professionals: 1995 - 2015
- Preschool for Sensory Impaired Board: 2006-2010
- St. Benedict Catholic Leadership Workshop and Strategic Plan Development: 2005

Awards and Acknowledgements

- The University of South Alabama Top 50 Innovators in Education: 2017
- McGill-Toolen Catholic Volunteer of The Year: 2017
- AFP /Lillian C. McGowin Outstanding Fundraising Executive 2003
- Leadership Mobile Class of 2003
- PRCA Medallion Award for Outstanding Publications and Campaigns: 2003 and 2004

Interests/Expertise

- Photography
- Assisting Individuals and nonprofit organizations with strategic planning, publicity, development programs, public speaking and speech writing.

References for Marcelle Rathle Naman

John Basil Read, III, Ph.D.

*Dissertation Supervisor, Adjunct Professor, Global Leadership PhD Program
Troy University Troy, AL 36082*

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Stuart Babington, Ph.D.

*Assistant professor, Department of Communication and Media Studies, Southeastern Louisiana
University*

Former Division Chair of Communication Arts, Spring Hill College Mobile, AL 36608

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Broussard, Sharee, Ph.D.

*Director of Public Affairs & Community Services
Mobile County*

Former Division Chair of Communication Arts, Spring Hill College

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Jennifer C. Zoghby, Ph.D.

*Assistant Professor
Department of Management
USA Mitchell College of Business*

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James (Jim) M. Backes, Jr.

*Former Finance Council Chair, St. Mary Parish
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