

## Board of Directors – Candidate Statement

**Candidate Name:** Mallory Powell

**Organization:** Vector Marketing



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### Why are you interested in serving on the SoACE Board of Directors?

SoACE was the first regional association I became involved with when I stepped into my current role, and from the beginning, I was struck by the organization's open communication, collaborative spirit, and shared commitment to continuously improving how we serve students. The passion within SoACE to help students strengthen their core competencies closely aligns with the very reason I fell in love with Vector Marketing - making SoACE feel like an immediate professional home. I believe strongly in the value SoACE brings to both employers and career centers, and I am eager to support efforts that expand its reach and enhance its impact. It would be a privilege to contribute to strengthening partnerships between colleges and employers and to help advance the association's mission. If elected, my key priorities would include:

- **Recruitment:** Develop and implement targeted outreach strategies to attract new members, with a particular focus on employer organizations.
- **Engagement and Value:** Elevate awareness of the professional benefits of SoACE membership, positioning the organization as a source of meaningful, resume-building experiences that foster career growth within higher education and industry.
- **Retention:** Introduce initiatives - such as member spotlights' to showcase both new and long-standing members, share best practices, and support benchmarking across the association.

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### What qualifications or experiences make you a strong fit for this board position?

As the Campus Recruiting Manager for Vector Marketing, I have been an active member of SoACE, EACE, and NACE for the past nine years. In my current role, I serve as a liaison between Vector's managers across the eastern half of the U.S. and their partner colleges and universities. My work focuses on helping students build their core competencies prior to graduation, leveraging Vector's single-level direct sales model to provide meaningful, skills-based learning and real-world experience. My extensive experience, combined with my strategic and inclusive approach to member engagement, positions me as a strong candidate for this board role. I am committed to advancing SoACE's mission by fostering a

dynamic, engaged, and professionally enriching membership experience.

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### **SoACE Membership & Leadership Involvement**

#### **Involvement and/or leadership roles (SoACE and/or similar organizations):**

An active SoACE member since 2016, I have contributed to the Employer Engagement Committee, gaining valuable insight into the association's historical strategies for engaging both prospective and current members. I plan to leverage this experience to strengthen existing programs and drive membership growth, with a particular focus on employer engagement. Based in the Northeast, I have also built a strong record of leadership within EACE. I have served as Conference Co-Chair, Grants and Scholarship Co-Chair, and Co-Chair of the Membership Committee for three years. In addition, I held a Board position as Director of Membership Recruitment and Retention. Throughout my tenure, I applied my professional expertise to drive a consistent 10% annual increase in membership and implemented strategic initiatives that boosted member engagement and demonstrated the value of EACE membership.