

Jamie A. Wood

Summary of Qualifications

- Seven years of successful marketing, communications, and public relations leadership for the largest departments within the Division of Student Affairs at Illinois State University
- Excel at managing complex projects while maintaining close attention to detail and identifying ways to create efficiencies
- Self-starter who approaches challenging situations with calm, confidence, and a sense of humor

Employment

Illinois State University

Event Management, Dining, and Hospitality, Normal, IL

September 2013 – Present

Coordinator of Marketing Initiatives and Assessment

- Develop strategic marketing plan for on-campus dining venues and catering unit which serve 21,000 students, over 3,000 faculty and staff, and other campus guests
- Manage the brand and voice of department to ensure consistency with overall Illinois State University messaging. Write, review, and edit all communications sent from Dining
- Create content and oversee graphic design for large- and small-scale mailings and promotional materials
- Serve as department media spokesperson
- Recruit, hire, train, and manage graphic design and marketing interns
- Represent department at student recruiting events and provide staff training for event representation
- Select, order, and manage stock of branded promotional items
- Oversee crisis communications: identify crises, develop responses, work with campus stakeholders to approve and distribute messages
- Collaborate with Student Affairs departments and departments across campus, including University Marketing and Communications, Printing Services, University Housing Services, Bone Student Center, Enrollment Management and Admissions, Alumni Relations, and Web Development
- Create, gather, and analyze qualitative and quantitative assessment data through surveys, focus groups, and the Dining Services Advisory Council
- Chair the Dining Services Advisory Council
- Maintain and update two websites, social media, digital display screens, and a dining mobile application
- Respond to customer concerns and inquiries via the general Campus Dining email account
- Plan and execute, in a team setting, the comprehensive re-branding initiatives for Event Management, Dining, and Hospitality department (merger of Campus Dining Services and Bone Student Center)

University Housing Services, Normal, IL

January 2010 – September 2013

Assistant Director of Marketing Initiatives and Assessment

- Developed targeted communication and marketing plans to effectively convey information to prospective and current students, families, alumni, campus stakeholders, and the community-at-large
- Collaborated on projects with departments across the University including Campus Dining Services, Office of the Vice President for Student Affairs, Student Affairs IT, University Marketing and Communications, Admissions, Alumni Relations, Printing Services, and Media Relations
- Served as a media point person by coordinating and giving interviews
- Coordinated and analyzed departmental assessments including student satisfaction survey and House Calls, a student well-check outreach program
- Launched, developed content for, and updated University Housing Services and Cardinal Court Facebook pages
- Managed and maintained Housing website

- Planned, promoted, and managed large events such as Watterson Towers renovation completion celebration, South Campus decommissioning open house, and Housing and Dining employee reunion
- Led marketing efforts to promote new Cardinal Court apartments
- Selected and managed stock of promotional items
- Wrote and edited copy and oversaw graphic design for marketing materials
- Represented the department at events on and off campus
- Planned and facilitated monthly meetings for 15 full-time support staff team members
- Recruited, hired, trained, and managed graphic design and marketing interns and graduate assistant
- Supervised full-time support staff

COUNTRY Financial, Bloomington, IL

February 2008 – January 2010

Communications Analyst

- Managed multi-piece communication projects
- Developed copy for intranet news stories, company newsletter feature stories, memos from executive management, client communications, internal marketing collateral, and employee recruiting materials
- Consulted and worked closely with other employees and executive management to gather information for communications
- Analyzed messages and audiences and recommended appropriate message strategy and communication methods for internal and external audiences
- Edited colleagues' news stories and assisted with publishing intranet news page
- Coordinated unique educational opportunities for Corporate Communications division as part of Extra Credit committee, which provided professional development opportunities for staff

Business Builders, Bloomington, IL

September 2003 – February 2008

Marketing Consultant/Project Manager

- Developed and implemented comprehensive marketing plans for businesses in a variety of industries including healthcare, banking/credit union, technology, printing, automotive repair, retail shopping, professional placement/human resources consulting, and long-term care
- Managed projects: assigned, edited, and approved work created by graphic and web designers, copywriters, and phone representatives
- Worked effectively with clients at all levels, from CEOs/business owners to customer service personnel
- Wrote and edited copy for a variety of audiences and mediums, including newsletter and magazine articles, websites, sales letters, advertisements (radio, newspaper and television), and marketing collateral
- Planned and executed special events for client companies and Business Builders
- Gained media coverage for clients and Business Builders through press releases and pitches to media
- Built relationships with prospective clients while representing Business Builders at community events

Marc Foundation, Normal, IL

May 2002 – November 2002

Public Relations Intern

- Developed newsletter that was distributed to over 6,000 McLean County businesses and homes
- Created display booths and represented Marc Foundation at outreach events
- Wrote press releases and made follow-up calls to media
- Called on sponsors for donations to the Marc Foundation

Illinois State University Committee Involvement

Student Affairs Marketing Council	2010 – Present
Dining Services Advisory Council	2011 – Present
Student Affairs Council for Development	2011 – Present
Campus Visitor Experience Committee	2011 – Present
Student Affairs Professional Development Committee	2012 – 2013

University Homecoming Planning Committee	2012 – 2013
Foundations of Excellence	2013
Admissions Communications Committee	2013 – Present
Administrative Professional Council	2014 – 2015

Community Involvement and Leadership

St. John’s Lutheran Church, Bloomington, IL	July 2016
<ul style="list-style-type: none"> • Developed marketing plan to promote guest speaker Haydn Shaw 	

Association for Women in Communications, Bloomington/Normal	October 2004 – Present
Leadership: Vice President of Membership, Vice President of Programming, Progress of Women/Freedom of Information Chair, President, and founder/chair of Working Mothers Affinity Group	

Toastmasters Sunrise Speakers	May 2008 – September 2009
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Junior Achievement of Central Illinois Classroom Consultant	May 2006, May 2007
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Great Plains LIFE Foundation Annual Event Volunteer	2004 – 2008
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Awards and Recognition

STAR Award, Division of Student Affairs Innovation by a Team	2015
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Top Individual and Top Team Fundraiser Susan G. Komen Bloomington/Normal Race for the Cure	2015
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University Housing Services and Campus Dining Services, Illinois State University Hoelting Team Player Award	2012
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Association for Women in Communications, Bloomington/Normal Chapter Chapter Member of the Year	2010
Outstanding Chapter Member	2009
2008-2009 Most Improved Chapter (national award)	2009
2008-2009 Best Awards & Recognition Program (national award)	2009

Award for Publication Excellence (APEX)	2009
Award of Excellence, Interviews & Personal Profile	

Education

Illinois State University, Normal, IL, Bachelor of Arts Degree in Public Relations

Sauk Valley Community College, Dixon, IL, Associate in Arts Degree