

# JENNIFER ROBINETTE

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EDUCATION		CGPA
<b>2005-2011</b>	<b>Ph.D.</b> University of Kentucky, Lexington, KY Communication & Information Studies - Cognate: Cognitive Psychology	<b>3.55/4.00</b>
<b>1994-1996</b>	<b>M.A.</b> Marshall University, Huntington, WV Communication Studies	<b>4.00/4.00</b>
<b>1990-1993</b>	<b>B.A. <i>summa cum laude</i></b> Marshall University, Huntington, WV Major: Political Science - Minor: Communication	<b>3.95/4.00</b>

## CERTIFICATIONS

**2014-Present** **CITI Training Certification** for Institutional/Human Subjects Review Board Members, Social & Behavioral Research, and Responsible Conduct of Research.

**2013** **Quality Matters** in Higher Education Online Learning Certification

**SKILLS** Salesforce Social Studio • SPSS • Qualtrics • SurveyMonkey • Google Analytics  
Sakai • Blackboard • Adobe Creative Suite & Acrobat Pro DC • Microsoft Office

## EXPERIENCE

**2015-Present** **Assistant Professor**-Marist College, Poughkeepsie, NY  
Teach communication campaign management (a Community-Based Learning class) and PR fundamentals. Brought crisis communication to Marist as a special topics class. Have also taught PR cases, applied research and analytics, and the communication capstone course for PR, advertising, journalism, and sports communication majors. Teach PR fundamentals and intro. to communication online for Professional Programs.  
**Speaking Across the Curriculum Coordinator** - Director of the **Power Presenting Workshops** for all first-year students. Conduct **Power Pitching Workshops** for School of Management students and West Point cadets.  
**Summer Discovery 2017 & 2018 Internships Faculty Supervisor** - Worked with 135-160 students doing internships for college credit in New York City, Boston and London.  
**AWARDS:** 2018 Tech IDEAs **Innovative Use of Technology Award**, 2017 International **Apereo Teaching and Learning Awards (ATLAS)**, and 2016 **Teaching with iLearn Innovation Award**.

**2010-2015** **Assistant Professor**-Concord University, Athens, WV  
Taught intro. to PR (online & classroom), PR writing (online & classroom), integrated strategic communication (online), persuasion, public speaking, research methods, PR cases, deceptive communication and crisis communication special topics classes.  
**Director of Satellite Campuses** 2012-2013.  
**Director of Communication Internships and the PR Workshop** 2010-2011.  
**GRANT PROJECT:** 2014-15 **WV Foster & Adoptive Care PRSA Award-winning Campaign** - Conducted focus groups and an online survey; developed persuasive messages and earned media strategies, a website, TV and radio public service announcements, and a social media viral video campaign.  
**AWARDS:** 2015 West Virginia **Public Relations Society of America Crystal Awards** for **Best Research**, **Best Integrated Communications Campaign**, and **Best Website**.

- 2005-2010**     **Instructor**-Bluegrass Community & Technical College, Lexington, KY  
Taught public speaking, interpersonal communication, and intro. to communication (online & classroom).
- 2005-2009**     **Instructor**-University of Kentucky, Lexington, KY  
Taught integrated strategic communication and interpersonal communication.
- 2004-2005**     **Instructor**-Marshall University, Huntington, WV  
Taught public speaking and small group communication.
- 2002-2004**     **Account Executive**-Toshiba America Medical Systems, Tustin, CA  
Marketed MRI machines, CT scanners, and X-ray equipment to hospitals, physicians and imaging centers in the WV/Southeastern Ohio/Southwestern Pennsylvania Territory.  
**ACHIEVEMENTS:** Sold the first Toshiba CT within 100 miles in 5 months, and sold a CT scanner to an all-GE PA hospital unseating the market leader and incumbent system.
- 2000-2002**     **Sales Representative**-Bayer Pharmaceuticals, West Haven, CT  
Marketed antibiotics to primary care and emergency physicians and surgeons in the Central/Southern WV Territory. Developed advocates and planned speaking events.  
**ACHIEVEMENTS:** 2001 **Cipro MVP** (Market Share=40% v. Nat'l Average of less than 30%), **3<sup>rd</sup> in Nation for Territories Outselling Tequin** (By 1.0:0.6 Script Ratio), and **1<sup>st</sup> in Charlotte Sales Area/Top 25 Nationally for Avelox Sales Growth**.
- 2000**            **Campaign Manager**-Mike Oliverio for Secretary of State, Charleston, WV  
Established a Southern WV Campaign Headquarters, coordinated volunteers, and spoke at political events. Created and distributed press releases and print ads.
- 1999**            **Research Analyst**-Ryan-McGinn-Samples Research, Charleston, WV  
Constructed questionnaires, coordinated focus groups, managed data collection, analyzed data, presented research results, and completed spokesperson training.
- 1998-1999**     **Program Coordinator**-Inside Washington Seminar, Washington, DC  
Planned events and designed print materials for the Washington Center for Internships & Academic Seminars. Arranged speaking engagements, receptions, site visits to government agencies and tours of DC for 200 college students.
- 1997-1998**     **Faculty Member**-Beacon College, Leesburg, FL  
Taught public speaking, leadership, interpersonal communication, and the capstone internship course. **Director of Student Services and the Writing Center** and **Interim Director of the Internship Program**.
- 1996-1997**     **Instructor**-Central Florida, Orlando, FL  
Taught public speaking at two Community Colleges and the Univ. of Central FL.
- 1996**            **Lobbyist/Political Consultant**-Larry Swann Gov't Relations, Charleston, WV  
Lobbied legislators for The Greenbrier Resort Hotel, WV Soft Drink Association, and National Association of Independent Insurers. Planned events, organized fundraisers, developed campaign slogans, press releases, and radio spots.
- 1994-1996**     **Instructor**-Marshall University, Huntington, WV  
Taught public speaking and business and professional communication.