MARK BERRY

COLLEGE OF CHARLESTON

Chief of Staff



Mark Berry serves as the Chief of Staff to the President at the College of Charleston, where he advances the president's priorities through strategic leadership, executive communications and cross-functional coordination. He works closely with the president and Cabinet members to drive institutional initiatives, manage high-impact projects and ensure effective collaboration across the institution. He also coordinates the executive communications function, overseeing presidential messaging, speeches and key communications while providing strategic counsel in support of the College's mission and long-term goals.

Mark joined the College in 2002 as a writer and has progressed through a series of leadership roles in marketing, communications and executive administration, including director, senior director, executive director, vice president and deputy chief of staff before being named chief of staff in 2026.

Throughout his career, Mark has led or helped shape several of the institution's signature initiatives, including the creation of Cougar Night Lights, campus streetscape and branding enhancements, the refresh of the College's historic seal, presidential strategic communications and nationally recognized marketing campaigns.

His magazine and publications work earned numerous honors, including CASE awards for writing, editorial excellence and digital marketing. Mark authored long-form magazine features on many of the College's most accomplished students, faculty and alumni, including the astronomer who helped discover the largest known structure in the universe, a pioneering experimental writer, professional athletes, acclaimed artists and actors and the lead scientist behind a breakthrough treatment for sickle cell disease. From 2006 to 2019, Mark served as editor of *College of Charleston Magazine*, which was a 2014 finalist for CASE's Robert Sibley Magazine of the Year, the top award for university magazines.

Working in close partnership with the president, senior leadership and members of the campus community, Mark helps align people, projects and communications to advance strategic priorities while strengthening the College's reputation and engagement with its many stakeholders.

A lifelong student of Charleston's history, Mark appreciates the integral role the College of Charleston has played in shaping the city's cultural and intellectual heritage. Outside of work, he is an avid reader and enjoys spending time with his family.

EDUCATION

M.A., Writing, Johns Hopkins University
B.A., English, Furman University

CAREER HIGHLIGHTS

2026–present: Chief of Staff, College of Charleston
2020–2026: Deputy Chief of Staff, College of Charleston
2019–2020: Vice President of Marketing and Communications, College of Charleston
2014–2018: Executive Director of Marketing and Communications, College of Charleston
2006–2014: Senior Director of College Publications, College of Charleston
2006–2008: Director of College Publications, College of Charleston
2002–2006: Writer, College of Charleston
1997–2002: Managing Editor, Arcadia Publishing

HONORS AND ACHIEVEMENTS

2016: Communicators Award of Excellence for Feature Writing (gold)
2015: CASE III Grand Award for Magazine II
2015: Communicators Award of Distinction for Educationl Institution (silver)
2014: CASE III Award of Excellence for Feature Writing
2014: CASE National Award for General Interest Magazine (bronze)
2013: Communicators Award of Excellence for Feature Writing (gold)
2013: CASE III Award of Excellence for Feature Writing
2013: CASE III Grand Award for Electronic/Digital Marketing
2013: CASE National Award (gold) and finalist for Robert Sibley Magazine of the Year
2012: Magnum Opus for Profile (silver)
2012: Apex Award of Excellence
2012: Magnum Opus for Best School/ University Publication (gold)
2012: Communicators Award of Excellence for Feature Writing (gold)
2011: Communicators Award of Excellence for Feature Writing (gold)
2010: Apex Award for Publication Excellence for Feature Writing
2010: Apex Grand Award for Magapapers and Newspapers
2010: Communicators Award for Excellence for Feature Writing (silver)
2008: Silver ADDY for Editorial Spread
2005: Magnum Opus Honorable Mention for Best Feature Article