

Judy Hand
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Summary

- **Sixteen years leading teams** and committees in planning adult learning events for The University of Alabama, Tuscaloosa, Alabama. Sectors include higher education, state government, human resources and transitioning military
- **Nine years conducting direct sales** for advertising & marketing agencies, printing firms and publishing companies
- **Ten years developing and delivering curriculum** as an adjunct instructor for The University of Alabama, Tuscaloosa, Alabama. Sectors include advertising and public relations, writing, publication design and event management.
- Disciplines include marketing communications, performance management and metrics, policy and procedure development, process improvement, project management, strategic planning, fundraising, and donor management
- Recognized for service by the College of Continuing Studies, the Advertising Federation, Tuscaloosa City Schools, and Community Leadership Development

Education

- M.A. in Advertising, Marketing and Public Relations, The University of Alabama, thesis study in copyright law, course work included writing, statistics, media law and theory, awarded a full graduate assistantship for teaching undergraduate classes, dean's list
- B.F.A. in painting and fine arts, The University of Alabama, foreign study in Paris, France, Zeta Tau Alpha Sorority
- W.A. Berry High School, Birmingham, Alabama, Student Council Historian, Head Cheerleader, Senior Class Homecoming Attendant, Junior Class Favorite, Junior Civitan Officer, Delta Tau Omega Sorority Rush Captain

Professional Affiliations and Community Service

- Certificates of completion:
 - Six Sigma Green Belt
 - Management Certificate Program for Supervisors
 - NIF community Leadership Development Institute
- Professional Memberships and Recognition:
 - Literacy and Education Research Network (LERN)
 - University Continuing Education Association (UCEA)
 - Birmingham Society of Human Resources Management (BSHRM)
 - Tuscaloosa Human Resources Professionals (THRP)
 - Worker's Compensation Association of West Alabama (WCAWA)
 - College & University Professional Association (AlaCUPA)
 - eMarketing Association
 - Citation of Excellence, Tuscaloosa Advertising Federation
 - SE Mine Safety and Health Conference Committee Member

- Community service:
 - National Issues Forum representative, Kettering Institute, Washington, D.C.
 - Leadership Tuscaloosa
 - Tuscaloosa Symphony Guild Board
 - Outstanding Volunteer, Services to Tuscaloosa City Schools

Experience

- **Fundraising:**

- The University of Alabama, currently employed*

- College of Continuing Studies: Gifts, Endowments, and Sponsorships,

- Judson College, 1996-1998*

- Assisted Vice President, Judy Martin, with annual fund raising and contributions campaigns

- The University of Alabama, 1982-1983*

- Capital Campaign, strategic development

- **Program Management:**

- Program Manager, The University of Alabama, 1999-present*

- Develop new programs and manage existing programs

- Includes contract management, budget development, strategic planning and process development, conference and event planning, and strategic communications

- Requires in-depth knowledge of higher education systems, performance metrics, GPM requirements, and the ability to hire speakers, select facilities, work with committees and manage support staff

- Manager for Partners in Programming*

- Developed partnerships for delivery of online programs and summer tutorials. Partnerships developed with:

- The Institute of Reading Development – added K-12 & adult programs

- Gatlin Education/Cengage/Ed2Go – added over 150 online programs

- JER Group – added writing programs

- **Marketing Management:**

- Manager of Professional Development Marketing, 1999 - 2012*

- Manage the marketing and promotion of over three hundred professional development programs

- Routine market segmentation, tracking analytics, budgeting, data base manipulation, electronic marketing, strategic planning and writing

- Manage an online lead generating system to discover customer needs

Supervisor of Graphic Design Department, 2002 - 2012

Supervision of two full time employees, two freelance artists and two students

Monitoring performance metrics, printing and mailing timelines, and printing and mailing bids

Developing and implementing a graphics department Sharepoint system for quality control and for conducting daily business

- **Account Management and Sales:**

Account Executive, Riverhill Enterprises, 1997-1999

Serving a client base, writing proposals, making presentations, budgeting project management and sales.

Requires excellent communication and writing skills, thorough

Knowledge of the bid process and the ability to bring teams together.

Industry recognition: Advertising Federation Addy Award Winner, 1997

Account Executive, The Craftsmen, Inc., 1993-1996

Maintaining company account, serving new customers, writing

proposals, presentation, management design, budgeting and purchasing.

Required excellent communication skills& the ability to direct workflow.

Industry recognition: Advertising Federation Addy Award Winner, 1995

Associate Publisher, Randall Publishing Company, 1980-1982

Sales, composition and printing of Financial market Center publications.

Required excellent communication skills and the ability to organize and

plan production according to deadline limitations

Account Executive/Media Buyer, Self-Sluder Advertising, Marketing and Public Relations, 1978-1980

Serving agency accounts, new sales, writing marketing plans, budgeting, media placement, presentation and leading focus group interviews.

Required excellent organizational and communication skills, strong

leadership and the ability to work with agency teams

- **Art Direction and Design:**

- ***Fashion Illustrator, Mercantile Retail Stores, Gayfers, 1985-1988***

- Created original art to illustrate clothing for advertisements

- ***Art Director, Perkins & Associates, 1982-1985***

- Coordinated photography, copywriting and art department production. Required the ability to conceptualize and thorough knowledge of design, print and broadcast production

- **Teaching:**

- ***Adjunct Professor, The University of Alabama, 1980-1987***

- Innovative Learning – developing and delivering curriculum; instructor for *Publication Design, Advertising Copywriting* and *Graphic Design*

- ***Painting Instructor, Artist Alley, 1993-1994***

- Teaching perspective drawing and oil painting

- ***Adjunct Professor, The University of Alabama, 2013 - present***

- Instructor for *Introduction to Meetings and Events*

- **Other Professional Experience:**

- ***Higher Education Consults:***

- The University of Alabama, developed the first recognition program for Human Resources Director Amy Heatherly, 1998-1999
 - The University of Alabama, Alumni Magazine Redesign
 - The University of Alabama, Public Television, for creating visuals

- ***Data Base Management:***

- Working with a 350,000+ database of past participants, developed criteria definitions for exporting lists, coding, and tracking

- ***Software:***

- Dynamics, CRM system
 - Qualtrics, survey system
 - Adobe Professional, editing system
 - Microsoft Office Suite (Word, Excel, Power Point & Outlook, etc.), Project Management, Minitab, SEMtek (integrated database system)

