

DIRECTOR OF MARKETING, COMMUNICATIONS AND IT

Core Accomplishments

- Initiated a student leadership development program a student leadership development program resulting in graduates in position of decision-making responsibility .
- CAHS Student Leadership Apprentice Program
- Big Boom Business Planning Institute
- Host of "Outlook on Agriculture" Weekly Radio Show on KPVU 91.3FM and Sirius XM HBCU Channel 142

Experience

02/2013 to Current

Director of Marketing, Communications and IT Company Name 1/4 City , State

- Develop strategies based on knowledge of policy, nature of market and trend projections to facilitate growth as well as aid in resiliency planning for the College which is a triad encompassing the Cooperative Extension Program, Cooperative Agricultural Research Center and Academics.
- Manage the College's internal and external communications systems in conjunction with university's public relations, press and marketing communications units in the public and private sector.
- Assess and translate materials into print, online and social media.
- Create systems and procedures that maintain and manage contact lists of associates and prospective associates; implement event registration procedures and develop systems to expand customer relations.
- Attend and actively participate in College Advisory Board meetings, committee meetings, conference calls and functions.
- Advise the office of the Dean on matters important to stakeholders relating to the College.
- Provide leadership in executing marketing communications, strategic planning and public relations activities for a staff of 8 employees.

Program Specialist Company Name 1/4 City , State

- Community and Economic Development, Cooperative Extension Program, CAHS.
- Created and provide solutions as a consultant for clients in the area of technical assistance for sustainable business strategies.
- Developed creative and specialized curriculum that will effectively reach a target audience and provide impactful education that will improve their standard of living and satisfy stakeholders.
- Provided marketing expertise in e-media productions such as radio and television programs as well as social media solutions and other online publications.
- Supervised a staff of students providing them guidance through mentorship in marketing, customer service, business operations and professional development.

01/2003 to 01/2012

Web Developer Company Name

- Consulted with customers to perform needs analysis, determine project scope and define problem solutions that focus on increasing client revenue and ROI.
- Developed statements of work for project proposals to acquire new accounts.
- Designed various types of e-media including retail e-commerce sites, content management systems and web portals.
- Developed marketing content to include design layout, copy, graphic art and various electronic media productions.
- Monitored and analyzed results to optimize online marketing and enhance the customer experience with a focus on developing long term customer relationships Adjunct Faculty Computer Aided Drafting and Design.
- Design and implement quality training in the subject area of Computer Aided Design productively delivered to more than 350 students in classes of 15-20 cohorts per session.
- Develop innovative strategies to effectively present training materials while maintaining performance goals in terms of attendance and student engagement.
- Performed Interim Department Chairperson duties including management of a staff of 10 full and part-time instructors, preserved student retention goals and addressed various issues concerning student development and general classroom concerns.

Education and Training

2015

LEAD21 Executive Leadership Program The University of Georgia

2008

Masters of Business Administration (MBA) : Marketing University of Phoenix Marketing

1998

Microsoft Certified Systems Engineer (MCSE), Software Applications Southern Methodist University

1994

Bachelor of Science : Mechanical Engineering, Computer-Aided Design Prairie View A&M University Mechanical Engineering, Computer-Aided Design

Skills

Adobe Creative Suite, Acrobat, After Effects, Dreamweaver, Photoshop, Premiere, AutoCAD, business operations, business strategies, Computer Aided Design, CAD, hardware, consultant, content, content management, creative design, clientele, client, clients, customer relations, customer service, database, Drafting, e-commerce, engineering design, Flash, focus, government, grant proposals, drawing, graphic art, graphic,

InDesign, internet marketing, inventory, layout, Leadership, MAC OS, market and trend, marketing, marketing communications, materials, meetings, Access, Microsoft Certified Systems Engineer, MCSE, Excel, MS Office, office, Power Point, Publisher, Window, Word, needs analysis, networking, online marketing, Operating Systems, OS, organizational, press, processes, proposals, public relations, publications, quality, radio, Research, retail, search engine optimization, strategic, strategic planning, technical assistance, television, training materials, website, written Additional Information

- AWARDS AND RECOGNITION 2016 Gold Level Award for Print Publication 2016 Bronze Level Award for Electronic Audio Media Production 2014 ADDY Award for Advertising Creative Excellence 2013 Multi-media Storyteller Award* 2012 Distinguished Service Early Career Award 2011 Multi-media Storyteller Award Conference Speaking Topics: * Cyber-Media in the Digital Age* Marketing Extension for the 21st Century* Strategic Planning