

JEREMIAH TODD BAUMANN

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CREATIVE MARKETING EXECUTIVE IN HIGHER EDUCATION

A creative leader and marketing professional with experience across higher education as an administrator and educator. Proven record of creating and maintaining a multifunctional design and marketing environment supporting the values and goals of the institution. Creates strong professional development opportunities fine-tuned for individual employees to bring out their highest potential. Executes new strategic branding initiatives while also focusing on improved efficiency for current marketing objectives. Articulate multi-modal communicator continually focuses on building and strengthening relationships with staff, faculty, students and the community. A motivating and compelling higher education leader skilled at developing and coaching teams to obtain short- and long-term goals with aggressive performance metrics.

AREAS OF EXPERTISE

**Creative Strategy • Project Management • Branding • Business Communication • Photography • Public Speaking
Asset Management • Strategic Planning • Emergency Response • Professional Development/Training • Marketing**

EDUCATION

Master of Science, Integrated Marketing Communication • Eastern Michigan University

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

Photography Certificate • New York Institute of Photography

CAREER DEVELOPMENT

Michigan Technological University, Houghton, MI

Manager of Digital Media & Creative Services (October 2013 – Present)

Coordinator of Marketing & Multimedia (August 2011 – October 2013)

Oversees and manages the visual, multimedia and print materials of the creative department, Creative Suite 155. Creative Suite 155 is a student-centered design team that provides marketing support to the university through web design/development, videography/editing, photography, marketing services and graphic design.

- Operates as an extension of University Marketing and Communication to monitor brand identity/usage
- Established Creative Suite 155 – a student run marketing/creative department
- Developed a ticketing workflow system for creative project planning and management
- Developed a 4-year training/professional development curriculum for creative staff
- Migrated multiple departments into the University content management system
- Serve as campus contact for training/presentations on technology, design, and social media
- Established a new marketing style for Housing Sign-up, which resulted in a record re-contracting year
- Developed a working relationship with Adobe's education department
- Host multiple digital media workshops for students on campus

JBaumann Consulting LLC, Lake Linden, MI

Owner (May 2008-Present)

Established local creative firm specializing in small business marketing and design services. Primary functions are focused on technology training, marketing consulting and photography.

- Member of KEDA, local small business organization 2010-2012
- Established credibility and presence through small business networking in the local area
- Hold multiple certifications for technology training and consulting (Adobe, Apple and Google)
- Utilizes online learning technology and video conferencing tools for long distance outreach with clients

Up and Running Technology Solutions, Houghton, MI

Apple Service Manager (March 2011 – July 2015)

Certified as an Apple Service Technician to be able to work on warrantied and non-warrantied Apple products. Developed a system for managing the repair workflow process and handling customer service interactions.

- Only certified Technician in the Upper Peninsula of Michigan for 2013-2015
- Worked with Apple to increase our repair analytics
- Established a workflow/organizational process for Apple repairs
- Communicated regularly with Apple to update and refresh repair/safety standards

TEAM Wireless - Verizon, Houghton, MI

Store Manager (July 2010 – February 2011)

Operated as store manager to open a new TEAM Wireless location in Houghton, MI. Established a small business clientele and developed marketing strategies to integrate the brand into the local market.

- Developed a training/marketing guide for the store manager position
- Handled all local business clients and marketing efforts for the area
- Managed a staff of four sales representatives
- Trained staff on new cellular and phone technologies

TEACHING EXPERIENCE

Finlandia University, Hancock, MI

Adjunct Instructor (May 2016 – Present)

- COM 108 - Public Speaking, 3 credits
- CPT 202 - Digital Media, 3 credits
- Developed course materials, lesson plans, and exams for undergraduate students

Gogebic Community College, Houghton, MI

Adjunct Instructor (May 2015 – Present)

- 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

Michigan Technological University, Houghton, MI

Adjunct Instructor (May 2014 – Present)

- UAW Business Communications, 4-class sessions
- UAW Social Media, 10-week course
- UAW Google Drive, 4-session workshop
- UAW Microsoft Office, 10-week course
- Developed course materials for union employee certificate program

SKILLS/CERTIFICATIONS/STRENGTHS

Skills:

Brand/Identity Management
Creative Team Administration
Design/Development
Project Management
Public Speaking/Teaching

Certifications:

Adobe Campus Leader
Adobe Certified Expert
Adobe Education Trainer
Apple Service Technician
Google Educator

Clifton Strengths:

Achiever
Focus
Competition
Relator
Individualization

PROFESSIONAL AFFILIATIONS AND SERVICE

Adobe

Adobe Certified Expert: Acrobat DC (December 2016 – Present)
Adobe Certified Expert: Muse (November 2014 – Present)
Adobe Campus Leader (August 2014 – Present)
Adobe Education Trainer (August 2014 – Present)

National Association of Student Personnel Administration - NASPA

National Technology Knowledge Community Vice-chair (March 2017 – Present)
National Technology Knowledge Community Board Member (November 2013 – March 2017)
Technology Knowledge Community Member (October 2011 – November 2013)

EMERGENCY SERVICES EXPERIENCE

Tamarack City Volunteer Fire Department

Assistant Chief (January 2016 – Present)
Training Officer (August 2013 – Present)
Member (April 2012 – Present)

Michigan Tech EMS

Medical First Responder (August 2013 – Present)

Michigan Tech Public Safety and Police Services

Digital Forensics Consultant (May 2017 – Present)
Crime Scene Photographer (October 2015 – Present)

UNIVERSITY COMMITTEES AND SERVICE

Incident Command Team

(2017 – Present)

Photography Club Co-Advisor

(2017 – Present)

Event Evacuation Task Force

(2017 – Present)

University Search Committee – IT

(2016 – Present)

University Luminis Portal Task Force

(2013 – Present)

Technology Advance in Student Affairs Committee

(2012 – Present)

Winter Carnival Safety Task Force

(2011 – Present)

Inter-Residence Hall Council Broomball Advisor

(2011 – Present)

Student Leadership Awards Committee

(2013 – 2017)

Tobacco-Free Task Force

(2011 – 2015)

PUBLICATIONS

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

Digital. Pg 5-6. Fall 2012.

PRESENTATIONS AND WORKSHOPS

Upcoming: **The NASPA Technology Competency and Rubric: Can We Adopt Them?**
ACUHO-I Business Operations Conference (October 2017)

Upcoming: **Marketing Success: Communicating to Students Through Students**
ACUHO-I Business Operations Conference (October 2017)

Presented: **Disconnecting with Technology: The Mystery of Digital Burnout Solved.**
Keweenaw Young Professionals (August 2017)

Presented: **Applying the NASPA Technology Competency on your Campus**
NASPA Annual Conference 2017 (March 2017)

Presented: **Adobe Acrobat DC: the ability to control any PDF at the click of a button**
Michigan Tech Professional Development Day (Jan. 2016, Jan. 2017)

Presented: **Google Drive: The Basics**
Michigan Tech Professional Development Day (Jan. 2016, Jan. 2017)

Workshop: **Sparking Innovation: An interactive process to bring your ideas to reality**
Michigan Tech Professional Development Day (January 2016)

Webinar: **Online Reputation Management**
NASPA Techne 2015 Conference (November 2015)

Seminar: **Professional Social Media and Networking**
Michigan Tech Student Success Summit (October 2015)

Seminar: **Innovation Labs - Learning Google Apps** (2 sessions)
NASPA Annual Conference 2015 (March 2015)

Seminar: **Become a Google Master**
Michigan Tech Professional Development: Technology (March 2015)

Presented: **Social Media Responsibility as a Husky Athlete**
Master Student-Athlete Class Guest Speaker (Oct. 2012, Nov. 2013, Oct. 2014, Nov. 2015, Nov. 2016)

Seminar: **Innovation Labs – iOS App Central** (2 sessions)
NASPA Annual Conference 2014 (March 2014)

Presented: **Bridging the Gap: Social Media's Importance in Higher Education**
Michigan Tech Professional Development Day (May 2012)

Presented: **Power of Student Voice, how Michigan Tech utilized student marketing for on-campus housing**
NASPATech: National Technology Conference (October 2012)

AWARDS AND HONORS

Student Organization Advisor of the Year
IRHC Broomball (April 2016)

Commendation from Michigan Tech Police Services
Citizen Award – Camera Theft Case (April 2016)