

Jemalyn A. Griffin, M.A.

1101 W. Harvest Dr. Lincoln, NE 68521 • Cell: 858.397.8767 • Twitter: @Jemalyn • jgriffin6@unl.edu

Experience

University of Nebraska - Lincoln: *Advertising & Public Relations Assistant Professor of Practice* 2018-Present

- JOMC 462/862 - The Social Media Landscape: Proposed & developed a new course that introduces students to the idea of social influence and how social trends are changing the way information flows into society. Through Socratic-based discussions, students will discover the impact of social media on global political and social change movements.
- JOMC 491/891 - Branding Yourself in Today's Market: Proposed & developed an online synchronous pop-up course that explores strategies for students to better understand how to brand themselves in today's market. Students learn how to formulate their own value proposition and convey their knowledge, skills and abilities to prospective employers.
- ADPR 221 – Strategic Writing: Introduces students to advertising and public relations writing styles and techniques to develop effective, goal-oriented communications designed for diverse audiences, tactics and media. This course spans objective news-style writing to digital storytelling, persuasive ad copywriting and promotional direct marketing.
- ADPR 283 – Research & Strategy Development: Provide students with the fundamental skills needed to conduct research, analyze, evaluate, develop and write an integrated marketing communications (IMC) plan. This class will build on the integrated marketing communications model, which includes advertising but goes beyond to include many types of promotional communication. In this new environment, strategic thinking and good writing remain critical skills. Thus, strategy development and articulation of that strategy through writing are the main focus of this course.

University of Nebraska - Lincoln (Lincoln): *Jacht Agency Executive Director* 2019-Present

- Oversee client relations, business and strategy development and account management for Jacht Agency. Jacht is a student-run agency and premiere program at the University of Nebraska - Lincoln attracting more than 55 students each semester and more than 15 paying clients each academic year. Visit Jacht.Agency for more information.

Harvard University (Cambridge): *Harvard Summer School Adjunct Professor* 2018-2020

- MGMT S-6655 – Social Media Management: Students learn the mechanism of social influence and how social media trends are changing the way information flows in our society so that they comfortably utilize and effectively leverage emerging social media in the future. Students learn to apply social media management skills and knowledge of social channels to conduct a social media analysis. In addition, students discuss the use of social media in crises, gain an understanding of setting social media policy, and review ethical and privacy issues surrounding social media marketing.

University of Nebraska- Lincoln (Lincoln): *CoJMC Interim Graduate Chair* 2019-2020

- Managed all graduate degrees, majors, specializations, minors and certificate programs in the college. Facilitated the agenda and deliberations of the Graduate Policies and Procedures Committee and assisted the college to grow professional graduate programs online. Developed integrated media communications campaign and key message matrix to further segment and target key audiences across the nation through digital and traditional marketing. The campaign led to 13,058 unique impressions and resulted in reaching more than 5,400 individuals.

Harvard University (Cambridge): *Director of Content and Digital Marketing* 2017-2018

- Served as a key member in the Office of Strategic Growth Initiatives at Harvard's Division of Continuing Education (DCE). Responsible for directing online marketing and advertising efforts that support an integrated brand strategy, creating and managing website content to support the pillars of DCE, including Harvard Summer School, Harvard Extension School, Harvard Professional Development Programs, and Harvard's Institute for Learning in Retirement.
- Worked with the marketing directors and external strategic partners to allocate an advertising budget of approximately \$3.5M through the most effective channels as supported by data.
- Supervised content marketing team, web development team, and social and email marketing team.
- Defined the marketing services organization and function. Developed digital, content, and web roles, and clearly outlined responsibilities. Established and led a team of content contributors.
- Directed and collaborated with cross-functional groups including an advertising agency and vendors, school/program marketing, creative services, and email operations to ensure digital content is leveraged to drive the most impact for

business.

- Developed and delivered periodic quantitative and qualitative reports on optimization of the marketing funnel, campaign results, and return on investment for content and digital marketing campaigns.

Harvard University (Cambridge): Assistant Director of Content and Program Marketing *2016-2017*

- Served as a key member in the Office of Strategic Growth Initiatives at Harvard's Division of Continuing Education (DCE). Developed overall content strategy and measurement plan, focusing on creating a positive and consistent UX by defining target audiences and dissemination strategies. Managed team of program brand marketing specialists, editorial staff, freelance writers and proofreaders.
- Engaged internal team members and stakeholders to identify appropriate content that supports the overall strategy and organizational goals. Works with program marketing specialists to create program-specific content plans.
- Measured effectiveness of content strategy to meet needs through informal interviews with product marketing specialists and key internal stakeholders. Works closely with the web development team and vendors on page and template development, microsites, landing pages, and testing strategies.
- Stayed current on trends in digital advertising, UX, and content marketing and content strategy to help position DCE as a leader in the space. Worked alongside vendor and senior editor to develop a sound SEO strategy that can be monitored, measured, and optimized according to industry best practices. Collaborated with a digital marketing team to develop integrated digital strategies and multichannel dissemination plans. Analyzes the performance of SEO campaigns by identifying strategic opportunities and optimizing content to reach department goals.
- Organized Salesforce implementation of program-specific student journeys and event campaigns, working towards a customized lead nurturing process for prospective students entering the marketing funnel.

University of Nebraska - Lincoln (Lincoln): Advertising & Public Relations Adjunct Professor *2015-2018*

- ADPR 466/866 – Social Media Theory & Practice: Designed curriculum for asynchronous courses that offers an in-depth exploration of social media theories and practices. Students start with understanding prominent theories applied in social media practice and then apply these theories in conducting social media research, executing a social media content analysis, and developing a strategic social media plan for a real-world organization.
- ADPR 329/429 – Student-Run Agency: Acted as Interim Director for the College of Journalism Mass Communications course, Jacht Ad Lab, a student-run full-service advertising/public relations agency that serves local and national clients, including Pinnacle Bank Arena.

University of Nebraska - Lincoln (Lincoln): Marketing and Communications Director *2015-2016*

- Promoted from Assistant Director of Graduate Recruitment in 2016. Responsible for graduate recruitment outreach and marketing. Guided strategy for branding and marketing graduate programs to aid student recruitment efforts and maintain the Strategic Plan for graduate recruitment.
- Led social media team, overseeing communication activities on Facebook, Twitter and LinkedIn. Developed inquiry- to-enrollment communication campaigns.
- Managed and delivered print and web marketing materials. Supported marketing and outreach efforts of graduate student development, McNair Scholars Program and other Graduate Studies' programs.
- Gathered, evaluated, and shared critical data and national trends in recruiting and marketing to inform decisions.
- Collaborated with University departments to maintain relationships with other organizations and institutions for the purpose of enhancing graduate recruitment at UNL.
- Represented the University by traveling to local, regional and national graduate fairs, conferences and other related recruitment events.

University of Nebraska - Lincoln (Lincoln): Assistant Director of Recruitment *2013 - 2015*

- Responsible for all undergraduate recruitment marketing and public relations initiatives in the Hixson-Lied College of Fine and Performing Arts. Served as project manager for all recruitment promotional materials, printed brochures and booth giveaways. Implemented a data- driven strategic plan for the college.
- Represented college at all recruitment events across the country. Initiated & maintained positive relationships with local/national fine arts community. Traveled to 5+ cities annually to establish relationships with key stakeholders, including prospective families, educators and non-profit organizations.
- In 2014, increased undergraduate enrollment within the Hixson-Lied College of Fine & Performing Arts by

6%. In 2015, increased undergrad enrollment by 9% and Out-of-State enrollment deposits by 39%.

- Established annual partnership with Upward Bound, an organization servicing historically low-income, first-generation, minority students. Partnership included a 3-part series of college preparatory activities. Hired, trained, and deployed 30 brand ambassadors to assist with 100+ recruitment and community events throughout the academic year.
- Within a 6-month period, acted as project manager for an all-inclusive website (arts.unl.edu) with more than 1,000 subpages and an entirely new peer-to-peer recruitment marketing strategy, utilizing Research, Planning, Implementation & Evaluation (RPIE). In 1 year, the integrated media communications campaign won 6 awards from the American Advertising Federation, American Marketing Association and Council for Advancement and Support of Education in the categories of digital marketing campaign, marketing videos, and website design.

Rock Church & Academy (San Diego): *Public Relations Manager*

2011-2013

- San Diego's largest church and 19th largest church in the nation.. More than 12,300 people attended the Rock's five Sunday services. Pastor Miles McPherson, former NFL player, started church in 2000.
- Managed the recruitment/retention of 40+ volunteers and 4-6 interns per semester. Trained volunteers on photo, social media and professional practices. Distributed 2+ press releases per month. Coordinated media requests and interviews for more than 100 ministries and Rock Academy. Drafted speaking points and briefed spokespeople.
- Developed strategic goals for the PR Internship Program. Pitched stories to local/national media, averaging 1 hit/week. Organized 10-12 annual events catering to 25,000+ constituents in San Diego.

Public Relations Society of America Foundation, Inc. (New York): *Public Relations Intern*

2011

Developed strategic campaigns to increase awareness via media relations, social media outreach and donor relations.

California Healthcare Institute (La Jolla): *Communications Intern*

2011

Acted as liaison between Sr. Director of Communications and staff to disseminate biotech & healthcare news briefs.

Moore Media Relations (San Diego): *Independent Public Relations Consultant*

2011

Conducted Internet research, compiled media lists, targeted pitches, and administered projects for hi-tech clients.

Sharp HealthCare (San Diego): *Weight Management & Health Education Clerical Assistant*

2008-2011

Organized charts, prepared clinics for 30-75 patients on a daily basis and trained staff in standard clinical procedure.

New-York Historical Society (New York): *Department of Communications Intern*

2007

Assisted the Vice-President of Communications in research, sales, outreach and community relations' efforts.

Education

San Diego State University (San Diego, California)

2011

Degree: Bachelor of Arts degree in journalism with an emphasis in public relations, specialization in intercultural communication.

University of Nebraska – Lincoln (Lincoln, Nebraska)

2017

Degree: Master of Arts degree in integrated media communications.

Skills

Technical proficiency includes: Microsoft Word, Excel, PowerPoint, Outlook, Prezi, iPhoto and Google Analytics. Additional experience in User Experience (UX), User Interface (UI), and Customer Experience (CX), Salesforce, SEO, SPSS, Talisma, NuView, QuickBooks, and Logician. Social media expert on Facebook, LinkedIn, Twitter, Pinterest, and Instagram. Strengths and skills include: project management; media relations; public speaking and interpersonal skills; leadership development.

Academic and Professional Affiliations

Harvard University (Cambridge): Harvard Professional Development 2020-Present

- Co-Developed Digital Content Marketing Workshop for Harvard Professional Development Participants. The program targets middle managers at B2B and B2C companies. Participants learn to build a digital content marketing plan based on research and audience needs. Additionally, participants learn to execute and evaluate content strategies based on industry benchmarks in the digital content space in order to reach their strategic business objectives.

Creating Informed Learners in the Classroom (CILC) 2019-Present

- Admitted into the Creating Informed Learners in the Classroom program, which is a partnership between Purdue University, the University of Arizona, and the University of Nebraska, Lincoln to create or enhance student projects and learning activities that teach students information strategies to help them succeed in the course and beyond. I partnered with librarian Signe Boudreau to have students identify a brand campaign or social/political movement and analyze the overall impact of social media through an in-depth content analysis.

First Gen Nebraska: Office of EVC's Advisory Board 2019-Present

- Nominated to be part of the First Generation Nebraska Advisory Board to provide feedback to the Office of the Executive Vice Chancellor regarding how to best support first generation students, staff, and faculty. In addition, board members commit to active participation in First GenNebraska events and pledge to co-lead/support first gen initiatives. The term of service is for two consecutive academic years for academic college representatives.

Public Relations Society of America: Faculty Advisor 2018-Present

- Serve as the sole Faculty Advisor for the UNL Collegiate Chapter of PRSSA. This requires me to attend weekly PRSSA Meetings for general membership, weekly Executive Board Meetings, and facilitate two Student Leadership Retreats. In 2020, I also received the 2020 New Advisor of the Year Award for PRSSA, which is a university-wide recognition. PRSSA also won five regional awards through the Public Relations Society of America Nebraska Chapter. The Student Chapter won awards in the following categories: Outstanding Community or Nonprofit Event; Outstanding Strategy to Address a Problem; Outstanding Social Media or Electronic Media Outreach Campaign; Outstanding Relationship-Building Project; Outstanding PRSSA Mentor Program; and Outstanding Newsletter.

Husker Dialogues: Marketing and Communications Co-Chair 2019-2020

- Co-chaired committee of students, faculty and staff to promote Husker Dialogues and engage key stakeholders.

UNL CoJMC Diversity & Inclusion Committee 2018-2019

- Nominated to serve on the CoJMC Committee to develop diversity and inclusion programming for the college.

UNL Bateman Co-Advisor 2018-2019

- Served as co-advisor to a national public relations student competition through the Public Relations Society of America. Students earned an Honorable Mention as a result of the national campaign.

American Marketing Association: Executive Board Member July 2019-July 2020

- College Relations Board Member; Liaison to UNL College of Business AMA Student Chapter

LinkedIn Education Connect Summit: Harvard DCE Representative October 2017

- Invited to participate at the Education Connect Summit focusing on "The New ROI" organized by LinkedIn in New York City on behalf of the Harvard University Division of Continuing Education.

Social Media Strategies Summit for Higher Education (SMSS): Session Presenter 2015-2017

- Committed to presenting "Social media, Content Generation and Monitoring Tools to Help Streamline Your Marketing Programs" at the SMSS for Higher Education in Boston, MA.
- Presented a successful integrated marketing communications case study on behalf of the Hixson-Lied College of

Fine and Performing Arts at the SMSS for Higher Education in Boston, MA.

EduWeb Conference: Session Presenter

August 2017

- Presented a Content & Email Marketing presentation titled “Let’s Get Niche: A Segmented Approach to Content Marketing” on behalf of the Office of Strategic Growth Initiatives at Harvard University DCE.

Harvard University Executive Education Summit: Session Presenter

October 2016

- Presented a professional marketing presentation titled “Enterprise Social Media” on behalf of the Office of Strategic Growth Initiatives at Harvard University Division of Continuing Education.

Public Relations Society of America: Public Relations Mentor (UNL Chapter)

2015-2016

- Served as mentor to University of Nebraska Advertising and Public Relations students during the academic year, providing professional development and leadership mentoring.

Social Media Strategies Summit for Higher Education (SMSS): Session Presenter

2015

- Co-presented session surrounding peer-to-peer integrated communications campaign to reach prospective students through on-campus student influencers.

Diversity Leadership Symposia: Session Presenter

November 2015

- Presented sessions to underrepresented students in Nebraska on the unique perspective and challenges of first generation students in higher education. Conducted a session workshop on creating a safe and inclusive culture.

Multicultural Young Professionals Network: Marketing & Communications Chair

2014-2016

- Appointed to oversee marketing and communications for the newly established Nebraska network, targeting young professionals of color residing in Lincoln, Nebraska. The network’s goal is to provide development opportunities and a platform for multicultural professionals to share common trends and questions.

UNL College of Journalism and Mass Communications: Advisor & Guest Lecturer

2014-2016

- Served as 2015 & 2016 Bateman Competition Advisor, providing constructive criticism and feedback on a comprehensive public relations campaign targeting national public housing organizations.
- Guest lecturer for ADPR 891: Crisis Communications Course and presented a case study, as well as organized a class activity for approximately 20 students on behalf of Professor Dane Kiambi, Ph.D.

Public Relations Student Society of America: National Committee VP of Member Services

2010-2011

- Educated 10,000+ members to apply for PRSSA scholarships and awards. Promoted and ensured participation in PRSSA competitions. Maintained current sponsorship relationships and expanded new Chapter recruitment to include diverse populations.

San Diego State University Educational Opportunity Program (EOP): Board Member

2008-2010

- Served the EOP board by traveling to underrepresented neighborhood schools in San Diego to discuss the challenges of being a first-generation student and equipping students to apply for 4-year universities.

Public Relations Student Society of America: 2008-2009 National Conference Co-Director

2008-2009

- Collaborated with a committee of students to raise over \$20,000 in sponsorships and in-kind donations. Planned socials and coordinated professional development workshops for 1000+ participants.

Honors and Awards

2020 PRSA Paper Anvil Awards (Outstanding Community or Nonprofit Event; Outstanding Strategy to Address a Problem; Outstanding Social Media Campaign; Outstanding Relationship Building Project; Outstanding Newsletter; Outstanding Video; Outstanding Branding Campaign); 2019-2020 UNL Outstanding RSO Advisor of the Year; 2019 PRSA Paper Anvil Awards (UNL PRSSA Chapter won Outstanding Branding Campaign; Outstanding Community or Nonprofit Event; Outstanding Professional

Development; Outstanding PRSSA Chapter Project; Outstanding Classroom Campaign; Outstanding Strategy to Address a Problem; Outstanding Relationship Building Project); 2017 Harvard DCE "Above and Beyond" Award; 2014 American Advertising Federation Silver ADDY Award (Marketing Campaign); 2014 American Marketing Association PRISM Award (Website Design); 2014 American Marketing Association MERIT Awards (Non-Profit Website & Marketing Video); 2014 Council for Advancement and Support of Education (CASE) Silver Award; 2013 PRSA San Diego's Featured Member; AOL's Patch.com 2012 "30 Under 30" San Diego leader; 2011 Vice Chancellor for Student Affairs "Quest for the Best" Award Recipient; 2010 PRSA's Glen Broom Scholarship Recipient.

Invited Presentations, Trainings & Workshops

Lincoln Cornhusker Marriott "Level Up" Conference: Mainstage Speaker Session Title - "Developing a Social Media Plan on a Shoestring Budget"	April 2021
AAPI Faculty Community Session: Faculty Facilitator Session sponsored by the UNL Vice Chancellor of Diversity & Inclusion	March 2021
Creating Informed Learners in the Classroom (CILC): Faculty Presenter Course Presenter - "Social Media & The Digital Landscape"	2019-Present
Harvard Professional Development Program: Workshop Facilitator Workshop Title - "Digital Content Marketing Workshop"	November 2020
National First Gen Celebration Week: Faculty Co-Presenter Session Title - "First Gen Nebraska 'Unlikely' Discussion"	November 2020
Downtown Lincoln Association: Workshop Co-Facilitator Title - Digital Marketing 101 Pandemic Edition	October 2020
William H. Thompson Scholars: Faculty Presenter Session Title - "Building My Brand"	October 2020
Downtown Lincoln Association: Workshop Co-Facilitator Title - Social Media 101 Pandemic Edition	October 2020
Husker Dialogues: Marketing Communications Chair & Faculty Facilitator Husker Dialogues Lead Session Dates: 9/10 & 9/17	September 2020
PRSA Nebraska Ethics Month: Keynote Speaker Session Title - "Social Media, Ethics, and the PR Landscape"	September 2020
Nebraska CASA Association: Workshop Facilitator Session Title - "Developing a Social Media Plan on a Shoestring Budget"	August 2020
UNL CoJMC Ad Club - Faculty Presenter Session Title - "Adulting 101: Your Personal Brand"	March 2020

Nebraska College Preparatory Academy (NCPA): Workshop Facilitator Session Title - "Developing Your Personal Brand"	February 2020
UNO PRSSA Diversity Panel - Faculty Presenter Session Title: "Diversity in Advertising & Public Relations"	February 2020
UNL CoJMC Graduate Student Workshop - Faculty Facilitator Workshop Title: "Managing Expectations Up, Down & Across"	January 2020
Swanson Russell Agency Retreat: Professional Workshop Facilitator Professional Development Workshop Title - "Strategy Development"	December 2019
American Marketing Association: VP of Collegiate Relations Session- "AMA Networking Night" at the UNL College of Business	November 2019
UNL PRSSA Chapter Meeting: Workshop Facilitator Title - "Adulting 101: Building Your Brand"	September 2019
Future Huskers Event: CoJMC Faculty Presenter Title - "Student-Run Agency"	July 2019
Upward Bound Social Media Workshop: Faculty Facilitator Session Title - "Developing Your Personal Brand"	June 2019
Cause Camp Conference: Session Presenter Session Title - "Developing a Social Media Plan on a Shoestring Budget"	March 2019
Asian Leadership Symposia: Invited Faculty Panelist	February 2019
UNL OASIS: First Generation Faculty Panelist	October 2018
Distinguished Scholars Day: Faculty Facilitator	October 2018
The U.S. Strategic Command Public Affairs Training: Co-Presenter Session Title - Public Affairs Social Media Industry Panel	August 2018
Social Media Strategies Summit for Higher Education (SMSS): National Session Presenter "Social media, Content Generation and Monitoring Tools to Help Streamline Your Marketing Programs"	2015-2017
EduWeb National Conference: Session Presenter Session Title: Let's Get Niche: A Segmented Approach to Content Marketing	August 2017
Harvard University Executive Education Summit: Session Presenter Session Title: "Enterprise Social Media"	October 2016

Public Relations Society of America: Public Relations Mentor Panelist

2015-2016

Event Panelist - "UNL PRSSA Mentorship Night" Panelist

UNL Diversity Leadership Symposia: Workshop Facilitator

November 2015

Session Title: "Creating a safe and inclusive culture"