

## EDUCATION

**M.B.A - GEORGIA SOUTHERN UNIVERSITY**  
Statesboro, GA; December 2016

**B.A. – Journalism - UNIVERSITY OF WISCONSIN-MADISON**  
Madison, WI; May 1998  
Majors: Advertising, Public Relations; Certificate of Business (Minor)

## EXPERIENCE

August 2017 -  
Present

### **Georgia Southern University**

Statesboro, GA  
Temporary Instructor

- Teach multiple sections of Principles of Marketing
- Guide writing assignments to make students more competitive upon graduation
- Motivate students to continue a lifetime of learning
- Assist with retail team competition by providing insight, knowledge and support
- Utilize my professional experience to bring a fresh perspective into the classroom

August 2014 -  
Present

### **Marketing and Events Planning Consultant**

Statesboro, GA

- Develop marketing direction and brainstorm strategies and tactics with clients
- Design brochures and other marketing materials for clients to educate potential customers about services
- Educate clients on key marketing themes and principles to help hone messaging and methods of communication
- Develop the direction and manage all fundraising, membership and yearly activities for non-profit organization
- Manage communications, leading to an increase of 70% in membership for non-profit in one year
- Coordinate the largest fundraising event for two years and increase revenue from the event by 36% in the first year and 49% in year two
- Cultivate partnerships with local community businesses through personal contact and business development

August 2015 -  
December 2016

### **Georgia Southern University, School of Accountancy**

Statesboro, GA  
Graduate Assistant

- Provide academic and administrative support to four faculty members, including grading assignments, maintaining grade book, conducting research, proctoring exams and other tasks
- Assist with office tasks as necessary

January 2013 -  
June 2014

### **Office of Dr. Ellen Emerson, PhD**

Statesboro, GA  
Office Manager

- Manage all billing and collection of funds from insurance companies and patients
- Provide customer service to all clients and manage doctor's schedule
- Maintain all client files and electronic financial system
- Coordinate mental health benefits for all patients

February 2012 -  
June 2012

### **Georgia Southern University, Office of the Provost and Vice President for Academic Affairs**

Statesboro, GA  
Assistant to the Associate Provost

- Assist Associate Provost with coordination of academic advising initiatives
- Coordinate meetings of the Academic Advising Council
- Provide support and communicate with seven student services centers on programs and reporting
- Develop templates, guidelines and reporting measures for academic advising initiatives
- Communicate with Office of Research and Strategic Analysis on all assessment, retention and progression data needs
- Work with the Office of Institutional Effectiveness of assessment of academic advising

September 2008 -  
December 2011

**Georgia Southern University, Allen E. Paulson College of Science and Technology  
ASPIRES NSF Grant**

Statesboro, GA  
Project Manager

- Assist with creation and development of all reports submitted to NSF
- Calculate and generate multi-semester report regarding DFW rates for Supplemental Instruction, Guided Inquiry and RIG courses
- Compile student-specific information for students who participated in the RIG and the Research components of the grant
- Obtain and generate multi-semester report regarding COST retention and provided major-specific data
- Provided support for other STEM-related initiatives

December 2006 -  
June 2008

**Georgia Southern University, Allen E. Paulson College of Science and Technology  
COST Advisement Center** Statesboro, GA

Academic Advisor

- Assisted with development of all internal procedures used in the Advisement Center
- Advised COST students using the intrusive model of advising
- Conceived, developed and implemented comprehensive databases used to track all COST students advised in Center
- Created marketing materials and conducted training sessions to teach members of the Academic Advising Council and other Advisement Centers so they could implement similar systems
- Aided in all aspects of 2007 SOAR (Southern's Orientation and Registration)
- Assisted with development of Student and Advisor Outcomes for the COST Advisement Center
- Conducted research and create reports requested by COST departments for special projects (i.e. RPG review for certain majors, math recommendation and grade analysis)
- Participated in professional development opportunities, including NACADA Webinars and attendance at 2007 NACADA National Conference
- Served as COST representative at multiple events (pre-medicine open houses, Georgia Southern Open Houses, etc) and presented COST major information to students (high school ROTC students visiting campus, undeclared freshmen during GSU 1210 Orientation class, etc.)
- Created all marketing materials for the Advisement Center, including flyers, posters, logo development, power point templates, email blasts and email mail merges
- Developed all content and provided updates for Advisement Center website

June 2004 -  
May 2006

**University of Georgia Honors Program** Athens, GA (promotion)

Assistant to the Director

- Developed alumni communication and other marketing pieces for the Honors program
- Managed all fiscal matters for the Honors Program, including oversight, budget development and day-to-day administration of \$1 million in endowments and \$1.2 million provided by the state
- Supervised personnel searches for open positions, including development of job descriptions, acting as the liaison with human resources, screening applicants, and completing all hiring paperwork
- Provided academic advising to all pre-Journalism and some pre-Business Honor students
- Coordinated transition between two Directors, including training and brainstorming with new Director on academic, personnel, and budgetary items related to the Honors Program
- Provided administrative support to the Director of the Honors Program

- Assisted with the Center for Research Opportunities (CURO) initiatives, developed marketing materials and managed budget
- Assisted with special projects at the request of the Director, including coordination of the Program Review in 2004 (all programs at UGA are reviewed every 5 years by a committee of outside faculty and staff), coordination of special events sponsored by the Honors Program, and participation on scholarship selection committees
- Continuation of functions performed as Office Manager for the Honors Program

October 2003 -  
June 2004

**University of Georgia Honors Program** Athens, GA  
Office Manager

- Administered all financial commitments for the Honors Program, including payroll, check disbursements, scholarship disbursements, and private fund spending
- Managed all operational aspects of the Honors Program, including IT support, building maintenance, and security related areas
- Supervised front desk receptionist and six student workers
- Learned and utilized UGA's proprietary software solutions, including programs for financial statements (ARROW), budget development (WebDFS), payroll (E-Payroll), student records, and advising (IMS/TSO)
- Provided administrative support to the Assistant Director to the Honors Program

June 2001 –  
August 2003

**THE PROMOTION NETWORK** Chicago, IL  
Senior Account Executive

- Developed consumer promotional concepts for Fortune 500 Companies, including ConAgra and Gatorade
- Executed all promotions for five brands, totaling agency fees of \$1.5 million yearly
- Assisted client with integration strategy among all marketing platforms
- Trained new account team members as business grew
- Created positive relationship with outside vendors and remote creative team based in Dallas
- Assisted in new business development and integration of additional brands within division
- Developed and executed many "best practice" processes to improve efficiency among client service teams

June 2000 –  
June 2001

**TRADE MARKETING GROUP** Chicago, IL (promotion)  
Senior Account Manager

- Developed trade communications objectives and strategy with client (Kellogg's/Keebler, Philip Morris)
- Assisted in new business development for agency
- Provided client with integration strategy and tactics
- Continuation of functions performed as Account Manager

June 1999 -  
June 2000

**TRADE MARKETING GROUP** Chicago, IL (promotion)  
Account Manager

- Facilitated client communication and meetings as primary client contact (Keebler)
- Managed billings and marketing budgets for client; raised billings 30%
- Created first internal communication piece for client division
- Expanded firm's role within client to additional division
- Developed creative strategies and facilitated brainstorm/strategy sessions

June 1997 -  
June 1999

**TRADE MARKETING GROUP** Chicago, IL (promoted from intern)  
Assistant Account Manager

- Managed ongoing relationship with agency's largest client (Keebler)
- Coordinated public relations efforts to gain maximum exposure in trade publications
- Developed business-to-business media schedule and maintained all media placements for client
- Supported account manager in day-to-day operations

## **AWARDS**

NACADA Outstanding Advisor Certificate of Merit Recipient, 2008