



CARROLL ROGÉ

Marketing/Communications/Branding Specialist



ABOUT ME

For more than 30 years, I have created strong organizational branding and promotion using a host of marketing and communication tools.

An excellent writer and presenter, I strive to maintain a long-term focus on strategic goals, while keeping a sharp eye on day-to-day details.

I have led the integrated marketing program of a large organization from the top level but enjoy working from the ground up as well.

I am mission-driven and believe that a marketer's first and most important duty is to listen and learn about the needs of customers in both the internal and external environment.



CONTACT

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EXPERIENCE

Chief Executive Officer Rogé Marketing, LLC

2021 to present

Owner/principal of a marketing consulting firm and ad agency in Tyler, Texas.

Regional Director of Patient Experience CHRISTUS Health Northeast Texas hospital and clinics

2018 to 2020

Led the development and implementation of a comprehensive program to improve service and patient experience at eight hospitals and 100+ clinics of the CHRISTUS Health System. Coached a team of professionals. Drove improvement initiatives, analyzed data, educated associates, and fostered consumer loyalty. Was promoted into this role after serving as regional clinic director of patient experience.

Vice President of Marketing East Texas Medical Center Regional Healthcare System

2016 to 2018

- Created and implemented an integrated marketing/branding program (using traditional and digital/social media) to support a regional healthcare system serving 40 counties at hospitals, clinics, and other related divisions.
- Led marketing communications and public relations outreach programs to grow regional market position. Conducted consumer research and data analysis to develop strategies to bolster preference.
- Developed and implemented a system-wide service excellence program, including education, rewards/recognition, recovery, and other focused service initiatives. Established and managed a patient advocate program. Tracked and presented patient satisfaction scores to leadership and consulted with departments on improving service to consumers.

Corporate Director of Marketing ETMC Regional Healthcare System based in Tyler, Texas

1996 to 2016

Planned and executed traditional media/digital marketing communications and PR activities to create and sustain the organization's image position.

Other marketing positions at ETMC

1988 to 1996

Rose from entry-level position to corporate marketing leadership in eight years.



SKILLS

- ☐ Strategic thinking and mission focus
- ☐ Brand-building
- ☐ Copywriting/editing
- ☐ Publication development
- ☐ Graphic design
- ☐ Photography/editing
- ☐ Planning/results
- ☐ Advertising
- ☐ Public relations
- ☐ Media relations
- ☐ Crisis management
- ☐ Marketing research development/analysis
- ☐ Traditional media including newspaper, radio, outdoor, direct mail and printed materials — brochures, community reports, announcements, etc.
- ☐ Digital media
- ☐ Website development and maintenance
- ☐ Blogging
- ☐ University-level marketing teaching experience for two decades.
- ☐ Leadership/team development
- ☐ Interpersonal relationship building
- ☐ Works well and collaborates with diverse groups to achieve goals.



EXPERIENCE (continued)

Adjunct Faculty Member The University of Texas at Tyler

2001 to present

Instructs physicians and other professionals in healthcare marketing through UT Tyler's executive healthcare MBA program. Has also taught more than 25 bachelor-level courses through the UT Tyler College of Business and Technology, including Principles of Marketing, Services Marketing and Marketing Management.

Additional marketing/communications work experience

- ☐ Marketing specialist and technical writer for a national forensic engineering firm.
- ☐ Advertising director for a seven-store retail sporting goods chain.
- ☐ COO of regional healthcare data exchange platform.



EDUCATION

The University of Texas at Tyler Master of Business Administration

A rigorous curriculum of course work, case studies, presentations, and projects in an AACSB-accredited program. Graduated summa cum laude.

Louisiana Tech University in Ruston Bachelor of Arts, Journalism (minor in technical writing)

Served as editor of the university's award-winning newspaper and two magazines during college. Graduated summa cum laude.



OTHER ACCOMPLISHMENTS

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| ☐ Disney Institute (alumnus of two courses: Service Excellence and Leadership Creativity) | ☐ Leadership Tyler (board president, nine-term board member, class participant) |
| ☐ Certified Facilitator (Leadership Strategies) | ☐ Received numerous Telly and other national marketing awards, as well as Best of Show at ET Addy Awards |
| ☐ Presented on customer service for national, state, and local organizations | ☐ Membership in various honor societies, such as Phi Kappa Phi and Beta Gamma Sigma |
| ☐ Served on various community boards, such as American Heart Association and American Cancer Society | ☐ National award from Columbia University for "Best Design" in a publication |