

Gale Martin started with Millersville University on November 6 as the Executive Director for Marketing and Communications.

Gale has 11+ years managing marketing and communications in academic settings, aiding colleges and universities in building and strengthening their brands and growing both visibility and enrollment. She has expertise in strategic integrated marketing plans that use print, digital and other media outlets. She has six awards in the National Advertising Association competition, as well as the Matrix Award – Public Relations from Women in Communications, and Silver & Bronze Awards from CASE Circle of Excellence for planning Centennial observances for Elizabethtown and Harcum Colleges.

She holds a bachelor's degree and a master's degree from Penn State University (Secondary Education and Management, respectively), a master's from Wilkes University in Creative Writing, and a Certificate in Marketing Strategy from SC Johnson School of Business at Cornell University.

Gale is the founder of Operatoonity.com, a site dedicated to celebrating and reviewing live opera performance, and is the author of three novels, all contemporary fiction.

Please stop by Lyle Hall, 3rd Floor and welcome Gale to Millersville.

Warmest regards,

Brian P. Hazlett
Vice President
Student Affairs & Enrollment Management