

***Actually* Doing More with Less**

Scaling Retention Marketing with Shrinking Budgets

eduWeb Summit | July 2026 | Orlando, FL | Toni Marie Perilli



Leading Marketing & Communications
@ Fordham University's Career Center

Mass Communication Graduate Student
@ the University of Florida

hi, I'm
toni

Parent Brand

Enrollment

Retention

Advancement

Parent Brand

Enrollment

Retention

Advancement

- Student Involvement
 - Residence Life
 - Commuter Life
 - Multicultural Affairs
 - Counseling Services
 - Health Services
 - Disability Services
 - Career Services
- Volunteering & Outreach
- Academic Colleges
- Academic Departments
- Academic Programs
- Student Clubs
- Campus Media
 - Library
 - Athletics
- Student Recreation
 - Bookstore
- Transportation
- Financial Aid
- Registrar
- Special Events

How did the
FORDHAM
CAREER CENTER
do it?

Everyone's favorite
platform...

EMAIL



Meet Michael

Employer Relations
Fordham Career Center

Email Marketing

**LAST CHANCE: COFFEE CHATS
WITH CASTLETON COMMODITIES
INTERNATIONAL LLC!**

**LAST CHANCE: STEM Career Fair
Resume Book!**

**LAST CHANCE: NORTHWESTERN
MUTUAL COFFEE CHATS!**

LAST CHANCE: RSM US LLP SITE VISIT!

**LAST CHANCE: COFFEE CHATS
WITH BDO USA, P.C.!**

**LAST CHANCE: GSB Admissions
Office Hours!**

**LAST CHANCE: COFFEE CHATS
WITH ANDERSEN!**

TODAY AT NOON

**LAST CHANCE: COFFEE CHAT
SESSIONS WITH GO TUTOR CORPS**

**LAST CHANCE: MADISON SQUARE GARDEN
INFORMATION SESSION!**

**LAST CHANCE: ON-CAMPUS EVENTS
WITH DELOITTE**

NOW IS THE TIME TO NETWORK

**LAST CHANCE: EY LLP's Upcoming
On-Campus Events!**

Last Chance to Register - Deadline Tonight

Last Chance to Join

Last Chance to Register - Workshop Tonight

Please Join Us

Register for Monday

Graduating Students Apply Today

Join Us on Zoom Today

Email Marketing

LAST CHANCE: FREE CHIPOTLE + Full-Time Jobs (still not a scam)

actually sent to 984 students

Email Marketing

Career Insider Newsletter

All Students

Campus Recruiting Newsletter

Business & Tech Students, Self-Enrolled Students

STEM + Pre-Health Newsletter

STEM & Pre-Health Students, in Partnership with STEM Faculty

First Destination Newsletter

Graduating Students

Email Marketing



Anonymous 2yr

FIZZ

262

Three things are guaranteed: death, taxes and Michael Persaud blowin up my phone



Anonymous 2yr

FIZZ

1.2k

Michael Persaud better get out of my inbox



Anonymous 2yr

FIZZ

27

Bro why is Michael Persaud so relentless



sexiestgirlinthewrld 2yr

FIZZ

667

me when i think i got an important notification but it's just another LAST CHANCE email from michael persaud



Email Marketing

We send too many emails.

We send too many irrelevant emails.

These emails take our team way too many hours to make.

Recommended deals for you

Based on your shopping



15% off
Ends in 10:37:42



15% off
Limited time deal



10% off
Limited time deal



23% off
Limited time deal

tropicalCAFE

Hi, Toni marie! 81 Pts

You're 69 points from a FREE Bowl Topping Reward! See your reward options.

TROPIC

\$1 = 10PTS

WIN

PEEK AT WHAT'S

ROLLIN'

ONTO OUR MENU

TOMORROW, 5/6

TAP TO REVEAL

IN THE MEANTIME, GRAB SOME

FAN FAVES

PB BANANA CRUNCH FLATBREAD

ORDER NOW

YOUR FAVORITE CAFE

19 Interstate Shopping Plaza Space 8 Ramsey, NJ 07446

Not your spot? Update your fave cafe in the app.

Order ahead from your cafe

Quick favor from Adriana's husband (don't tell her I emailed you) Trash

little words projects

Bill from LWP May 3

Unsubscribe ...

Deals on Mom's favorite things

\$5

GiftCard

when you spend \$30 on select beauty products*

Get the deal

2

selected

Get

LOREAL

COLLAGEN

MOISTURE BOUNCE SERUM

SERUM REBOUNDISANT HYDRATANT

CeraVe

Foaming Facial Cleanser

For Normal to Oily Skin

Cleanses & removes oil without disrupting the protective skin barrier

With 3 essential ceramides, niacinamide & hyaluronic acid

OIL CONTROL

On your radar

Fresh makeup finds

New from Rare Beauty, Benefit & EUPHORIA x HALF MAGIC.

The latest in skin care

New from Tatcha, ERLY & Lancôme.

Just-dropped body care

New from Sol de Janeiro

Get ready for graduation

Explore beauty and FENTY

Email Marketing

Career Insider Newsletter

Discovery (Undeclared, Self-Enrolled Faculty and Staff)

Business, Finance, Real Estate

Arts, Media, Marketing

STEM & Pre-Health

Humanities



First Destination Newsletter

“Still Seeking” Undergraduate Graduating Students

Email Marketing

Midterm Prep (for Your Future): New Jobs & Events

February 23 - March 01 Career Center Events and Opportunities



Toni Perilli (Career Center)

Estimated Reading Time: 2 minutes



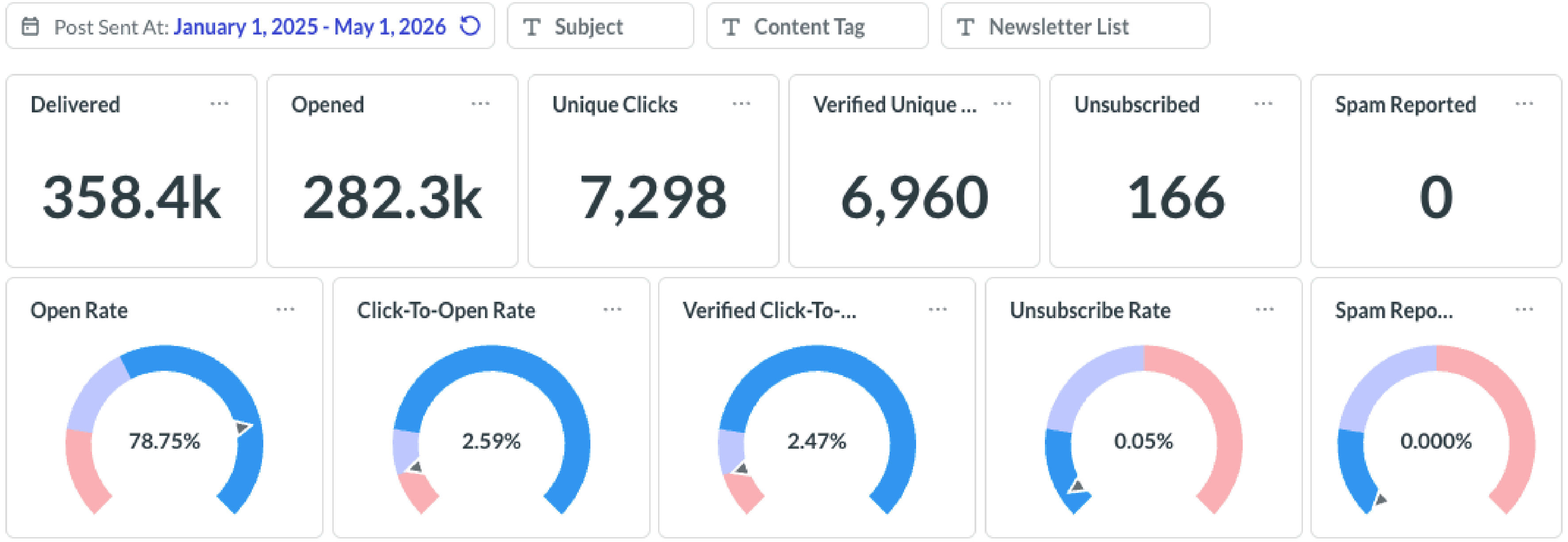
Table of Contents

- [What's Going On?](#)
 - [Coming Soon](#)
- [Featured Jobs and Internships](#)
- [Additional Opportunities](#)

What makes this work:

- “Real” sender
- Clear subject
- Audio transcription
- Estimated reading time
- Curated content
- What’s inside outline

Email Marketing



savings: ~\$60/month

Email Marketing

SP26 Students

9804 subscribers

Last processed 3 months ago

Overview

Configure

Open rate

82.9%

Click-to-open rate

3.6%

Unsubscribes

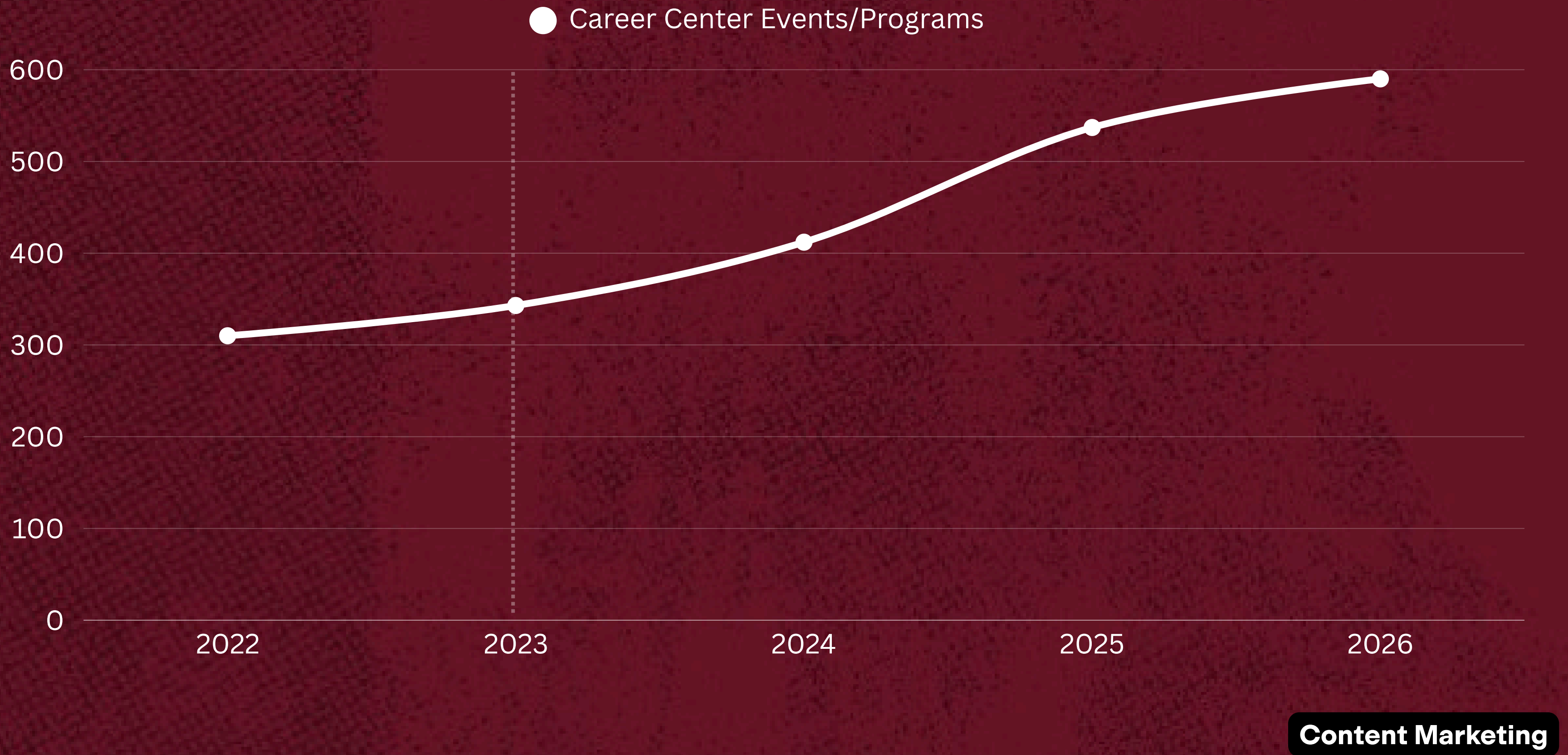
8

Unsubscribe rate

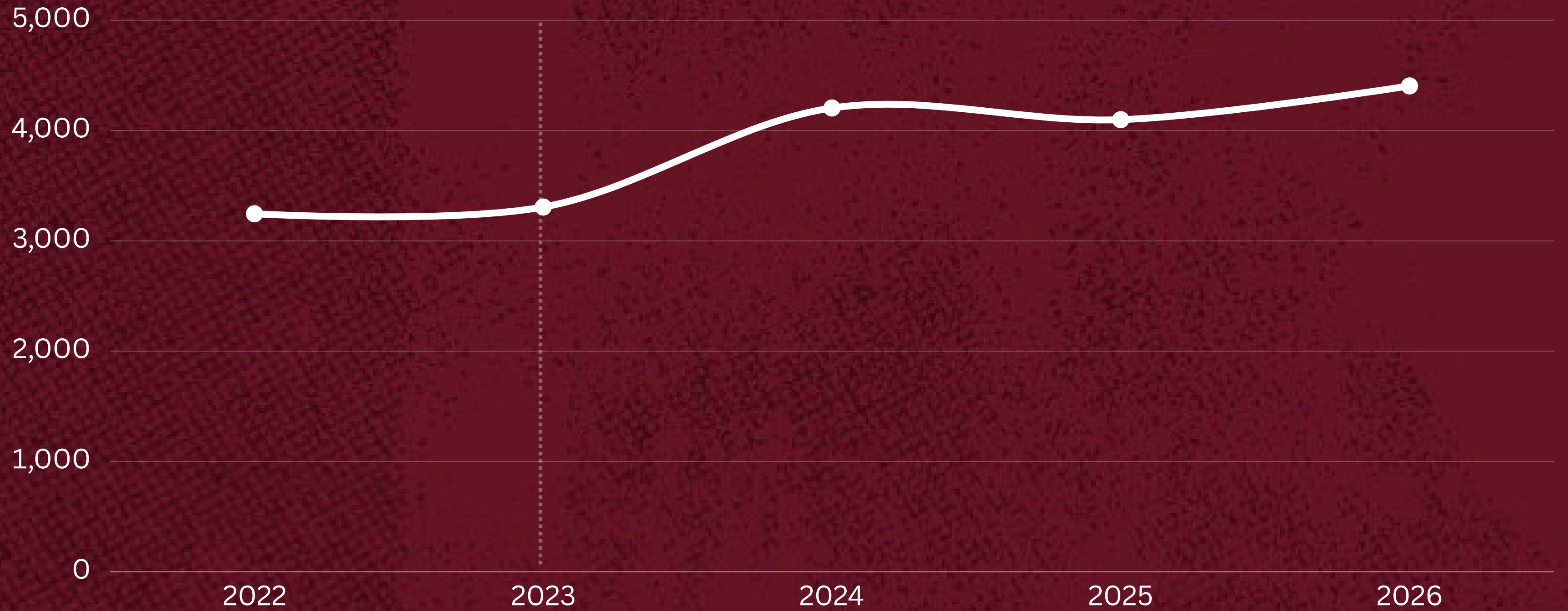
0.1%

On-Demand Resource Library

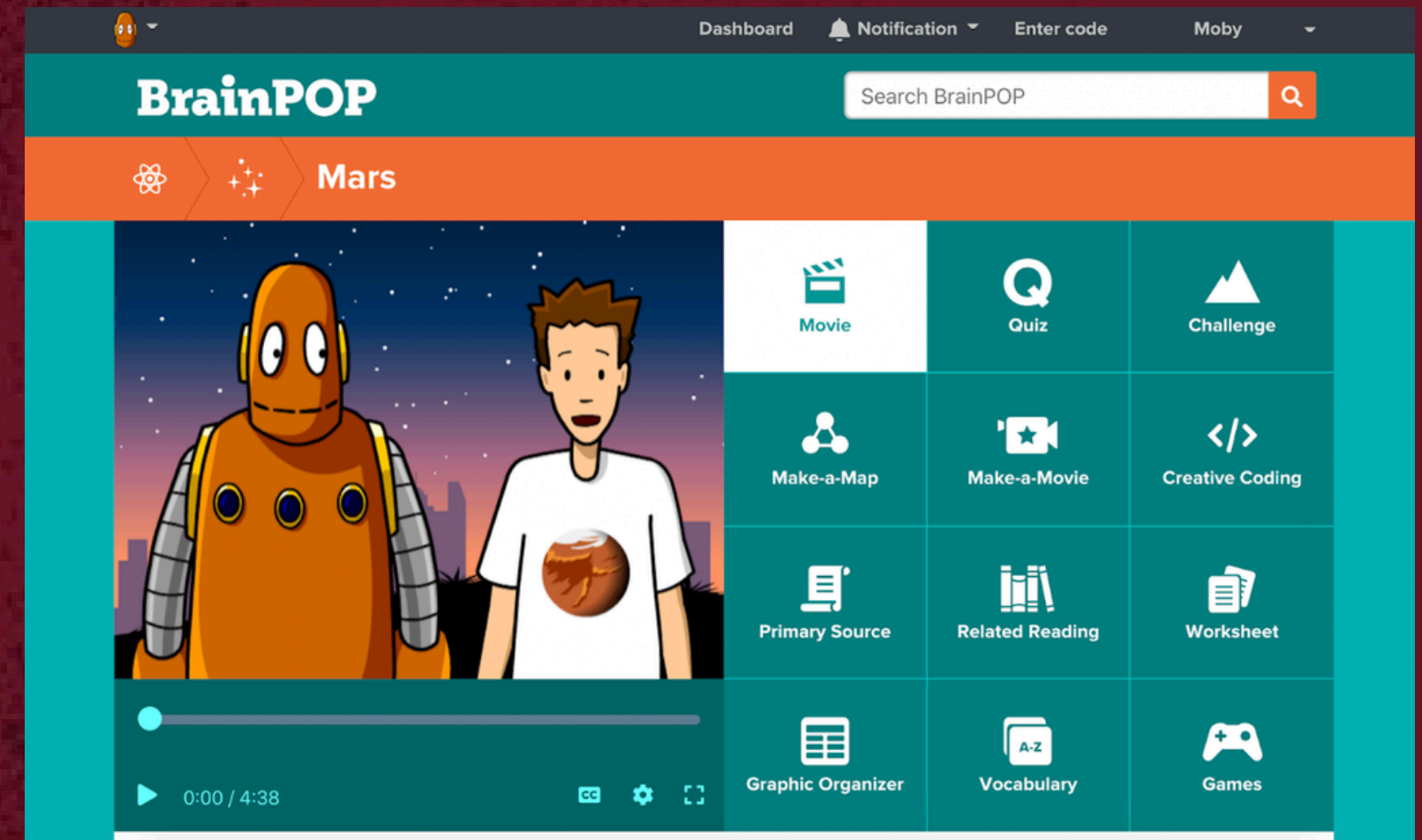
VIDEO



● Career Center Counseling Appointments



Content Marketing



NETFLIX



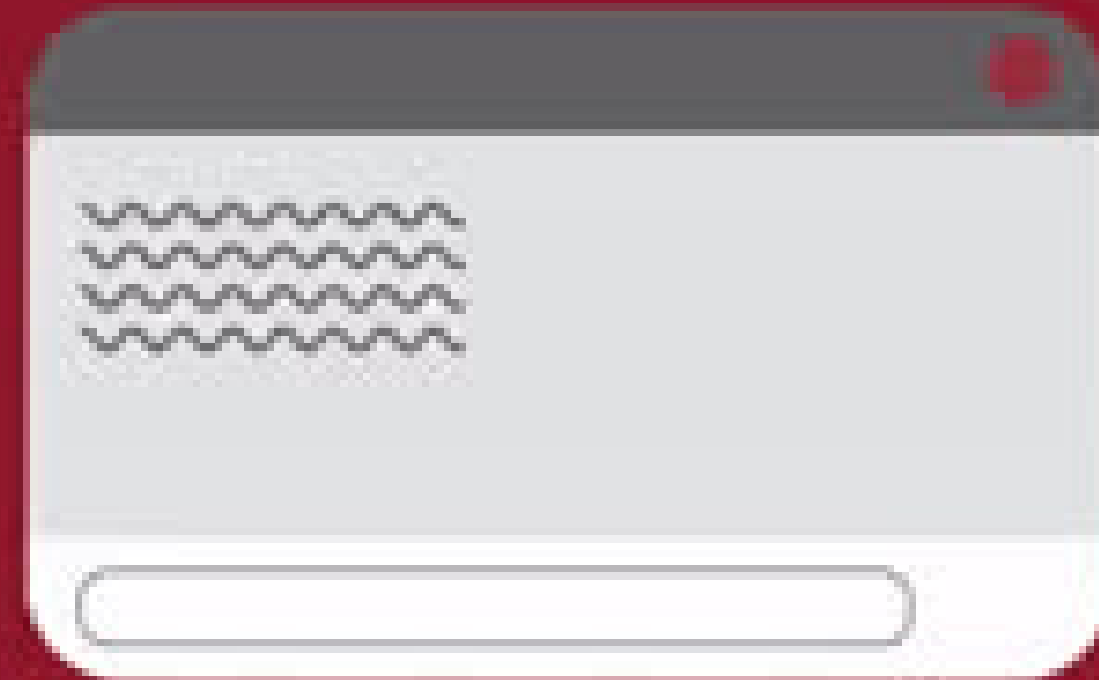
Content Marketing

Content marketing is about:

Value

Credibility

Audience-centric communication





- Home
- Feed New
- Inbox 1

- Jobs
- Events
- People New
- Employers
- Career center

Events



Search events



Saved - 0



Registered - 0



Check-ins - 1

Category ▾

Medium ▾

Date ▾

Employer ▾

More filters ▾



Career fairs
at your school →



Career center
employer events →



Career center
guidance events →



Events hosted
by employers →

All events



Fordham University



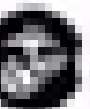
**Resumes & Cover
Letters w/ Martyrs...**

In-person · Fri, Sep 27 · 4 PM EDT



**Fordham University
2024 Global Diversity ...**

In-person · Wed, Oct 30 · 6 PM EDT



**2024 Fordham
University**

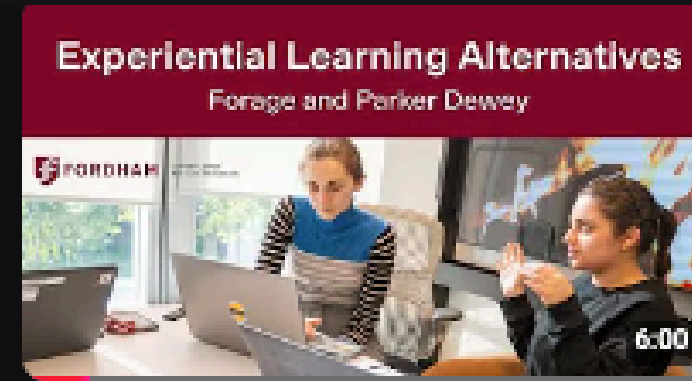
In-person · Wed, Oct 2 · 12 PM EDT

Content Marketing



Welcome to the Fordham Career Center!

313 views • 1 year ago



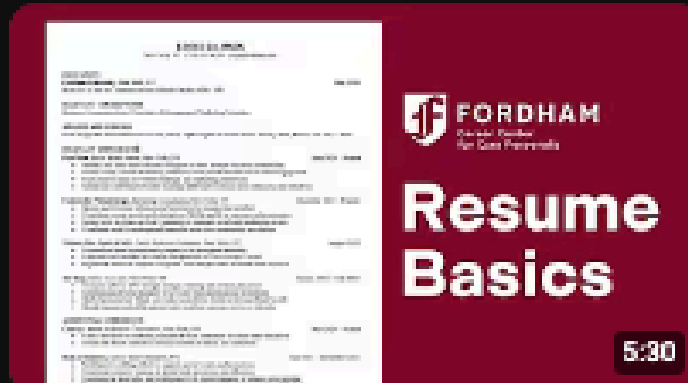
Experiential Learning Alternatives | Forage & Parker Dewey | Fordham Career Center



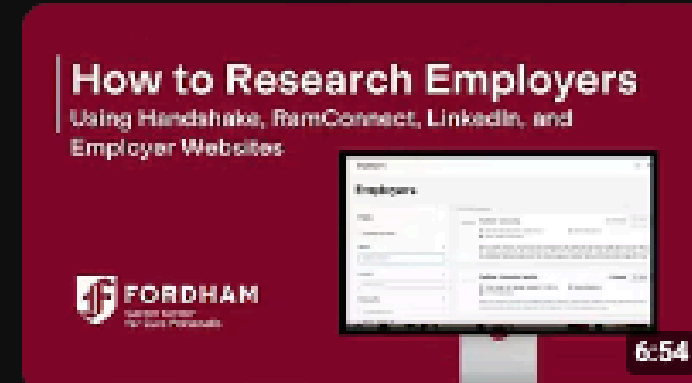
Exploring Career Options | Research & Assessments | Fordham Career Center



How to Make an Appointment on Handshake | Fordham Career Center



How to Draft a Resume | Fordham Career Center



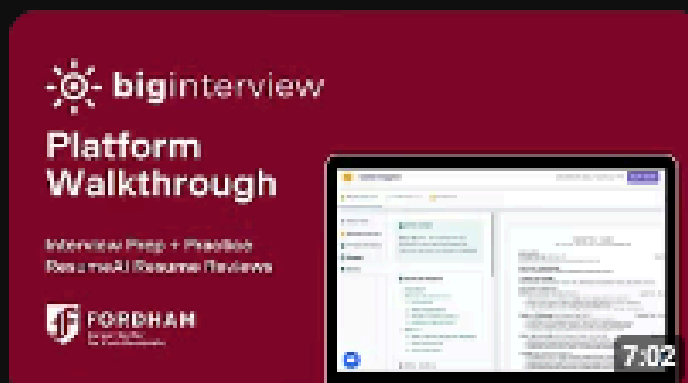
Researching Employers | Fordham Career Center



Global Diversity and Inclusion Banquet: Generational Diversity | Fordham Career Center



Introduction to RamConnect | Fordham Career Center



How to Use Big Interview | Interview Prep & Online Resume Review | Fordham Career Center



How to Report an Experience on Handshake | Internships & Research | Fordham Career Center



How to Use Handshake | Fordham Career Center



Campus Recruiting Policy | Fordham Career Center

Views ⚠️

Jul 1, 2024 – Jun 30, 2025

Shorts



11.7K (51.0%)

Videos



11.1K (48.8%)

Jul 1, 2025 – Jun 30, 2026

Shorts



36.9K (84.8%)

Videos



6.6K (15.1%)

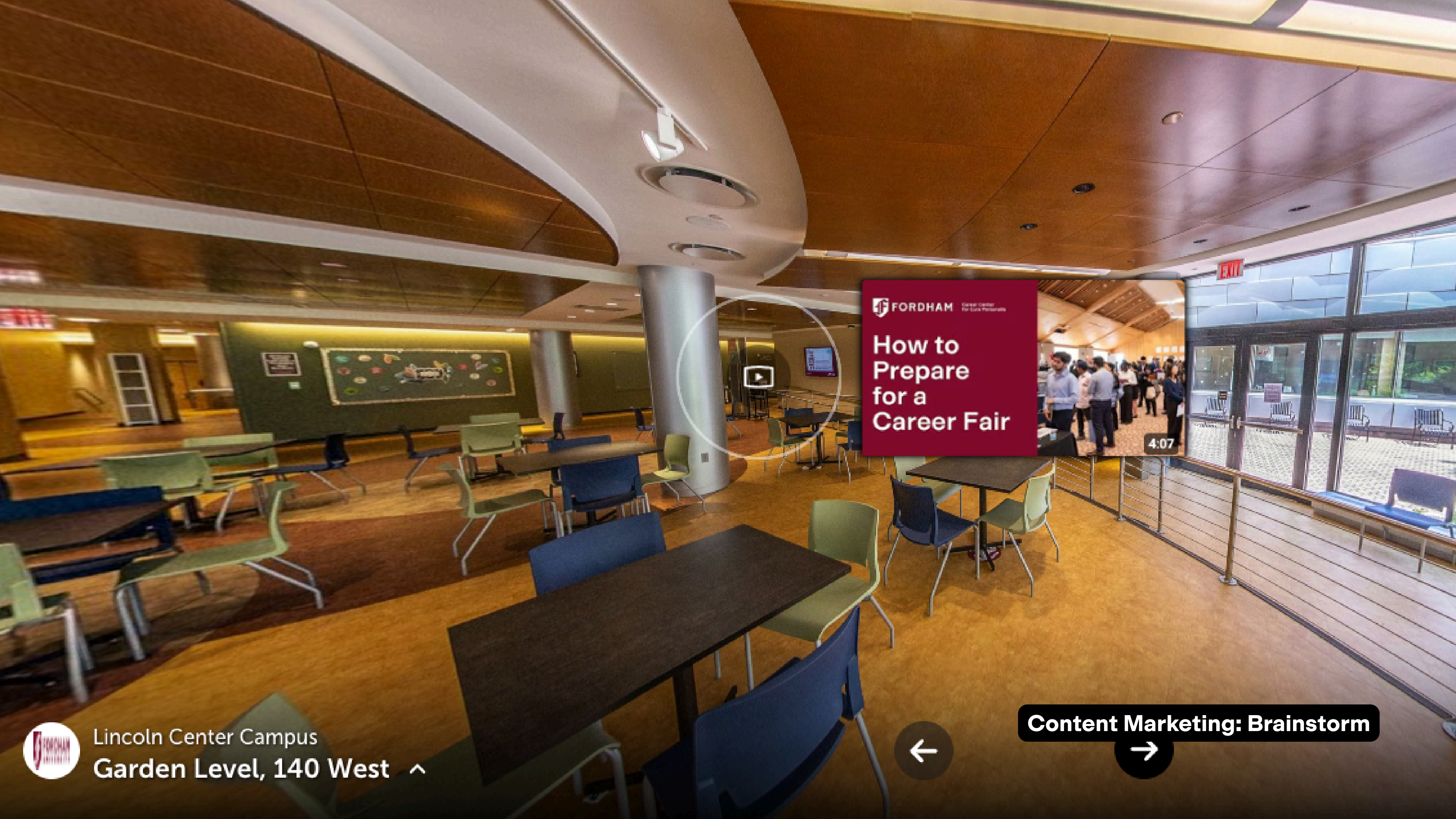
Jul 1, 2022 – Jun 30, 2023

Videos



1.9K (100%)

Content Marketing



FORDHAM
Career Center
For Life Preparation

How to Prepare for a Career Fair

4:07



Lincoln Center Campus
Garden Level, 140 West ^

Content Marketing: Brainstorm



Digital Front Door

WEBSITE

Career Center

[About Us](#) [Career Development Resources](#) [For Current Students](#) [For Graduate Students](#) [For Alumni](#) [For Employers](#) [Faculty Career Toolbox](#) [Mentoring Roundtable](#) [Career Center Blog](#)

Handshake

RAMCONNECT

Visit us!

Monday – Friday

9 a.m. – 5 p.m.

[Book a student appointment](#)

[Book an alumni appointment](#)

Rose Hill

McShane Campus Center

Room 223

[\(718\) 817-4350](#)

FordhamFutures@fordham.edu

Lincoln Center

140 West 62nd Street

Suite G-49

About the Career Center

The Career Center for Cura Personalis is committed to the ideas of care and community: care for the whole person and the creation of meaningful experiences and connections for all Fordham students. We focus on holistic career education, occupational wellness, and an MVVP model of professional development— emphasizing Mission, Value, Vision, and Purpose from a student's first year through graduation.

[LEARN MORE ABOUT US](#) >



**THANK YOU
TO OUR
SIGNATURE
PARTNERS!**



Ask Career Center



Web Optimization

Baseline Digital Certainty Index: 85.6

Education Industry Average: 80.5 (June 2023)

Baseline QA Score: 79.3

Education Industry Average: 74 (June 2023)

Baseline SEO Score: 91.1

Education Industry Average: 82.7 (June 2023)

Baseline Accessibility Score: 86.3

Education Industry Average: 86.3 (June 2023)

Web Optimization

**How do we improve our website to
create a better pre-website experience?**

Web Optimization

Before

About Us

Meet Our Team

Services >

Career Platforms >

Diversity Inclusion Initiatives >

Life After Fordham >

Handshake

RAMCONNECT

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Rose Hill

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Room 223

(718) 817-4350

FordhamFutures@fordham.edu

Lincoln Center

140 West 62nd Street

Suite G-49

(212) 636-6280

CareerPlan@fordham.edu

Social media,
newsletters and
resources

Home / Resources / Career Resources / Career Center / About Us / Meet Our Team

Meet the Career Center Team

Our devoted team is driven by a passion for the dynamic world of work and a commitment to continuous learning. Our mission is to ensure that every student and alum from our esteemed university receives personalized support in achieving their professional aspirations. We connect with each graduating class member individually, proactively reaching out through phone calls and emails to provide the assistance necessary for success as they navigate their academic and professional journey. We look forward to collaborating with you as you shape your future!

Senior Leadership

Annette McLaughlin

Director

Imclaughlin9@fordham.edu | (718) 817-4353 | McShane Campus Center 222 (RH)

Job search and networking strategy; salary and offer negotiations

Student athlete career paths

Human resources, STEM, and finance career paths

Cheretta Robson

Senior Associate Director, Rose Hill

crobson1@fordham.edu | (718) 817-4358 | McShane Campus Center 228 (RH)

HEOP, CSTEP, and veterans program partnerships

Career Center platform inquiries (Handshake, RamConnect, Big Interview, etc.)

Internship tutorials (RH)

Faculty career champions

Kathlene Mullaney

Senior Associate Director of Employer Relations

kmullaney1@fordham.edu | (718) 817-4254 | McShane Campus Center 225 (RH)

STEM and pre-health career paths

Signature partners

Kevin Moncayo

Associate Director, Lincoln Center

kmoncayo@fordham.edu | (212) 636-6283 | 140 W 62nd Street, G-52 (LC)

Education and mental health counseling career paths

Internship tutorials (LC)

Holly Young

Senior Strategic Development

hyoung13@fordham.edu | Virtual

Career counseling

Summer in the City

International students

Student Engagement

Allyson Blatz

Assistant Director for Student Engagement

ablatz@fordham.edu | (718) 817-0438 | McShane Campus Center 227 (RH)

Humanities career paths

Social impact and social work career paths

Fordham Career Ambassadors and Humanities Student Ambassadors (RH)

Student organization partnerships and class visits

Cole Chaloupka

Student Engagement Specialist

cchaloupka@fordham.edu | (212) 636-6119 | 140 W 62nd Street, G-53 (LC)

Education, social impact, and social work career paths

Marketing and business career paths

Fordham Career Ambassadors (LC)

Student organization partnerships and class visits

Toni Marie Perilli

Marketing & Communications Specialist

tperilli@fordham.edu | (718) 817-0517 | McShane Campus Center 227 (RH)

Communications, marketing and media career paths

Performing arts career paths

Web Optimization

Meet the Career Center Team

Executive Leadership



Annette McLaughlin
Director
lmclaughlin9@fordham.edu

Strategic Initiatives



Holly Young
Senior Strategic Development
hyoung33@fordham.edu



Toni Marie Perilli
Communications & Marketing Specialist
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Mirza Amin
Data Specialist
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Employer Relations



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Michael Persaud
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Avery O'Rourke
Internship Program Coordinator
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Brittany Perez
Employer Relations Specialist
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Greg Triandis
Employer Relations Specialist
gtriandis@fordham.edu

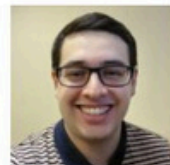


Gia Broccoli D'Onofrio
Employer Relations Specialist
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Student Engagement



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Kevin Moncayo
Associate Director, Lincoln
Center
kmoncayo@fordham.edu



Allyson Blatz
Assistant Director for Student
Engagement
ablatz@fordham.edu



Cole Chaloupka
Student Engagement Specialist
cchaloupka@fordham.edu



Delasia Rice
Graduate School Specialist
drice13@fordham.edu



Emily Lechner
Career Counselor
elewis22@fordham.edu

Toni Marie Perilli

Communications & Marketing Specialist

Email
tperilli@fordham.edu

Phone
(718) 817-0517

Office Location
McShane Campus Center 227 (Rose Hill)

Make an appointment on [Handshake](#)



About Toni Marie

Toni Marie Perilli oversees the Career Center's strategic communications and marketing efforts, focusing on projects that blend public relations, content marketing, and brand storytelling. She is primarily responsible for developing and executing communications and positioning strategy. Her team contributes to social media, event promotion, on-demand resources and email newsletters.

Prior to her current career, she was a classically trained ballet dancer, attending pre-professional summer programs at Central Pennsylvania Youth Ballet, American Ballet Theatre and more. In addition to her marketing and communications roles, Toni Marie has several years of editorial experience as a writer, photographer and editor.

Educational Background

University of Florida
M.A. Mass Communication (in progress)

Manhattanville University
B.A. Communications & Media Studies

Professional Background

Manhattanville University
Marketing Coordinator
Communications Assistant
Editor-in-Chief & Graphic Designer, Castle Voices
Student Success Leader

French-American Ballet Theatre
Social Media Assistant

Freelance & Independent Editorial
Writer, Her Campus UFL
Student Writer, BroadwayWorld
Online Editor, Rowdy Magazine
Staff Writer & Secretary, Touchstone Newspaper
Photo Editor, The Statesman
Writer & Editor, The Raider Reporter

Featured Accomplishments

American Marketing Association Emerging Marketer in Higher Education Finalist 2025
Copywriter, American Theatre Wing's "Art of a Show Master Class"

Student support:

- Portfolios
- Creative resumes
- Personal branding

Employer support:

- Career Fair event guide ad submissions
- Event photo distribution

Faculty and staff support:

- Promoting on-campus employment opportunities and career-related events

What keeps Toni Marie inspired?

Plays and musicals, lunchtime walks to the New York Botanical Gardens, reading rom-coms, crafting, ballet and yoga classes, beach sunsets, road trips, theme parks, fruit-flavored iced teas

Looking for someone else?

Annette McLaughlin
Director, Career
Center

Holly Young
Senior Strategic
Development

Mirza Amin
Data Specialist

After

Web Optimization

On-Demand Career Resource Directory

Want to get started with your professional development before meeting with a Career Counselor? This page has everything you need to know!

You can discover our full library of resources on [Handshake](#) and watch instructional videos and event recordings on our [YouTube channel](#).

Core resources

Get to know the Career Center's core platforms — [PathwayU](#), [RamConnect](#), and [Handshake](#) — by watching the [Career Center core resources video](#).

Resumes

Get started with the resume drafting process by watching the [resume basics walkthrough](#). Explore the [resume templates folder](#) to find your next resume template.

Cover letters

Learn how to structure and write a strong cover letter by watching the [cover letter basics walkthrough](#). Review cover letter examples and templates in the [cover letter samples and templates folder](#).

Web Optimization



Ask Career Center



Ask Career Center

Hello! I'm the Fordham Career Center's virtual assistant. To best help you, could you please let me know if you are a student, alumni, employer, teacher, or parent?

AI is capable of making mistakes. Please review all responses.

Ask anything



Ask Career Center

Web Optimization

Peak Digital Certainty Index: 94.3

vs. 85.6 baseline

Peak QA Score: 99.8

vs. 79.3 baseline

Peak SEO Score: 92

vs. 91.1 baseline

Peak Accessibility Score: 96.6

vs. 86.3 baseline

Web Optimization



What did this *actually* do?

7,987,726

*Total Impressions
July 2023 – June 2026*

-62.28%

*Cost Savings in Operations (Subscriptions & Printing)
June 2024 vs. June 2026*

160%+

*Increase in Engagement Across All Stakeholder Groups
July 2023 – January 2026*

How to *Actually* Do More with Less

(without burning out your staff)

1. Audit your tactical impact and costs
2. Identify the lowest-barrier areas for improvement
3. Prioritize seeking out and listening to feedback
4. Consider user experience between and beyond the data
5. Maintain a laser focus on delivering audience value
6. Evaluate overlap in meeting audience needs

toni



Keep Learning & Connect

scan to access resources