
Creative Marketing and Communications Executive

Over 10 years in digital marketing, storytelling, brand management, project management, and team leadership

Results-oriented and data driven professional with strong business acumen and proven track record of successful outcomes in digital marketing and communications, brand awareness, and program management within higher education. Expert in designing data-influenced strategic plans and leading teams to accomplish the goals and missions of campus.

Highlights of Expertise

- Branding and Digital Media Creation
- Customer Journey Mapping
- Market Intelligence and Research Tools
- Engagement and Community Building
- Strategic Business Development
- Website Design and Content Management
- Project/Event Planning and Coordination
- Client Relationship Management Techniques
- Social Media Management and Marketing
- Cross-functional Team Building and Leadership

Career Experience

University of Michigan, Ann Arbor, MI

ASSOCIATE DIRECTOR, MARKETING AND COMMUNICATIONS (2019 to Present)

Expanded the team from two to eight FTE and three student interns while boosting branding and reach of Michigan Online, U-M's online learning platform.

- ◆ Increased online enrollment by 8 million (2019-2021) and set annual revenue records while collaborating with partners like Disney/Pixar.
- ◆ Ensured efficient resource allocation by auditing \$900k marketing and communications budget, which led to improving accountability and transparency.
- ◆ Built brand awareness and generated leads by conceiving new channels and global outreach through expansion of social presence by 140k+ followers.
- ◆ Retained competitive advantage through establishing a rebranding campaign for the Center and complete website overhaul using the WordPress CMS platform.
- ◆ Played a lead role in growing Michigan Online email subscription list by 250k subscriptions.
- ◆ Hosted events for faculty and learners both in-person and online, achieving a reach of over 30 countries and a fundraising campaign which brought in donations from over 80 countries.

JBaumann Consulting LLC, Ypsilanti, MI

OWNER (2008 to Present)

Established to provide an outlet for creative skills and training to support small businesses and creatives.

- ◆ Served as an instructor for creative marketing tools by utilizing Skillshare with over 66K minutes watched across multiple countries on Adobe Creative Cloud products.
- ◆ Assisted small businesses with launching new websites, podcasts, and social media accounts to establish their brand equity in their communities.
- ◆ Operated as a photographer for sports events in the NHL, NFL, and NCAA sports as JBaumann Photography.

Continued...

Michigan Technological University, Houghton, MI**ASSISTANT DIRECTOR OF CREATIVE AND TECHNOLOGY SERVICES** (2018 to 2019)**MANAGER OF DIGITAL MEDIA AND CREATIVE SERVICES** (2013 to 2018)**COORDINATOR OF MARKETING AND MULTIMEDIA** (2011 to 2013)

Improved brand positioning by acting as a liaison for university marketing and communication functions. Implemented a ticketing workflow system for creative project planning and management of over 2k project requests. Optimized competency and expertise among employees through preparing a training/professional development curriculum for creative staff, including personal mentorship. Ensured maximum performance excellence by leading a staff of six individuals, including multimedia, digital, and print requests of Creative Suite 155.

- ◆ Served as thought leader for training / presentations on technology, design, and social media marketing, as well as hosting 30+ digital media workshops for students, staff, and faculty.
- ◆ Mobilized strategic resources by managing a \$70k budget for Broomball Student Organization with 2k+ participants each year and developed a streaming studio to broadcast live games.
- ◆ Played an integral part in launching and maintaining a new digital signage technology for 120+ campus information display systems.
- ◆ Volunteered with Michigan Tech athletics to support photographic needs and additional digital marketing support.

*Additional work experience as **Apple Service Manager** at Up and Running Technology Solutions, Houghton, MI (2011 to 2015) and **Store Manager** at TEAM Wireless, Verizon, Houghton, MI (2010 to 2011).*

Teaching Experience**Finlandia University, Hancock, MI****ADJUNCT BUSINESS INSTRUCTOR** (2016 to Present)

- ◆ CPT 202 - Digital Media for Business , 3 credits (moved entirely online starting Fall 2019)
- ◆ COM 108 - Public Speaking, 3 credits
- ◆ Developed course materials, lesson plans, and exams for undergraduate students

Gogebic Community College, Houghton, MI**ADJUNCT BUSINESS INSTRUCTOR** (2015 to 2018)

- ◆ BUS 210 - Marketing Concepts, 3 credits
- ◆ BUS 203 - Business Communications, 3 credits
- ◆ CIT 161 - Introduction to Microsoft Office, 4 credits plus lab
- ◆ Developed course materials, lesson plans, and exams for undergraduate students

Volunteer Experience**Tamarack City Volunteer Fire Department (2012 – 2019)**

Lead the department as Assistant Chief and Training Officer overseeing a volunteer crew of 20 while working coordination with multiple departments across the Copper Country. This included airport emergency response and coordination with FEMA for the Father's Day flood of 2018.

Michigan Tech EMS (2013 – 2019)

Supported the campus and local community as a medical first responder while also supporting marketing and communication efforts including swag design/ordering and vehicle designs.

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Education

Master of Science in Integrated Marketing Communication, Eastern Michigan University

Bachelor of Science in Scientific & Technical Communication, Michigan Technological University

Professional Affiliations

Adobe

Held titles with Adobe Education since 2014 as an **Adobe Education Trainer** (2014 to 2020), **Adobe Campus Leader** (2014 to 2019), and continue to participate as an **Adobe Education Leader** (2018 to Present).

Opportunities have included writing for the Adobe Education Blog, presenting training sessions, and continued support of Adobe's *Creativity for All* mission.

Student Affairs Administrators in Higher Education (NASPA)

Was a member of the national technology knowledge community board from 2013-2021. Held roles as **Webmaster** (2013 to 2017), **Vice-chair** (2017 to 2018), **Chair-elect** (2018 to 2019), and **Chair** (2019 to 2021). Worked with the membership of over 400 to find better ways to incorporate technology in higher education, including the launch of a peer-reviewed journal, *Technology in Higher Education: Emerging Practice*.

Publications

Digital Creativity in Higher Education: Beyond the Humanities

Adobe Education Blog. September 19, 2017.

Turning Competency Into Practice: Applying the Technology Competency at Michigan Tech.

The Leadership Exchange. Pg 29. Summer 2017.

Top 10 Reasons Why You Should Attend The Grad Prep And Communities Fair at NASPA17

NASPA: Annual Conference Blog. Spring 2017.

Student Driven Marketing For On-campus Housing: Success From A New SA Professional.

Digital. NASPA Technology Journal. Pg 5-6. Fall 2012.

Awards and Honors

Student Organization Advisor of the Year

IRHC Broomball – Michigan Technological University (April 2016)

Commendation from Michigan Tech Police Services Citizen Award – Camera Theft Case

Michigan Technological University (April 2016)