

EXPERIENCE

SMITH MONTGOMERY CONSULTING

2011- CURRENT

Principal; Research & Creative Boutique with commitment to DEI, Education, Design and Strategic Communication.*CONSULTING: (recent client/projects available upon request)***Creative/Art Direction; Strategic Communication; Diversity, Equity & Inclusion (DEI); Education & Program Development**

Implementation, execution, vendor relations, media strategy, business acquisition, presentation of deliverables, etc.

> *Author, Speaker, Thought Leader / Thought Partner, Moderator, Presenter, and Panelist, Subject Matter Expert*

Concept to Completion; small businesses, entrepreneurs, government, non-profit and corporate/private ventures:

including, Ford Motor Company, Blvd Content, Financial Solutions, Core Digital Media, AdColor, Nielsen, [TedX](#), etc.

MOORE COLLEGE OF ART & DESIGN, PHILADELPHIA, PA

2018 - 2021

Associate Dean of Graduate, Professional Studies and Continuing Education**ADMINISTRATION:**

- Direct/Oversee budget; program, administration and capital; +3 million dollars.
- Direct youth and adult programing; development; operations; curricula; academic, professional & career advising: (22 courses) grades 3-12, (1) pre-college residential program; grades 10-12; (4) adult certificates; (1) teachers' residential program; professional development programing; (4) graduate programing; MFA, MA & post-bac.:
- Grant Writing, Research, Gifts/Fundraising collaboration to support cross sectional education coalitions, create engagement events and acquire scholarship funding; +100,000.00 annually.
- Lead communication plan, ad/marketing materials, media planning and community outreach for graduate, youth, continuing education and professional development studies; vendor relations, media for recruitment print and collateral, etc.
- Creative direction, design, and audience engagement strategies for print collateral, promotional materials, social media, direct mail, marketing, branding and media campaigns.
- Lead faculty and staff hiring; human resources; recruit, hire, train, evaluate, onboard, engage and exit faculty and staff; 10 programs, over 670 students, over 80 faculty and 9 staff.
- Create, implement and measure Diversity, Equity and Inclusion (DEI) strategies for student and faculty recruitment, curricula development, evaluation, and retention initiatives. DEI Committee lead
- Oversee and advance collaboration for accreditation, assessment, data analytics for metrics; evaluation;
- Develop and advance strategic planning, change management, and metric systems within youth, professional and graduate education; enrollment, admissions, recruitment planning and implementation.

EDUCATION & ADVISING:

- Teach, Mentor and Advise students in curricula, college/graduate school preparation, graduation requirements, internships, practicums, fellowships and career planning. Develop/Advise graduate student research, installations etc.

PROGRAM & EVENT DEVELOPMENT:

Development and execution of educational and community programing for youth, pre-college, graduate, continuing education, professional and senior audiences; art and disability conference, graduate symposium series, graduate art, research and thesis exhibitions, pre-college professional development series, STEAM youth workshops, online program and credentialing development for professional students and life-long learners.

STRATEGIC MARKETING & COMMUNICATIONS:

- Lead communication plan, ad/marketing materials, media planning and community outreach for graduate, youth, continuing education and professional development studies;
- Vendor relations, production and operation needs.
- Social Media, content strategy, implementation; social media advertising/marketing and strategy.
- Conduct market research for data acquisition and customer engagement strategy.
- Implement outreach strategies in support of faculty, DEI/inclusive populations, enrollment and visibility.
- Supervise, write and edit content for collateral, articles, fact sheets, website, interviews, brochures etc.

- Creative direction and graphic design for print collateral, promotional materials, social media, direct mail, marketing, branding and media campaigns.
 - Customer relations, satisfaction and engagement plan.
- **Visiting Scholar: Center For Minority Serving Institutions: Rutgers Graduate School of Education: (2020- Current)**
Develop research to elevate the educational contributions of Minority Serving Institutions, ensure participation in national conversations, increase rigorous scholarship on MSIs, advance effective policies that have a positive impact on strengthening HBCU/MSIs, develop and support of their students, faculty, and secondary school communities.

HOWARD UNIVERSITY: WASHINGTON, D.C.

2010-2018

Strategic Communications Coordinator, Assistant Professor, Advisor and Strategist

ADMINISTRATION:

Strategic Communications Coordinator; 9 faculty, adjunct hires, +400 ad & public relations students

- Advised administration on best practices to integrate technology and industry standards within curricula.
- Designed and Facilitated Diversity, Equity and Inclusion (DEI) faculty workshops, resources and trainings.
- Designed and implemented events, discussion forums and experiential learning techniques to increase and sustain Millennial engagement and student retention.
- Created relationships with community partners and professional organizations resulting in student internships, job opportunities and career development events.
- Advised, mentored and empowered; student org. advisor; American Ad Federation Chapter and National Competition.
- Coordinated New Student Orientation, graduation clearance and diploma closing ceremony activities.
- Designed strategy for Freshman Seminar course for successful transition of first year and transfer students.
- Served university and department administration: grievance, student affairs, research, recruitment, development, editorial communications, and creative work committee(s).
- Led departmental needs for annual report data collection and accreditation.

Marketing and Innovation Strategist; Adopt A Team; 6 clients

- Created professional development, career curriculum and strategy for educational partnerships.
- Developed and conducted professional development workshops for students.
- Coordinated program and execution evaluation methods and systems.
- Created marketing and communications materials for educational organization.
- Developed client recruitment, entrepreneurial, social media strategy.
- Developed experiential learning opportunities for students.
- Served as a liaison between students, program administrators and professional organizations (clients) in areas of coaching, professional development, and project execution.
- Clients; Ben & Jerry's, Google, IPG, Federal Government, Pentagon, NBC, etc.

Executive Director of Capstone

Student Strategic Communications Firm; approx. 60 students, 8 clients.

- Created refreshed vision and strategic plan for Capstone course
- Maintained programmatic excellence, evaluation, finance, administration, assessment portfolios, fundraising, communications systems;
- Recruited and engaged Capstone Community action staff, clients, volunteers, partnering organizations and funders.
- Led, coached, developed Capstone high-performance senior strategic communications team.
- Ensured effective systems to track and evaluate program outcomes to inform strategic planning.
- Expanded revenue through fundraising and grant development activities.
- Deepened and refined all aspects of community relations, partnerships, external presence and cross functional coalitions to garner new opportunities to fulfill Capstone's mission, vision, political agency and social justice orientation.
- Clients; Edelman Public Relations Worldwide, Huge Digital Agency, Ta-Nehisi Coates, Paul Dunbar School, etc.

Advisor; Academic and Career Development Advisor; +80 students

- Provided comprehensive academic, graduation and career advising services to students.
- Recommended approval or non-approval on matters affecting student status, graduation, withdrawal, reinstatement, etc.
- Developed strategies to support students with academic difficulties; probation.
- Designed communication for faculty, staff, etc. Maintained academic records; reviewed and evaluated transcripts.

EDUCATION:

Lecturer (2010); Professor of Record (2011-2013); Assistant Professor (2013-2018) 2009-Current

- Active Scholar: published peer reviewed book(s), produced research, chapters, articles, white papers, etc.
- Created, developed, and taught new courses for undergraduate and graduate study

ST. JOSEPH'S UNIVERSITY, AMERICAN UNIVERSITY, BOWIE STATE UNIVERSITY, TECHNICAL CAREERS COLLEGE, CAROUSEL
Adjunct Professor, Academic & Career Advisor, Create; Art; Technology Instructor

GLOBALHUE: NEW YORK, NY 2007 - 2010

Senior Creative (Art Direction)

Leading total market agency specializing in multicultural insights, cultural inclusion, and comprehensive media communications.

- Art Director (2007-2009); Senior Creative: Art Direction (2009-2010);
Design team of 4-6 designers, In-house production team of 25, External/International production team of 50.
- Creative lead for U.S. Census and Verizon accounts – over \$300 million of agency billings.
- Key creative in new business pitches resulting in the acquisition of million-dollar accounts.
- Led brand identity development, redesign, refresh, activation initiatives with promotion, events, collateral etc.
- Created strategic communications campaigns with emphasis in print, broadcast and social media.
- Developed creative strategy, research methods, data collection for campaigns for Cultural and Youth audiences.
- Responsible for the presentation and communication of ideas, campaigns and deliverables on all levels.
- Managed usage of art, photography, and branding across media.
- Advised and directed campaign, brand, and design integrity among multiple agencies and partnerships.
- Wrote creative treatments, proposals, production executions, brand guidelines, communication and strategies.

BLUE CHIP AGENCY REPRESENTATIVE

- Liaised with Account and Creative Executives proposing profitable/efficient ideation tactics.
- Creative lead in branding entertainment opportunities for blue-chip clients.

TOPPS INC: NEW YORK, NY 2005 - 2007

Graphic and Packaging Designer

Private Entertainment Company: In House Advertising and Marketing Department

- Designed packaging point of purchase, and in store-display items.
- Conceptualized and designed specialty luxury items and vintage and retro packaging designs.
- Prepared files and layouts for design, pre-press, and production.
- Collaborated with Marketing team to create product concepts and reinforce brand identity.
- Priced collateral materials and sku's with vendors.

CALVIN KLEIN: NEW YORK, NY 2004 / 2005

Graphic Designer

CRK Advertising: In House Advertising Department

- Created and produced fashion advertisements, display items, and related comprehensives.
- Designed annual internal collateral: annual reports, invitations, in-house ads, intranet, etc.
- Production of editorial content and layout design.
- Image retouching and production of photography and editorial content.
- Prepared and organized visual materials for presentations.

EDUCATION

Mass Communications & Media Studies / Cognate: Psychology / Emphasis: Convergence (Ph.D.) May 2013
Howard University, Washington D.C.

Visual Communications / Concentration: Marketing/Branding (M.S.) May 2004
Pratt Institute, New York, N.Y.

Graphic Design, Concentration: Advertising (B.F.A) May 2002
Howard University, Washington D.C.

***Awards, Affiliations, CV, Publications and Any Additional Information Available Upon Request/ joannajenkins.com*