

Jana Richie  
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**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 TEEEX 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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*\*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.