

## Staff Bios

### **Mary Croyle, M.S., CPM**

*TTUHSC Director of Communications and Marketing*

Master of Science, Texas Tech University, 1996; Public Management Certificate, 2003 - Croyle was named Director of Communications for Texas Tech University Health Science Center in January 2009. She manages all communications and marketing efforts for the university. From 2004 to 2009, she served as Chief of Staff for the TTUHSC President acting as advisor, internal and external liaison, and speechwriter. Prior to coming to TTUHSC, Croyle served as Chief of Staff for the Lubbock Mayor/City Council and City Manager. During this time, she worked closely with administrators and elected officials and acted as a liaison to the public. Other positions Croyle held at the City of Lubbock include Assistant Emergency Management Coordinator and Health Education Director. While with the city, Croyle developed and implemented public health awareness campaigns and events. She also served as the communications and public relations contact for the Lubbock Health Department, and hosted the award-winning public television show WellCity. During her time with the City of Lubbock, Croyle also created FitCity, an employee fitness program, for the city's 3,000 employees. Concurrently, she was an adjunct instructor at Texas Tech, where she taught various health-related courses. Croyle completed an internship at the Cooper Institute for Aerobics Research working with researchers on a study exploring the benefits of lifestyle activity versus physical activity. She is a 2005 Leadership Texas graduate. As a volunteer for many charities, Croyle was honored in 2002 with the American Cancer Society's Sword of Hope Award for volunteer of the year.

### **Suzanna Cisneros**

*Associate Director, Media Relations*

Bachelor of Arts, Texas Tech University Rotary Scholar - studied journalism in Argentina for a year. Twenty-one years of media experience with television, radio and print. Worked as radio morning show producer and on-air host and news writer; producer, director, writer and editor of television programs; video photographer for various television stations; freelance writer for the *Lubbock Avalanche-Journal* writing music reviews and features; writer for magazine publications; voiceovers for radio and television; director of video services at Texas Tech University where she produced television health news segments, wrote video scripts and promos. Martinez's experience spans from designing and building television sets and interviewing Tejano music performers to writing speeches, columns, releases, scripts and promoting radio events.

**Beth Phillips**

*Associate Director, Communications*

Phillips graduated from Texas Tech University in 2005 with a Bachelor of Arts in Journalism and a minor in English. Before coming to TTUHSC in 2008, Phillips worked as a news and features reporter and staff blogger for *The Lubbock Avalanche-Journal*. While at the *A-J*, Phillips covered various topics ranging from the disappearance of Lubbock State School employee Peggy Merimon to a first-hand account of what it's like to ride on an elephant's back. She has seven years of experience in journalism, and has also written for *The Daily Toreador* (formerly *The University Daily*), *The Waco Tribune-Herald* and the *Belton Journal*. At TTUHSC, Phillips is the editor of *Statline*, the Lubbock campus' monthly e-newsletter and handles media for the schools of Allied Health Sciences and Nursing, as well as the F. Marie Hall Institute for Rural and Community Health and the Laura W. Bush Institute for Women's Health. In addition, serves as the Office of Communications and Marketing's backup media relations contact. Phillips also assists in managing STAT! Alert, TTUHSC's emergency preparedness Web page, the Communicator's Council, and the TTUHSC website. Occasionally, she also helps develop content for TTUHSC's social media pages and writes and proofreads articles for publications including annual reports and the university's alumni magazine. In her spare time, Phillips enjoys scrapbooking photos of her son, playing with her dogs, and making jewelry.

**Jamie Hinojosa**

*Senior Graphic Designer*

Majored in Printmaking with minor in Drawing, Texas Tech University - Fourteen years experience in graphic design, art direction, studio management, pre-press production, web design and development, publication design and photography. Hinojosa has managed and directed pre-press and design departments for local printers. He has also owned and operated two successful freelance design and photography studios, and served as art director for other local design agencies. Additionally, Hinojosa has designed and developed many websites, corporate identities and marketing materials for local and national clients.

**Kendall Rompf**

*Web Communications Specialist*

Rompf is the web communications specialist for the Office of Communications & Marketing in Lubbock. She is responsible for developing Web content for the university gateway, communications, the Laura W. Bush Institute for Women's Health and various other sites. In addition, Rompf writes content for and is the voice for the university's social media efforts including Facebook, Twitter and YouTube, and also serves as a manager for TTUHSC's emergency preparedness website and the university's emergency notification system, STAT! Alert. Prior to coming to TTUHSC in 2010, Rompf was the web development and multimedia intern for the Office of Communications & Marketing at Texas Tech. During this time her job responsibilities included writing feature stories and updating content for Texas Tech Today. Rompf graduated from Texas Tech University in 2010 with a bachelor

of arts in public relations and a minor in general business. She enjoys learning about the ever-changing world of online communications.

**Melissa Watkins**

*Unit Coordinator, Communications and Marketing*

Fifteen years experience in the Administrative field; skilled in various Microsoft Office programs with ability to multitask and be efficient in all areas of operating a fast-paced office.