

toni

The Experience-Led Lifecycle

Transforming Operational Friction into Higher Student Retention

Digital Collegium Content Marketing Summit 2026 | Toni Marie Perilli



Marketing, Communications & Content Strategist
Based in New York

Mass Communication Graduate Student
@ the University of Florida

hi, I'm
toni



Library

Athletics

Campus Media

Counseling Services

Study Abroad

Writing Center

Residence Life

Financial Aid

Professors

Academic Program

Academic Advising

Student Involvement

Academic Department

Public Safety

Registrar

Career Services

Health Services

Multicultural Affairs

Commuter Life

Disability Services

Community Outreach

Recreation

Bookstore

Special Events



THE STUDENT

FOR WHAT MATTERS

INSPIRATION



INSPIRATION

**Front-of-house
pre-show**

**Concierge
moments**

DESIGN EXPERIENCES

(not just campaigns)

HUMANIZING OUR VOICE

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
tperilli@fordham.edu



Mirza Amin
Data Specialist
mamin23@fordham.edu

Employer Relations



Kathlene Mullaney
Senior Associate Director,
Employer Relations
kmullaney1@fordham.edu



Michael Persaud
Assistant Director, Campus
Recruiting
mpersaud11@fordham.edu



Avery O'Rourke
Internship Program Coordinator
aoorourke12@fordham.edu



Brittany Perez
Employer Relations Specialist
Equity and Inclusion
bperez23@fordham.edu



Greg Triandis
Employer Relations Specialist
gtriandis@fordham.edu

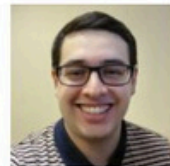


Gia Broccoli D'Onofrio
Employer Relations Specialist
gdonofrio@fordham.edu

Student Engagement



Cheretta Robson
Senior Associate Director, Rose
Hill
crobson1@fordham.edu



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



Michael LoGrasso • 2nd
Fordham University '29 | Gabelli School of Business | Fordha...
5mo • Edited •

+ Follow ...

Excited to share that I've been selected as a Fordham University Career Ambassador at the [Fordham Career Center](#)!

In this role, I'll be supporting students through resume reviews, mock interviews, and Handshake guidance, while also promoting Career Center events and resources across campus.

I recently published my first blog post for the FCA blog: How to Use AI to Stand Out in a Competitive Job Market. Read the full post below.

<https://lnkd.in/enuvvVrw>

FORDHAM Career Center for Cura Personalis

February 25, 2026

How to Use AI to Stand Out in a Competitive Job Market

Post contributed by Fordham Career Ambassador Michael LoGrasso

Did you know? The average corporate job posting receives over 250 similar applications. So, what's your strategy to improve your odds of getting the job? If your plan is to apply to a large number of jobs and just wait, you're just adding to a recruiter's pile of resumes; you're not increasing your odds of landing the job.

Students who receive more job offers aren't out-applying everyone else; they're out-thinking them by targeting

students who stand out in a crowded job market aren't high-volume, generic applicants; they're the most compelling ones, the ones who work smart and hard to make it easy for employers to see exactly why they belong in the room.

250+

applications land on recruiters' desks for every corporate job posting.

The students who get hired aren't out-applying everyone – they're out-thinking them.

1. TARGET

Don't just apply to a random list of 25-50 jobs and hope you land one. Instead, research each company and tailor your resume and cover letter to show how you fit their needs.

2. RESEARCH DEEPLY

Go beyond the company website. Look for news articles, press releases, and social media posts to understand their current projects and challenges. This helps you tailor your application to show you're a strategic thinker.

3. STAND OUT

Highlight your unique skills and experiences. Don't just list your GPA; show how you've applied your knowledge in real-world projects or internships. Use specific examples to demonstrate your value.

About the Author

Michael LoGrasso is a freshman at Fordham University's Gabelli School of Business.

FORDHAM

Career Center for Cura Personalis

Welcome to the Career Center Blog for Cura Personalis

58

19

2

An Instagram story from the account 'fordhamcareers'. It shows a young Black woman with long, dark, curly hair speaking into a small microphone. She is wearing a dark blue zip-up hoodie and light blue jeans. The background is a plain, light-colored wall. A text overlay in the center reads: "shadowing or internship opportunities". The story has a back arrow in the top left, a camera icon in the top right, and a vertical sidebar of icons (heart, comment, share, save) on the right. The bottom of the story shows the 'fordhamcareers' profile picture and name, and a caption that starts with "Tiny mic, big advice! Not sure what to ask ...".



**EMAIL
ISN'T
DEAD**

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



Meet Michael

Employer Relations
Fordham Career Center

**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

Join Us on Zoom Today

**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

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

actually sent to 984 students



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



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

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



**GOING
ON
DEMAND**



Fordham University



Fall 2026 LC Kickoff Event

In-person • Wed, Aug 26 • 12 PM EDT

GUIDANCE

Event in 27 days



Fordham University



Get'cha Head in the Game Kickoff Event (Rose Hill)

In-person • Thu, Aug 27 • 1 PM EDT

GUIDANCE

NETWORKING

Event in 28 days



Fordham University



How to Stand Out to Recruiters

Virtual • Wed, Sep 2 • 3 PM EDT

GUIDANCE

Event in 34 days



The Estée Lauder Companies, Inc.



Estée Lauder Info Session

In-person • Thu, Sep 3 • 1 PM EDT

EMPLOYER INFO



6 students going



Fordham University



Pop-Up Career Closet

In-person • Thu, Sep 3 • 1 PM EDT

GUIDANCE



5 students going



Fordham University



Resume Drop-in Hours (September 4th)

Hybrid • Fri, Sep 4 • 1 PM EDT

GUIDANCE

Event in 36 days



CrashCourse

@crashcourse • 17M subscribers • 1.6K videos

At Crash Course, we believe that high-quality educational videos should be available to everyone. [...more](#)

[patreon.com/crashcourse](#) and 4 more links

Subscribe

HomeVideosLivePodcastsCoursesPlaylistsPostsStore



Welcome to Crash Course

688,735 views • 1 year ago

Crash Course is on Patreon! You can support us directly by signing up at <http://www.patreon.com/crashcourse>

Support us for \$5/month on Patreon to keep Crash Course free for everyone forever! <https://www.patreon.com/crashcourse>

Or support us directly: <https://complexly.com/support...>

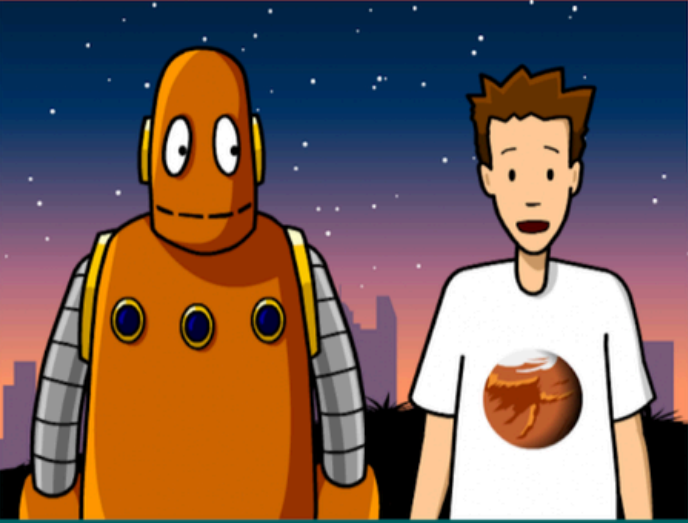
READ MORE

DashboardNotificationEnter codeMoby

BrainPOP

Search BrainPOP

Mars



0:00 / 4:38

CCSettingsFull Screen

Movie

Quiz

Challenge

Make-a-Map

Make-a-Movie

Creative Coding

Primary Source

Related Reading

Worksheet

Graphic Organizer

Vocabulary

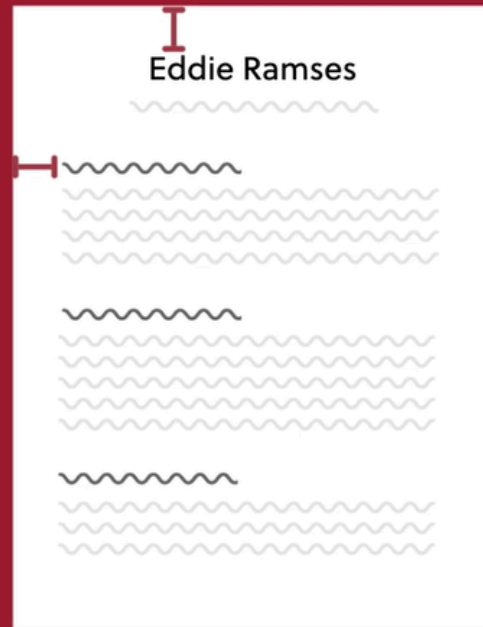
Games



NETFLIX

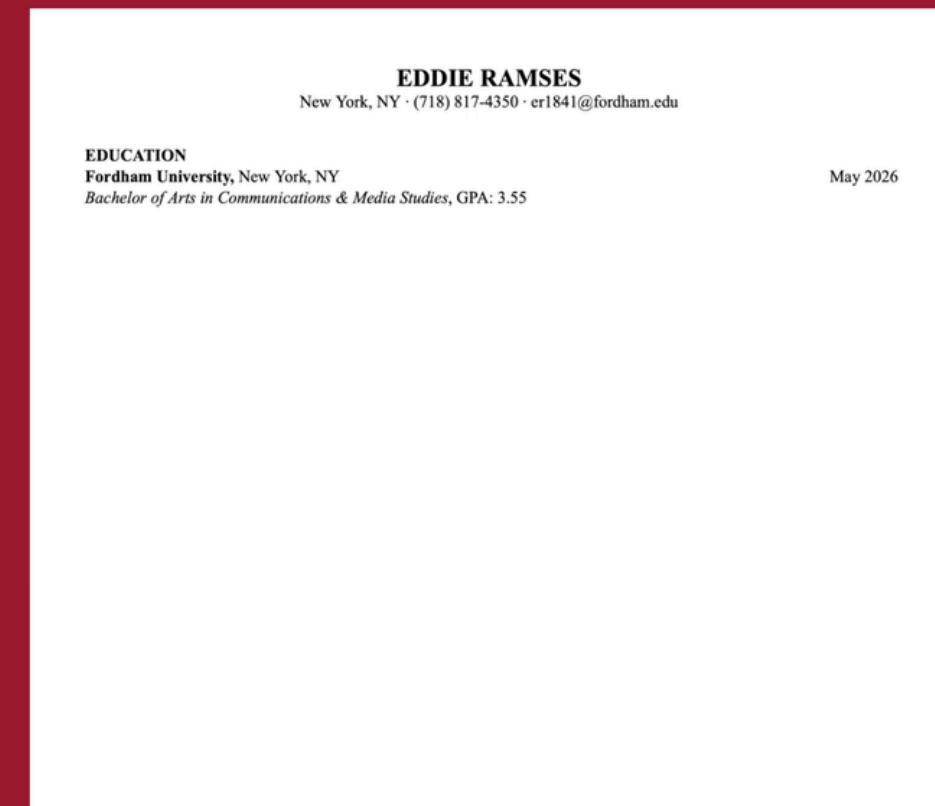
peacock





Formatting

- ✓ Margins 0.5-1.0 inch on each side
- ✓ Text no smaller than 10 pt



Formatting

- ✓ Left-aligned text
- ✓ Section headers (11-12pt or bolded)
- ✓ Sections tailored to industry
- ✓ 10-11pt body text
- ✓ Bullet-pointed descriptions



Technical skills and qualifications



Specific interest in this role + company



- 1
 - 2
 - 3
- ✓ Three sections
 - ✓ ~ 250 words long
 - ✓ Avoid repeating resume
 - ✓ Why you're the best fit for the role
 - ✓ Interest, passion, and transferrable skills



Home
Feed New
Inbox 7
Jobs
Events
People New
Employers
Career center

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

EY

Fordham University 2024 Global Diversity ...

In-person · Wed, Oct 30 · 6 PM EDT

Yafek

2024 Fordham University Internship...

In-person · Wed, Oct 2 · 12 PM EDT

FORDHAM UNIVERSITY
THE JEWITT UNIVERSITY OF NEW YORK

Home Connect Career Resources Inbox

Community
Meet network professionals

Groups
Join virtual groups

Programs
Participate in formal mentoring

Take in the view. Share your journey.

You've come a long way – even further than you may realize. Your journey, the twists and the turns, inspires others to get curious, explore, and embrace their own path.

Share your journey

Today, I'm here to

Network and build community

Your key motivators

Achieving goals

Create your network

View All

(7) Big Interview | Handshake x Fordham University | Big Interview

fordham.biginterview.com/members/resume_examples

Gmail Handshake ER Guide and Ema... 25live Rose Hill 24-25 St... Ram Van Pass Dist... INTERVIEW ROOM... Fall 2024 Program... how to update blog All Bookmarks

FORDHAM UNIVERSITY
THE JEWITT UNIVERSITY OF NEW YORK

My Dashboard Interviews Resumes

Allyson

Resume Templates

Resume templates provided by your organization

Name	Actions
Professional CV (DOCX)	DOWNLOAD
Academic CV (DOCX)	DOWNLOAD
Technical Resume (DOCX)	DOWNLOAD
Athlete Resume (DOCX)	DOWNLOAD
Creative Resume 2 (DOCX)	DOWNLOAD
Creative Resume 1 (DOCX)	DOWNLOAD

ResumeAI
Scan your resume and get feedback from our ResumeAI tool

My Scans
Review your recently scanned resumes

Resume Curriculum
Learn how to craft a resume that gets the interview

Resume Builder
Use our creator tool to craft your perfect resume

Resume Templates
Download resume templates from your organization

Sep 25, 2024 4:48 PM

Home
Feed New
Inbox
Jobs
Events
People New
Employers
Career center

Category

Job/Internship Search

Type

[30 Minutes] Undergrad...

Staff Member

No Preference

Appointment Medium

No Preference

Week of Sunday, November 24th

Nov 26

Time Zone: Eastern Time (US & Canada)

Allyson Blatz (she/her/hers) - Nov 26 - [30 Minutes] Undergraduate

10:00 am EST - 10:35 am EST

Brittany Perez - Nov 26 - [30 Minutes] Undergraduate

2:00 pm EST - 2:35 pm EST

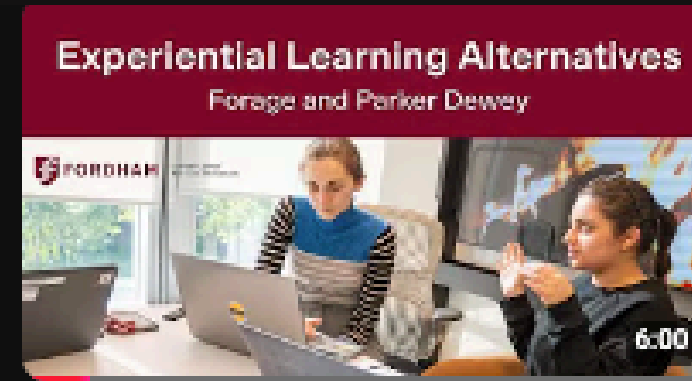
Kevin Moncayo (He/Him/His) - Nov 26 - [30 Minutes] Undergraduate

4:00 pm EST - 4:35 pm EST



Welcome to the Fordham Career Center!

313 views • 1 year ago



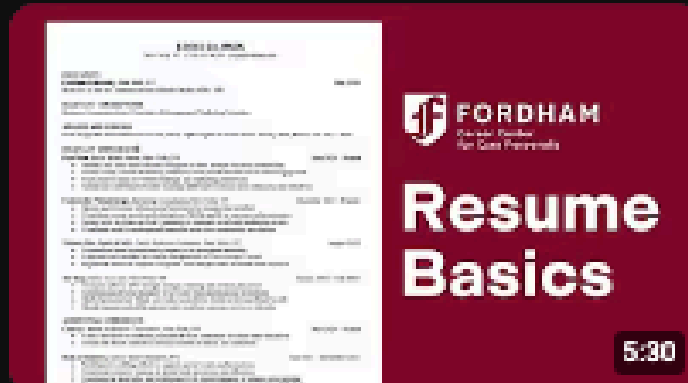
Experiential Learning Alternatives | Forage & Parker Dewey | Fordham Career Center



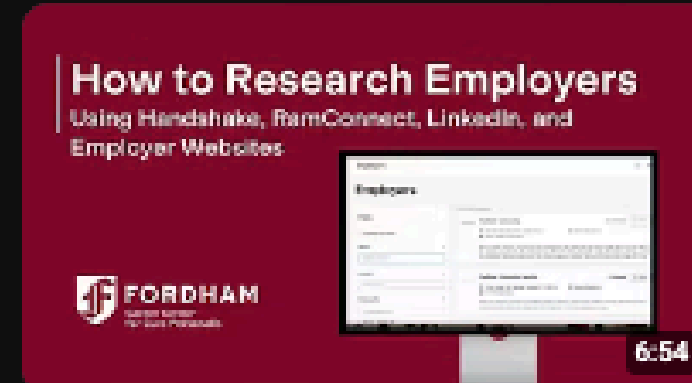
Exploring Career Options | Research & Assessments | Fordham Career Center



How to Make an Appointment on Handshake | Fordham Career Center



How to Draft a Resume | Fordham Career Center



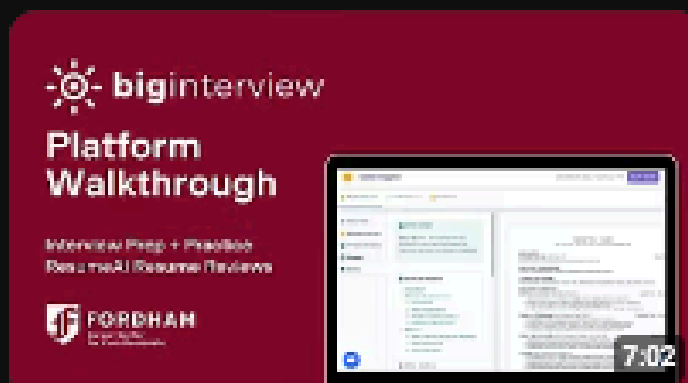
Researching Employers | Fordham Career Center



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

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](#).

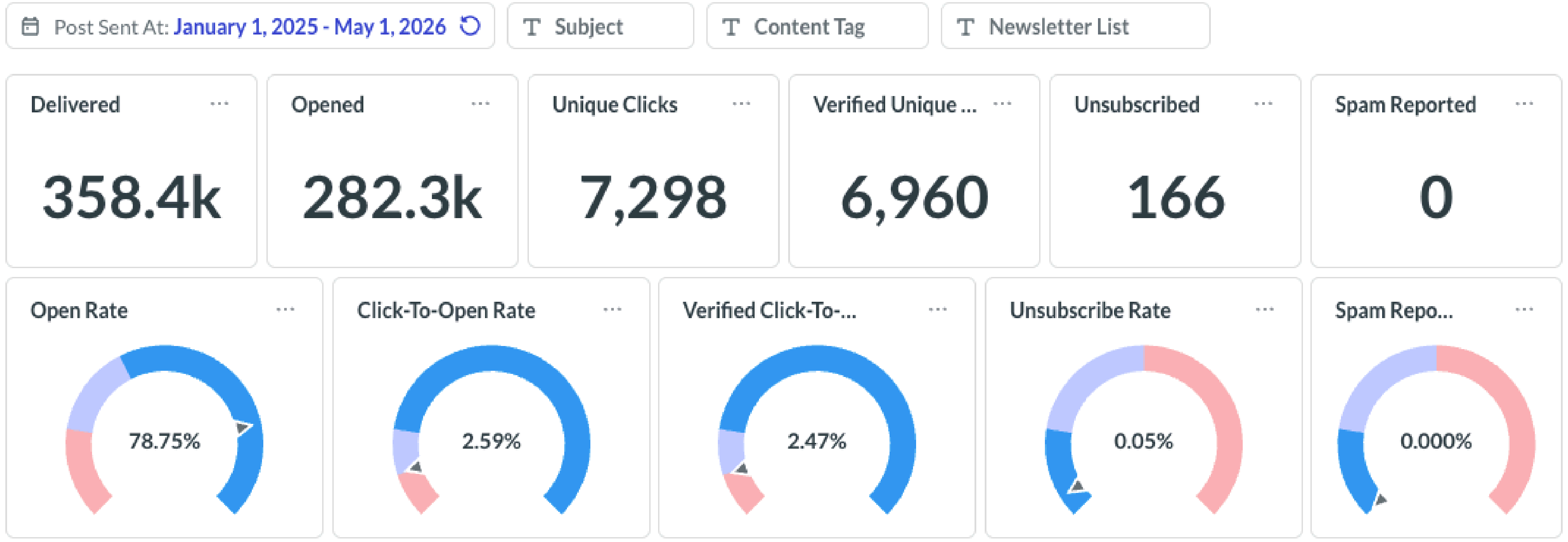
Resumes

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](#).

RESULTS



savings: ~\$60/month

SP26 Students

9804 subscribers

Last processed 3 months ago

Overview

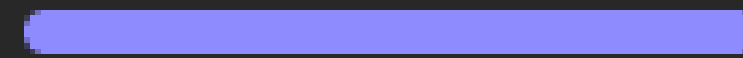
Configure

Open rate 82.9%	Click-to-open rate 3.6%	Unsubscribes 8	Unsubscribe rate 0.1%
---------------------------------------	---	--------------------------------------	---

Views ⚠

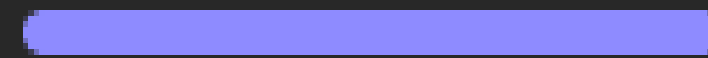
Jul 1, 2024 – Jun 30, 2025

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%)

+12.7%

Open Rate

+93.9%

Click Rate

+43.1%

Social Impressions

+1998.1%

YouTube Views

+43.9%

Total Student Engagement

+30.4%

Total Stakeholder Engagement

FY 2024 vs. FY 2026

Build an Experience

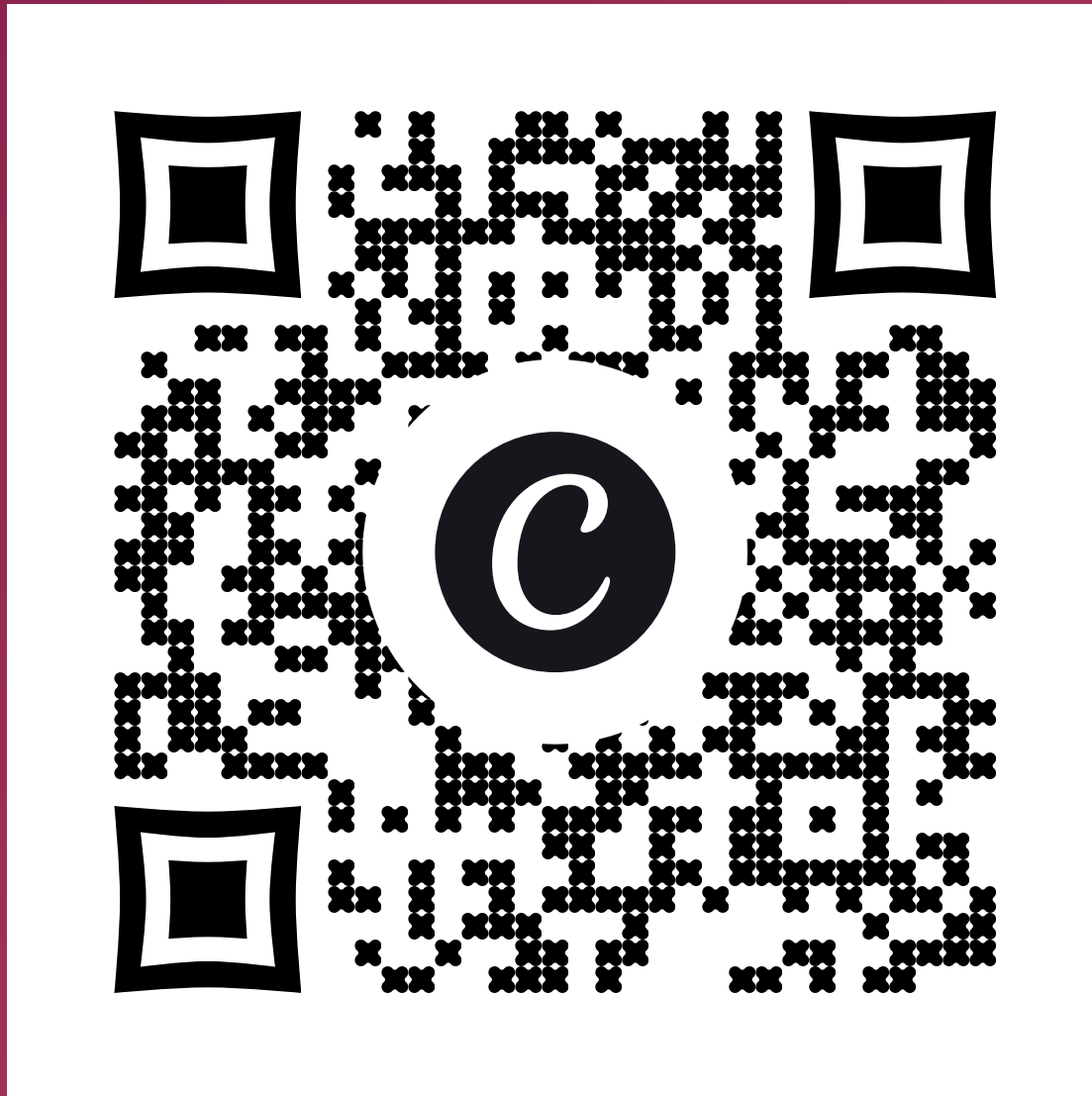
Not another drip campaign

1. Audit the Experience from the Perspective of Your Audience
2. Find Small Areas to Humanize What Is Currently Transactional
3. Keep It Simple
4. Remember There Is No Singular Student Journey

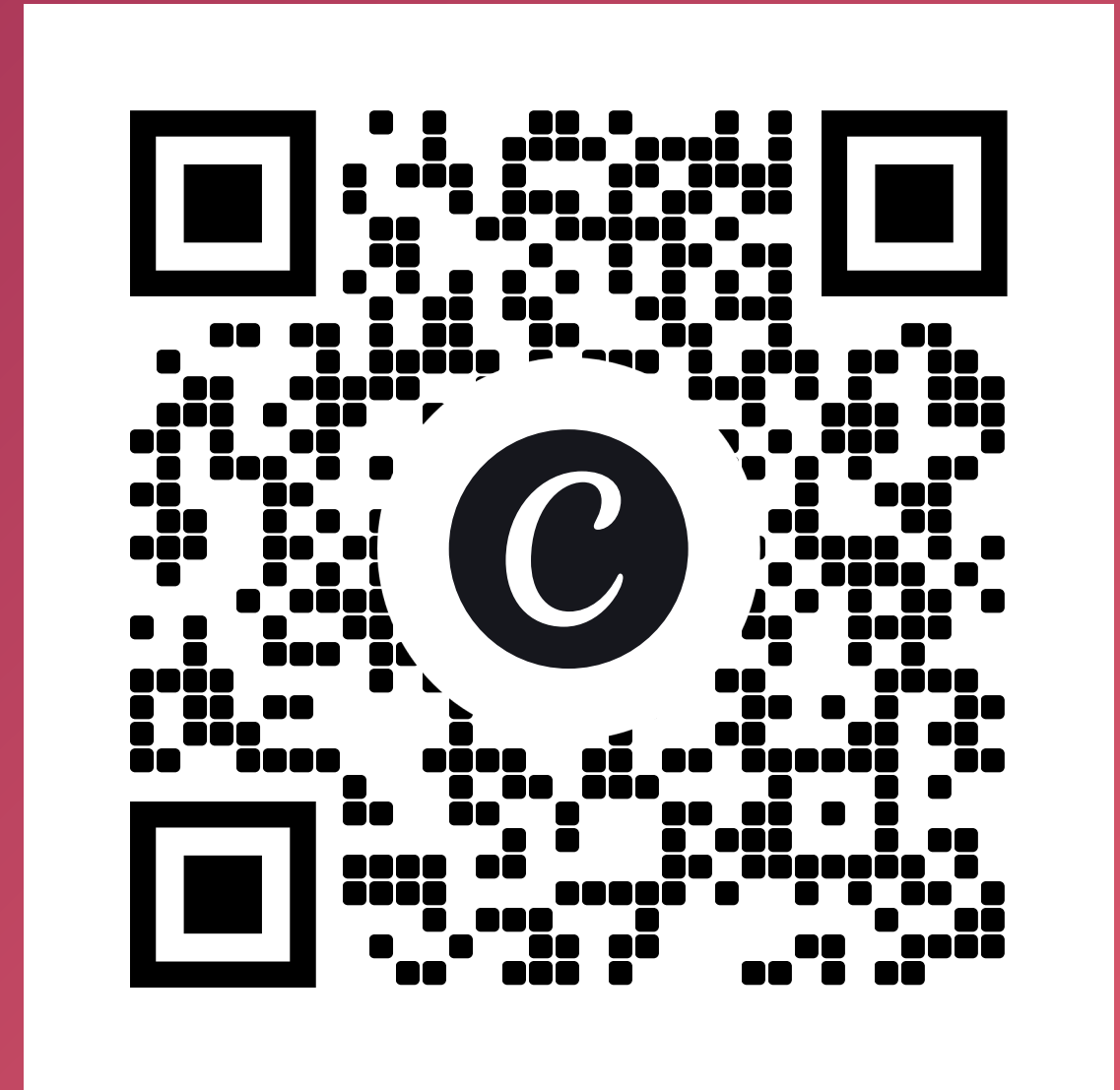
toni



Let's Connect!



Website



LinkedIn