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## **Xavier University of Louisiana Makes Two New Marketing and Communications Appointments**

**New Orleans, La** – [Xavier University of Louisiana](https://www.xavier.edu/) announced the promotions of two key members of its Marketing and Communications team.

Diana Hernandez, who previously served as Manager of Marketing, Communications and Digital Strategy has been appointed as Director of Marketing and Communications. Ashley Daniels, who had served as Marketing and Communications Specialist, has been named Manager of Digital Strategy.

“Ms. Hernandez and Ms. Daniels both possess the expertise to move Xavier’s Marketing and Communications Department forward, and they will be key to effectively communicating the University’s unique history and mission,” said Xavier President Reynold Verret.

In her new role of Marketing and Communications Director, Hernandez will oversee all aspects of Xavier’s marketing and communications efforts, including leading our marketing strategies, media outreach, advertising campaigns, social media, community relations, and branding implementation for the organization. The department will report to Patrice Bell Mercadel, Chief of Staff at Xavier.

Hernandez’s experience includes a valuable mix of corporate marketing and advertising agency roles, which has shaped her integrated approach to communications. She is a results-driven, creative leader and is accomplished in developing successful local and national media campaigns. Before joining the Xavier team, she was the Public Relations Manager for Transdev Services, public-private operating partner of the Regional Transit Authority.

“I am honored to lead the Marketing and Communications Department and continue advancing Xavier’s history and mission,” said Hernandez. “I look forward to working with all university departments and divisions to promote and share Xavier’s excellence.

A first-generation New Orleanian, Hernandez earned her Bachelor of Science in Marketing from the University of New Orleans.

In the new role of Manager of Marketing and Digital Strategy, Daniels, a 2010 Xavier graduate, will oversee the management of digital communications including digital strategy for social media and

Xavier's website. Daniels bring eight years plus of experience managing multiple facets of marketing programs and platforms.

"From the first day I arrived at Xavier as freshman I knew it was unique and like no other university. I am honored to have the opportunity work with world class faculty and staff to show the rest of the world why Xavier is Excellence," said Daniels.

Daniels holds a B.S. in Sales and Marketing with a minor in History.



**Diana Hernandez**  
Marketing and Communications Director



**Ashley Daniels**  
Manager of Marketing and Digital Strategy

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### **About Xavier University of Louisiana**

Xavier was recently ranked as the nation's #2 HBCU (Historically Black College and University) by [College Consensus](#), a unique college ratings website that aggregates publisher rankings and student reviews, in its newly released publication, [Best HBCUs for 2018](#). Xavier was also among the four colleges selected by Beyonce and her [BeyGood Foundation](#) as the recipient of a Homecoming Scholars Scholarship Award announced after her much lauded performance at Coachella, while actor and comedian Kevin Hart has joined forces with UNCF and KIPP (Knowledge Is Power Program) to help 18 more KIPP students earn a college degree – three of whom were Xavier students.

That's just the latest in national accolades Xavier has received as one of the best universities in the country. Most notably, XULA is ranked as the best value among southern regional colleges and universities in the 2018 edition of "Best Colleges" by the *U.S. News Media Group*. Xavier also ranked No.1 in its grouping, heading the list of only 15 schools that qualified for the Southern Region category

listed under “Great Schools, Great Prices.”

At Xavier *eXcellence awaits yoU*. For more information about Xavier University of Louisiana visit us online at [www.xula.edu](http://www.xula.edu) or follow us on Facebook, YouTube, or Twitter @XULA1925. Take a moment to learn more about how Xavier is preparing students for the future at <https://www.youtube.com/watch?v=sD4mb-jYZC8>. To book interviews about our recent accomplishments and/or to speak with our experts in the field of pharmacy, education, premed, public health, science, technology, math, business, English, communications and the arts, contact Diana Hernandez at (504) 520-5120 or [dhernan1@xula.edu](mailto:dhernan1@xula.edu).