

Jana Richie
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(936) 348-8570 – janarichie@gmail.com

Education: B.S. Agribusiness - Sam Houston State University, 1994
9 hrs completed on masters degree – Sam Houston State University, 2005

Skills Summary: Mrs. Richie has over 15 years of experience developing, coordinating, budgeting, and managing marketing plans and programs. Her experience includes extensive involvement in website design and editing, graphic design, database development, digital advertising, social media marketing, video production, reporting, bookkeeping, and research. Having worked extensively with printing businesses and marketing companies, she also has experience in layout and design, writing, editing, marketing, and advertising.

Employment History:

Director of Online Promotion and Strategic Support Sam Houston State University/ Online Sep 2017 – Present

Currently, I develop marketing plans and strategies to increase enrollment in SHSU's online courses and programs. My duties are very diverse and require me to be efficient at multi-tasking. I oversee several projects at one time and have excellent communications skills. There are four employees on my team that I am responsible for supervising. I serve on several committees including: SHSU 60 x 30 Committee, SHSU Web Governance Committee, SHSU Marketing Committee, and SHSU Online Operations Committee.

Director of Program Marketing Sam Houston State University/ EM Jul 2015 – Aug 2017

- Worked with program contacts to create marketing plans for selected degree programs.
- Conducted market research.
- Managed budgets.
- Supervised employees (2) and a graduate assistant.
- Graphic design.
- Wrote and edited printed pieces for advertising and distribution.
- Produced videos.
- Organized photoshoots.
- Managed social media campaigns.
- Conducted digital advertising.
- Maintained and created university program landing pages.
- Maintained program communications through Hobsons.
- My duties were very diverse and required me to be efficient at multi-tasking. I managed several projects at one time and have excellent communications skills.
- I served on several committees including: EM Leadership Team, SHSU Web Governance Committee, SHSU Marketing Committee, and SHSU 60 X 30 Committee.

Associate Director for Enrollment Marketing Sam Houston State University/ EM Oct 2011 – June 2015

- Worked with program contacts to create marketing plans for selected degree programs.
- Managed budgets.
- Supervised an employee (1).
- Graphic design.
- Wrote and edited printed pieces for advertising and distribution.
- Produced videos.
- Managed social media campaigns.
- Conducted digital advertising.
- Maintained and created university program landing pages.
- Maintained program communications through Hobsons.
- My duties were very diverse and required me to be efficient at multi-tasking. I managed several projects at one time and have excellent communications skills.
- I served on several committees including: EM Leadership Team, SHSU Marketing Committee, and the SHSU Events Planning Committee.

EM Marketing Coordinator Sam Houston State University/Enrollment Management Nov 2010 – Sep 2011

- Wrote proposals and communication plans for marketing university programs.

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- Worked closely with other departments on campus to share ideas and develop better methods of communication.
- Graphic design.
- Managed websites for the Registrar's office, Jr. Bearkats, Scouts Day, Destination Graduation, Veterans Center, New Student Orientation, Forward Program, and Career Services.
- Created instructional videos.
- Managed communication plans through Hobsons.
- Created online marketing and social media campaigns.
- Conducted market research.
- Designed and edited forms, brochures, catalogs, newsletters, and other items as needed.
- Developed many web-based programs such as the TSI Status program where students can find their TSI status online by answering a series of questions.
- I worked independently as a self-motivated and energetic leader, but I also enjoy working with teams.
- Served on several committees including: My Sam portal, Jr. Bearkats, Scouts Day, Up Close and Personal (UPC), University Marketing, Online Services, and the University Social Media committees.

Communications Specialist Sam Houston State University/Office of the Registrar Oct 2009 – Nov 2010

- Edited and wrote letters, memo's, emails, and other correspondence for the department.
- Designed brochures and logos and other graphic design projects as needed.
- Developed text for websites and publications.
- Webmaster for the department and develop web-based programs.
- Created online forms and templates.
- Served on numerous committees.
- Developed marketing and communication pieces.

Project Coordinator Western Wellhead Services/Contract May 2009 - Oct 2009

- Designed website and logo for new company.
- Developed complex spreadsheets for inventory program.
- Worked with SharePoint and developed online sharing of documents.

Training Coordinator Texas Engineering Extension Service/EUPWTI Jan 2008 –May 2009

- Coordinated the scheduling of classes.
- Negotiated contracts and write proposals for classes.
- Edited publications, forms, letters, and other printed materials.
- Managed assignments, evaluations, and supplies for 13 full time instructors and 12 adjunct instructors located all over the state of Texas.
- Developed budgets and manage spending for the Water/Wastewater program.
- Designed complex analysis reports and spreadsheets for management.
- Worked with the Customer Care Center to maintain accurate class and course information in the Student Management System (SMS) database.
- Developed new ideas and designs to promote the Water/Wastewater program.
- Handled customer questions and complaints.

Project Specialist Texas Engineering Extension Service/EUPWTI May 2006 –Jan 2008

- Coordinated the production of marketing and advertising products for the division by working closely with program managers and TEEX Communications and Marketing Services.
- Edited publications, forms, letters, and other printed materials.
- Implemented and created work order policies and procedures.
- Edited and maintain division web pages.
- Designed complex market analysis reports.
- Worked with the Customer Care Center to maintain accurate class and course information in the Student Management System (SMS) database.
- Developed new ideas and designs to promote the division through information and advertising services.

Staff Associate I Sam Houston State University-CJ/LEMIT Oct 2003 – May 2006

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- Developed marketing, and advertising for the department.
- Coordinated the production of the quarterly newsletter with program coordinators and directors.
- Designed and maintained the department's website.
- Edited and wrote text for brochures, newsletters, and other publications as necessary.
- Created logos, covers, brochures, specialty items, and any marketing items needed to promote training programs.
- Photographed events for publications and advertising.
- Developed database systems and created custom reports for training programs.
- Maintained inventory of products.
- Assisted in the coordination of training programs through student registration, reporting, purchasing, organizing, and monitoring.
- Taught MS PowerPoint to LEMIT participants at Texas A&M University and Texas Women's University.
- Submitted State of Texas paperwork, including: travel vouchers, purchase orders, interdepartmental forms, payment approval forms, and travel vouchers.
- Supervised student workers.

Staff Assistant III *Sam Houston State University-CJ/LEMIT* *Jan 2002 – Oct 2003*

- Assisted in the coordination of training programs through student registration, reporting, purchasing, organizing, and monitoring.
- Performed data entry and produced reports, letters, invoices, and other forms from the student database.
- Made travel arrangements for instructors and participants.
- Handled accounts payable and accounts receivable for commercial classes, including receiving and receipting cash payments, invoicing, and purchase orders.
- Answered customer questions and complaints.
- Created income and expense reports.
- Filed state of Texas paperwork, including: travel vouchers, purchase orders, interdepartmental forms, payment approval forms, and travel vouchers.
- Supervised student workers.

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| <i>Owner/Operator</i> | <i>RNR Horse Ranch</i> | <i>Jan 1999 – Jan 2002</i> |
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- Maintained accounts payable and accounts receivable for the ranch.
- Created equine records database and kept records on all animals in training.
- Maintained a checkbook and inventory for the ranch.
- Handled all advertising, budgeted income and expenses, and developed software for bookkeeping practices.
- Answered customer questions and complaints.
- Trained horses.

Rodeo Secretary *NIRA Southern Region* *Jan 1997 – Jul 2003*

- Coordinated the production of 10 events per year in different cities with more than 10 coaches and over 300 participants at each event.
- Receipted over \$30,000.00 cash per rodeo taken in and paid out in contestant winnings.
- Created databases contestant and team information to produce reports for the National office.
- Designed reports and forms needed to conduct business, and edited and updated the regional rulebook.
- Maintained the region's checkbook and all bookkeeping needed.
- Handle questions and complaints.
- Budgeted income and expenses.

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| <i>Administrative Technician II</i> | <i>Agriculture Headquarters, TDCJ</i> | <i>Jan 1995 – Jan 1996</i> |
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- Entered and audited expenses, production, acres planted, monthly price changes, and inventory adjustments.
- Created spreadsheets for data analysis.
- Developed reports for TDCJ Accounting, sent reports to TDCJ Accounting headquarters on a monthly basis.
- Developed the Cost Analysis for FY 1995 and 1996.
- Audited Cost Analysis Reports.
- Helped research new software for the department.
- Developed databases for various data evaluation and analysis.

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**This was a temporary intern position.*

Overview of Computer Experience:

Software: Adobe Photoshop, Adobe PageMaker, Adobe Illustrator, Adobe InDesign, Adobe Acrobat Reader, Adobe Professional, Adobe Dreamweaver, Adobe Captivate, MS FrontPage, MS Expression, Paradox Database, Lotus Approach Database, FilemakerPro Database, MS Office, MS Access Database, MS PowerPoint, Windows Movie Maker, Windows Sound Recorder, Word Perfect, Lotus 1-2-3, MS Excel, MSWord, MS Works, MS Presentations, Quattro Pro, Peach Tree Accounting Software, Print Shop Deluxe, and mainframe applications.

Computer Languages: HTML, CSS, Java Script, PHP

Machinery: Printers, Scanners, Digital Cameras, Video Cameras, Overhead projectors, Blackboard Software, Adding Machines, Copy Machines, Fax Machines, and Type Writers.

Honors: Golden Key National Honor Society and Delta Tau Alpha Honor Society

Community Involvement: Served on the Board of Directors for the Texas Rodeo Cowboy Hall of Fame.