

**Mary Hester-Clifton - Bio**  
**Director of Communications**  
**Institutional Advancement**  
**University of Arkansas at Pine Bluff**

Reporting to the Vice Chancellor of Institutional Advancement, Mary Hester-Clifton, Director of Communications assists in guiding the strategy for all communications, website, and public relations messages to consistently articulate the mission of the university.

Through enhancing the UAPB brand, she will work to ensure that UAPB is viewed as the primary source, disseminator, and conduit of educational information within the region, and link with media resources to grow the institutional impact of UAPB.

Mary Hester-Clifton brings over 30 years of experience as a creative, innovative communicator and talent development senior-level leader in Fortune 500 global organizations. In addition, she has a broad base of practical, people, and organizational development skills and marketing experience. With her passion for the art and science of transformation, she is known for participating in, developing, and leading corporate development experiences that drive increased engagement and performance.

Mary is an award-winning author, podcaster, and skilled writer under her pen name, Debra Hester. In addition, Mary is a certified facilitator and a visualist who uses communication, marketing, and digital strategies to drive awareness to action for her clients' organizational change, communications, and brand-building initiatives. She has worked globally as a people and process improvement consultant at all levels of an organization, focusing on onboarding, transitions, and inculturation, including M&As.

Clients describe her as strategic, creative, practical, and engaging in the way she works and serves as a connector who identifies gaps and provides flexible approaches to business problems. Mary worked at the management level for ADP, Chase, Discover Card, Morgan Stanley, T. Rowe Price, and KPMG, L.L.P. Her business clients have also included higher education, mass media, entertainment, fast food, pharmaceutical, non-profit, and retail.

Mary earned a B.A. in Broadcast Journalism from Oklahoma State University, an M.A. in Human Resource Management from Ottawa University, a Technical Writing Certificate from UCLA and is a Clark Atlanta Media Institute Fellow through her collaboration with Force 3 Radio Network (KCLT/KAKJ/WNEV-FM). She is MBTI qualified and a certified Leadership Development Coach. In addition, she is a Senior Certified HR professional through the Society for Human Resource Professionals. She is also a UAPB adjunct instructor of Business Communications for the School of Business and Management.

Mary was born in Helena, Arkansas, and graduated from Helena-West Helena Central High School. She comes from a rich AM&N/UAPB alumni legacy with parents and siblings graduating from the university and has fond memories of the campus as a child. Mary enjoys multi-cultural experiences, is the mother of three adult children, a member of Delta Sigma Theta Sorority, Inc., and is making Pine Bluff her new home.

**Credentials:**

- B.A. Broadcast Journalism
- M.A. Human Resources Management
- Minor: Management Information Systems
- Technical Writing Certificate, U.C.L.A.
- Social Media Marketing Certificate
- NABOB Media Sales Institute Fellow, Clark Atlanta
- Society for Human Resource Management- Senior Certified Professional

- Corporate Coach U Certified
- MBTI Qualified
- Situational Leadership II & High Performing Teams Certified
- Management Mentor's Program Manager Certified
- Senn Delaney's Advanced Leadership Coach, Teambuilding & Culture Change Workshop Facilitator Certified
- Development First - Management and Executive 360 Feedback Trained - Korn Ferry -Ninth House - PDI
- Jack Phillips Level 5 (ROI) Training Measurement – M.A. degree Practicum

The University of Arkansas at Pine Bluff is an 1890 Land-Grant HBCU with a diverse student population, competitive degree offerings and stellar faculty.

For more than 140 years, the University of Arkansas at Pine Bluff has worked to create an environment that inculcates learning, growth and productivity while affording a basic need to its students – a chance to advance.