

LAURA A. FOLTMAN

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PROGRAM MANAGER

- Launched an innovative training development program using LMS technology to support website marketing and data collection. Curated thirty individual learning journeys using design, education, and experience. Trained over 150 people on building websites and how content creation can support engagement.
- Designed and implemented a three-pronged executive leadership program focusing on recruitment, culture, and management over a course of a year. The program produced inspiring leaders who are more likely to reach their full-term evidenced by the substantial reduction of turnover.
- Developed a plan for continuous improvement for 120 communities. The plan included key metrics, benefits, and budget control for each level allowing a strategic vision and the ability to perform a cost-benefit analysis, forecasting outcomes, and brand alignment.
- Created an onboarding program for clients, which established guidelines and empowered communities and leaders to increase learning opportunities. The impact was a 20% increase in potential participation and an ability for leaders to articulate their goals and vision.
- Proposed and utilized instructional design principles for restructuring credit units offered at the university to meet Financial Aid requirements. This program resulted in increased retention and educated the administration and faculty on the Financial Aid curriculum guidelines.

Professional Experience

UNIVERSITY OF WASHINGTON, Seattle, WA

Associate Director, Regional Engagement (April 2015 – November 2019)

Developed and managed the strategic direction for numerous communities, including eight major US cities, Africa, Canada, the Middle East, and Latin America, with a population of 90,000. Executed 150 events per year on average, with over 30 attendees per event.

- Oversaw implementation of web integration projects and data analysis, which resulted in the creation of thirty websites. Created the ability to obtain quantifiable metrics, including financial reporting, marketing, branding, and demographics. Resulted in benchmarking KPIs by which all future operations could be measured.
- Collaborated with the Director of Communications on the constituent website and data analysis team on best practices on engaging and tracking participants.
- Oversaw the top five markets and revitalized three underperforming top domestic markets (Chicago, San Francisco, Washington, D.C.), quadrupling the number of event attendees using marketing segmentation.
- Achieved a 12% increase in domestic market share while increasing membership revenues by 20% and event revenues by 116% in a top-performing market.
- Reached a 90% attendance rate for quarterly leadership teleconferences.

Assistant Director, Regional Engagement (September 2012 – March 2015)

Developed and managed strategic direction in the Midwest and Latin America, with a population of 45,000.

Executed 100 events per year on average with over 15 attendees per event.

- Introduced strategic planning for performance metrics, including segments on mission, value, goals, surveys, and market research. Resulted in two communities receiving the Award of Merit with another as runner-up (of 120 communities).
- Conducted leadership training for prospective and new constituents in critical markets.

- Functioned as lead recruiter for regional leadership and constituents. This resulted in three leaders selected for the regional engagement board.
- Created marketing plans utilizing social media and web-based technology and established University initiatives to focus on recruiting members in vital geographic areas using mapping.
- Planned and implemented on-campus, off-campus, and online events, including large-scale University events. The process included staffing and bids for a venue, catering, travel, budgets, and hotels.

Program Coordinator, Graduate School of Education, (September 2006 – September 2012)

Managed internal and external operations of the executive education program, including executive/faculty relations, logistics, contract negotiation, vendor management, curriculum development, admissions, and recruitment.

- Accountable for cohort development, programming, program administration, and campus services logistics.
- Managed student services and affairs, including student experience, advising, impression management, program operations and logistics, and investigation and resolution of student issues and concerns.
- Utilized demographic and qualitative analysis of the target demographic to develop marketing communication strategies to engage specific audiences.
- Redesigned marketing campaigns leading to increased applicant pool over three years.
- Administered annual budgets for food and beverages (\$75K) and course materials (\$50K).
- Created academic calendar, maintained student portfolios, managed academic progress and communicated with faculty on instructional modules.

Education

Master of Science, Organizational Dynamics, University of Illinois, Champaign, IL (September 2018-May 2020)

Bachelor of Science, Communications, Indiana University, Bloomington, IN (September 2014-June 2018)