



# PRESS RELEASE

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**UOG named finalist in American Marketing Association awards**

The University of Guam is a finalist for the American Marketing Association (AMA) Foundation's Higher Education Marketer of the Year Team Award, the AMA informed UOG recently.

The AMA Higher Education Marketing Awards honor extraordinary leadership and celebrate innovation and achievement in higher education marketing.

The UOG Marketing and Communications team was recognized for its work in 2022, when it piloted digital marketing campaigns and promoted the University's 70th Anniversary celebration which culminated in an award-winning museum exhibit.

The team's digital marketing campaigns recently won Internet Advertising Awards, National Association of Government Communicators (NAGC) awards, and a Circle of Excellence Bronze Award from Council for the Advancement and Support of Education (CASE) Circle of Excellence Award. The UOG 70th Anniversary Museum Exhibit also garnered three NAGC awards and two CASE Circle of Excellence Gold Awards.

"Congratulations to the UOG Marcom Team on being named a finalist for the AMA Higher Education Marketer of the Year Team Award," said UOG President Anita Borja Enriquez. "Despite limited resources and budget constraints, the team's outstanding work showcases their creativity and commitment to excellence and shines a spotlight on the achievements of our colleagues across the University."

The AMA Foundation's Higher Education Marketer of the Year Team Award winners will be announced in November.

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Photo caption:

The UOG Marketing & Communications team and UOG Web Team hold the awards they received for projects completed in 2021 at the University of Guam 70th Anniversary Exhibit in August 2022 at the Guam Museum. From left, team members at the time included Laura Pangelinan, Jackie Hanson, Bernie Capindo, Chief Marketing & Communications Officer Jonas Macapinlac, Gene Herrera, Eurich Patacsil, and Matt Raymundo.