

CURRICULUM VITAE

Name: Del Marilyn Phillips
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Career Summary

Ms. Del Phillips has over 24 years of professional experience in the area of Business Administration and Management; Marketing; Communications; Public Relations; Protocol and Events Management. Her competence in these specialist areas is supported by her educational training, having received an MBA from Andrews University Michigan, Post Graduate Diploma in International Relations at University of the West Indies, a group Diploma in Marketing, Public Relations and Advertising from London Chamber of Commerce and Industry, and a diploma in Event Protocol from UWI, Institute of Business. Currently, she is an Assistant Professor in the Department of Marketing, Management, Human Resource Management, and Hospitality & Tourism at the University of the Southern Caribbean.

Career Highlights – 2000 - present

- Designed and implemented successful protocol strategic plans for events involving local and international dignitaries: Prime Minister of St. Vincent (May 2013), Prime Minister of Dominica, President of T&T (May 2014 & Nov 2015), Diplomatic Corps representatives (events span 2013 & 2014), Prime Minister of T&T and other Government Ministers (2009 – 2014); Members of the judiciary and other special groups.
- Facilitated training workshops for various private sector groups in Professional Development; Imaging, and Business Etiquette & Protocol (2014 - present)
- Designed and hosted an innovative Student Scholarship Pageant at USC – Portraits of Excellence (2000 – 2011) - the annual signature student event. Realized over \$500,000 annually in sponsorship from private sector partners to provide tuition and prizes for this event.
- Held leadership positions and membership in the President's Cabinet and Administration Council at USC for 10 years (2004 – 2014); involved in policy formation, administration decision making, implementation of control systems and strategic planning.
- Participated in the formulation of a Public Relations Crisis plan for the University; plan was successfully implemented when the Main Auditorium was gutted by fire in April 2012.
- Designed and managed the marketing strategy for USC. Its implementation facilitated an increase in enrollment from 800 in 2005 to 3500 in 2013.
- Travelled extensively between the Caribbean, Latin America and North America (2000 – 2014) to host media interviews, and stakeholder meetings to support marketing efforts for USC.
- Prepared media releases, news stories, advertorials and copy for advertisements for publication in local and regional print media, television and radio (2000 – 2014).
- Continues to receive high commendations from student evaluations for expertise in classroom management, pedagogy and creativity and innovation in learning and teaching for both face-to-face and online classes (2014 – present).
- Trained in Distance Education course development and facilitation for eLearning.

EDUCATION:

- August 2010 UNIVERSITY OF THE WEST INDIES St. Augustine, Trinidad
Post Graduate Diploma, International Relations
- August 2004 UNIVERSITY OF THE WEST INDIES Institute of Business, St.
Augustine Campus, Trinidad
Diploma: Protocol for Special Events
- August 2002 ANDREWS UNIVERSITY, Berrien Springs, Michigan
Masters in Business Administration
- August 2000 UNIVERSITY OF THE WEST INDIES School of Continuing Studies, St.
Augustine Campus, Trinidad
*London Chamber of Commerce and Industry (LCCI) Group Diploma in
Public Relations (with credit), Marketing and Advertising*
- August 1996 UNIVERSITY OF THE SOUTHERN CARIBBEAN, Trinidad
B.S. Business Education (Cum Laude)
- May 1995 UNIVERSITY OF THE SOUTHERN CARIBBEAN, Trinidad
A.S. Office Technology (Cum Laude)

PROFESSIONAL EXPERIENCE

- Aug 2014 – present UNIVERSITY OF THE SOUTHERN CARIBBEAN
Full- Time Assistant Professor, School of Business
Lecturing in Business Management, Organizational Behavior,
Business Communication, Professional Development,
Business Ethics & Entrepreneurship
- 2012 – July 2014 UNIVERSITY OF THE SOUTHERN CARIBBEAN
Director of Marketing
(Designed and implemented Public Relations, Marketing,
Communications, Special Events and Protocol strategies;
served as assistant to the Vice President Marketing)
- 2006 – 2012 UNIVERSITY OF THE SOUTHERN CARIBBEAN
Director, University Relations
(Public Relations, Marketing, Communications, Events Management and
Protocol responsibilities)
- 2004 – 2014 UNIVERSITY OF THE SOUTHERN CARIBBEAN
Part-Time Lecturer, School of Business
Lecturer in Business Management & Communication

2004 - 2006	UNIVERSITY OF THE SOUTHERN CARIBBEAN Director, College Relations (Public Relations, Marketing, Communications, Events Management and Protocol responsibilities)
2002 –2004	UNIVERSITY OF THE SOUTHERN CARIBBEAN Administrative Assistant, Office of the President
1998-1999	UNIVERSITY OF THE SOUTHERN CARIBBEAN Undergraduate Assistant: Lecturer in the Faculty of Business.
1996 - 2002	UNIVERSITY OF THE SOUTHERN CARIBBEAN Administrative Secretary, Faculty of Humanities and Social Sciences
1993 - 1996	UNIVERSITY OF THE SOUTHERN CARIBBEAN Student Secretary, Faculty of Humanities and Social Sciences
Jan – Oct. 1993	UNIVERSITY OF THE SOUTHERN CARIBBEAN Secretary, Office of the Registrar
1985 - 1987	MINISTRY OF EDUCATION, TRINIDAD & TOBAGO
7/85 - 6/86	Biology Laboratory Assistant, Signal Hill Senior Comprehensive School
6/86 - 10/87	Biology Laboratory Assistant, Barataria Junior Secondary School
1984 - 1985	CENTRAL ADMINISTRATIVE SERVICES, TOBAGO Clerk I (Payroll), Scarborough General Hospital

RESEARCH PROJECTS (published abstracts)

1. Campbell-George, L., Cassie, D., Sealey, **D.**, **Phillips, D.**, Warner, S., Chesney, W., & Bisnath, T. (2021). Overcoming Covid-19 Vaccine Hesitancy: A Caribbean Perspective Using a Quantitative Design. University of the Southern Caribbean. (**International Conference on Covid-19 and Public Health Systems July 30 – 31st, Sri Lanka**). ISBN 978-955-3450-09-8
2. Sealey, D., Cassie, D., Campbell-George, L., Warner, S., **Phillips, D.**, & Bisnath, T. (2021). *“It is Too Much, no More Vaccine Stories, Just Give me the Jab.”*: A Qualitative Study Conducted in Trinidad and Tobago, University of the Southern Caribbean. (**National Health Conference Trinidad and Tobago, November 18th & 19th, 2021, Caribbean Medical Journal CMJ**).

RESEARCH PROJECTS (unpublished)

1. The Sino Latin America Relationship – a Prospect for Sustained Development in Latin America - 2010
2. UN Policy and Gender Equality for Caribbean Women – A Relational Analysis – 2009
3. Productivity and Senior Management Teamwork at a Tertiary Level Educational Institution: A Comparative Analysis - 2001

CONFERENCE/SEMINAR PRESENTATIONS

1. *Crosstalk: Intergenerational Communication Strategies* – USC FYrSide Chat Series for First Year Students at University of the Southern Caribbean – March 2022
2. *Time Management and Organization Skills* - ASB Student Leaders – February 2022
3. *The Amazon Experience & the Student Life Cycle: A Nexus for Successful Mastery in Student Service Delivery* – by Del Phillips and Beverly Ellis – presented at Colloquium Plenary, University of the Southern Caribbean – August 2021
4. *Communication Protocols for Student Leaders* – Onboarding Training for ASB Student Leaders at USC - July 2021
5. *Protocol and Precedence* – Brazil SDA Church Ushers’ Training – December 2019
6. *Purposeful Personal Branding* – San Juan SDA Church – April 2019
7. *Harnessing the Creativity of Millennials – A Necessity to Developing a Culture of Entrepreneurship and Creative Thinking in the Contemporary Workplace* – Caribbean Tertiary Level Presentation Conference, Jamaica - June 2016
8. *Purposeful Personal Branding* – Stanmore SDA Church – July 2015

SKILLS SET

1. Excellent and Effective Communication Skills, both orally and in writing.
2. Management of Business Etiquette, and Protocol Coordination for special events
3. Management of Media Relations and Spokesperson for crisis situations
4. Development of Strategic Plans for Businesses
5. Design and Implementation of Innovative Marketing and Public Relations strategies
6. Competency and Efficiency in E-Learning Course Development, Teaching and Learning Strategies
7. Competency in Microsoft Office Suite.
8. Competency in basic written and oral Spanish
9. Competency in Basic First Aid

PROFESSIONAL MEMBERSHIPS AND COMMUNITY INVOLVEMENT

1. Member of the American Marketing Association (2014 – 2016)
2. Member of the Public Relations Association of Trinidad and Tobago (2006-2014)
3. Executive member of Vision 2020: World Sight Day Committee; responsible for planning and organizing the annual Walk for Sight in Trinidad (2006- 2020)
4. Member of the Chamber of Industry and Commerce, Trinidad and Tobago (2012- 2014)
5. Member of the Caribbean Tertiary Level Professionals Association T&T (2016 – present)
6. Senator on the University of the Southern Caribbean Faculty Senate – 2020 – present.

References

Administrative and Teaching & Event Management Portfolios

Mr. Orville Woolford, Former Assistant to the President, University of the Southern Caribbean (868 768 2440); o.woolford@btinternet.com

Administrative and Protocol Portfolios

Dr. Stephen Pilgrim; Former Vice President of Marketing; University of the Southern Caribbean Professor, University of Montemorelos, Mexico, and University of the Southern Caribbean (1 868 374 6852); swpilgrim@hotmail.com

Administrative and Event Management Portfolio

Dr. Tracy Hislop, Physical Therapist, c/o University of the Southern Caribbean
(1 868 798 0545); hislopt@gmail.com

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