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Xavier University of Louisiana Makes Two New Marketing and Communications Appointments

New Orleans, La [Xavier University of Louisiana](#) 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.

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

In her new role of Marketing and Communications Director, Hernandez will oversee all aspects of 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.

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 history and mission . I look forward to working with all university departments and excellence.

At Xavier *eXcellence awaits yoU*. For more information about Xavier University of Louisiana visit us online at 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.