

Geri R. Vital
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EDUCATION

- M. A., Communications Studies
Edinboro University of Pennsylvania, August 1994
- B. A., Communications
DePaul University, Chicago, June 1987

EXPERIENCE

Adjunct Instructor, 03/2012 to 06/2014

Cheyney University of Pennsylvania

Department of Fine Arts, Design, and Liberal Studies

- Taught publication design, graphic design, photography, and related courses

Official Volunteer for University Relations, 10/2008 to 06/2014

Cheyney University of Pennsylvania

- Produced print and digital publications, advertisements, and collateral pieces to promote the university's reputation, history, programs, and events
- Assisted staff and administrators in planning, coordinating, and promoting major university events, programs, and activities
- Assisted staff in developing and promoting university style guidelines
- Promoted the university's history, programs, institutional partnerships, and support opportunities at events for alumni, legislators, and supporters

Instructional Technologist/Lecturer, 03/2004 to 10/2008

Center for University Teaching and Learning (CUTL),

North Carolina Central University

- Familiarized faculty and staff with current and new instructional resources and technologies, and provided guidance and support in their application
- Constructed and maintained Academic Affairs and constituent Web sites and online archives, while promoting adherence to NCCU style guidelines
- Produced special print and digital publications, advertisements, and collateral pieces for Academic Affairs, faculty, and staff achievements
- Served as adjunct faculty in the English and Mass Communications Department
- Assisted faculty and administrators at all levels in planning and implementing promotions for NCCU academic programs and activities
- Represented the university as liaison to the UNC systemwide Teaching & Learning with Technology Board conferences and provide reports on updates

Media and Special Projects Coordinator, 11/2002 to 03/2004

Office of Academic Affairs Planning and Academic Outreach,

University of North Carolina at Wilmington

- Produced special publications, releases, advertisements and collateral pieces to promote recruitment and support university outreach and mentoring programs
- Created appealing departmental advertisements and graphics for print media, signage, and online media
- Collaborated with educators and administrators at all levels to plan, coordinate, and evaluate outreach programs and activities
- Helped determine university style guidelines and regulations

Part-time Lecturer, Communication Studies Department, 09/1997 to 12/2003

Communication Studies Department, University of North Carolina, Wilmington

- Taught Communication Studies courses through lectures, guided discussion, groupwork, projects, and customized interactive online quizzes

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Admissions and Academic Publications Coordinator, 08/1995 to 11/2002

Office of Enrollment Affairs, University of North Carolina at Wilmington

- Coordinated efforts of creative professionals, publicists, and webmasters who contribute to annual and special publications and events
- Collaborated with educators and administrators at all levels to plan, promote, and evaluate effectiveness of promotional support
- Created appealing recruitment publications, advertisements, and graphics in print, electronic media, and exhibition displays
- Wrote bid specifications for national marketing publications and supervised adherence and fulfillment by media service providers
- Helped determine and promote university style guidelines and regulations
- Provided photographic support as needed
- Instructed Freshman Seminar and Communication Studies courses

Part-time Instructor, English Department, 09/1994 - 06/1997

Cape Fear Community College, Wilmington, NC

- Taught English Composition, Reading, and Communication Studies
- Served as faculty advisor for the student newspaper

Human Resources Graduate Intern, 07/1992 - 09/1993

General Electric Transportation Systems, Erie, PA

- Prepared the 1993 GE-Erie Works EEO/AA, ADA, and Veterans Employment Compliance Reports, and provided support for managers in these areas
- Created and produced executive recruitment and relocation packages
- Served as member of the GE Erie Workforce Diversity Advisory Council, forming GETS Diversity initiatives and presenting recommendations to the CEO and general managers to implement initiatives company-wide

PROFESSIONAL TRAINING

Instructional Technology

- Educause, MERLOT, and other Teaching and Learning with Technology conferences, seminars, and workshops, 2001-2007

Web Development, Graphics and Publishing

- Art/Type/Graphic and Web development expos, pre-press systems seminars, and workshops, 1987 through 1998

Management Training

- GE Facilitator and Dispute Resolution workshop
- IL Supreme Court Participative Management workshops

AWARDS/ACHIEVEMENTS

- UNCW 2003 Kudo Award for outstanding service to the university
- Admissions Marketing Report Award for design of 1998 UNCW Viewbook
- Admissions Marketing Report Best of Show Award for design of 1997 UNCW Center for Marine Science Research 1997 Annual Report
- CASE Award for creation, photography, and design of the UNCW Center for Marine Science Research 1997 Annual Report, the Ecologue
- GE Managerial Excellence Award by Robert Nardelli, CEO, 1993

COMMUNITY SERVICE

- Webmaster for Philadelphia Chapter of 100 Black Men of America, Inc.
- Web developer for Elderhaus nonprofit elder care centers, Wilmington, NC
- Volunteer for Great Expectations Program for young scholars at UNCW
- GETS AAF Mentoring Program for Erie elementary school students
- March of Dimes WalkAmerica Marathon, Erie, PA

SAMPLE PORTFOLIO

- <http://www.dropr.com/gerirvital>