

JIWA, ADAM E.



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ADDRESS

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OBJECTIVE

ADAPTABLE MASTERS GRADUATE WITH A STRONG BACKGROUND IN COMMUNICATION THEORY SEEKING AN OPPORTUNITY TO CONTRIBUTE TO THE GROWTH OF STUDENTS IN AN EDUCATIONAL SETTING.

SKILLS

OVER 23 YEARS OF LEADERSHIP EXPERIENCES IN CAREER ENVIRONMENTS

TEACHING GOALS

To provide students at WTAMU a learning space for a leadership communication in management course to develop leadership skills based on applying knowledge to real world applications.

EDUCATION

WEST TEXAS A&M UNIVERSITY

Doctorate in Educational Leadership
2024 – 2029

Masters in Communication
2021 – 2024

Bachelors in Broadcast Journalism
2021

ORGANIZATIONS

International Business Innovation Association (InBIA)
July 2022 – Present

PRSA
Jan 2022 – Present

21st Century Buffs
Aug 2021 – Nov 2022

African Student Org.
Aug 2021 – Nov 2022

Black Student Union
Aug 2021 – Nov 2022

Environmental Science Society at WTAMU
Aug 2021 – Nov 2022

National Electronic Media Association
Aug 2021 – Nov 2022

Office of Student Engagement and Leadership
Aug 2021 - Nov 2022

Student Alumni Network
Aug 2021 - Nov 2022

WTAMU Fitness
Aug 2021 – Nov 2022

Professional Experience

WT ENTERPRISE CENTER

Marketing Manager/Coach

Jul 2022 - Present • Amarillo, Texas

Utilized my experience in advertising, restaurant management, and leadership to better serve entrepreneurs. Coached future and existing entrepreneurs to make client-based decisions that benefit their organization. Initiated marketing campaigns that resulted in substantial and measurable engagement for programs and facilities.

Skills: Coaching • Google Analytics • Social Media Marketing • Graphic Design
• Leadership • Video Production • Marketing Campaigns • New Business Development
• Digital Marketing • B2B Marketing • Data/Financial Analysis • Adobe Creative Suite
• Strategic Communications • Internal Communications • Curriculum Development
• Photography • Public Speaking • Web Design

THE PRAIRIE NEWS

Advertising Manager

Sep 2021 - Jul 2022 • Canyon, Texas

Working with others to bring positivity and fun to the world of advertising. Leading a team for the purpose of advertising sales by setting others up for success. When they win; we win attitude. Communicating and brainstorming innovative advertising ideas with Editor and other Advisors.

Identifying potential new markets and create a plan to enter the market. Organizing a weekly lead piece to increase revenue for the organization. Reviewing current advertising campaigns for weaknesses and develop solutions that fit within budget constraints. Partnering with potential leads and gearing sales to increase their traffic, inhouse and online. Analyzing website click-to-purchase conversion rates and the effectiveness of promotions for clients.

Skills: Google Analytics • Sales • Leadership • Marketing Campaigns

1910 PR • INTERNSHIP

Assistant Director

Dec 2021 - Jun 2022 • Canyon, Texas

Leadership position to help students accomplish goals within the student run public relations firm. Build and maintaining a positive public image for the organization. Creating digital media to shape public opinion of the organization. Increasing awareness of the 1910 PR brand. Accurately writing news releases and communicating with on-campus communications director. Creating graphics to promote events.

Skills: Google Analytics • Analytical Skills • Marketing Campaigns

ELLEN'S RESTAURANT

Assistant Manager

Sep 2015 - Nov 2020 • Dallas, Texas

Most effective at educating and coaching performance of new and poorly performing front of house staff members. Managed daily restaurant operations, assisted with menu planning, maintained sanitation standards, staff in front-of-house and in back-of-house during peak meal periods. Communicated with guests in a friendly, calm, and fair attitude while also seeking and listening to guest feedback and expectations. Also took initiative in addressing unhappy guest complaints in the restaurant, in-house and carryout. Checked the quality of deliveries of fresh foods, baked goods, as well as sanitation of the entire restaurant.

Continually improved employee satisfaction and maximized the financial performances in all areas of responsibility by providing positive feedback, coaching regularly, and adding employee accountability. Developed a daily, weekly, and monthly timetable of responsibilities to over exceed health code standards. Experienced in kitchen equipment maintenance and repair

Assistant Brand Manager Marketing & Social Media Coordinator

May 2020 - Aug 2020

Worked during the pandemic as a Creative Assistant. Worked on a creative redesign of in-house flyers to integrate with marketing promotions. Updated social media pages to engage current followers and gain more support during a limited seating time frame. Updated website to include all businesses under the Market Street Hospitality umbrella. Worked with Executive Chef, Area Manager, and restaurant management to promote a successful branding of to-go items and alcohol.

Skills: Google Analytics • Social Media Marketing Campaigns • Event Planning

PANHANDLE EXPRESS, LLC

Assistant Logistics Coordinator

Oct 2010 - Nov 2014 • Hereford, Texas

Accurately entered in daily freight and communicated changes to supervisor(s). Substituted for logistics coordinator when needed while also completing daily tasks. Collaborated with supervisor to revamp the logistics department to streamline an efficient and effective department.

Skills: Analytical Skills • Marketing Campaigns • Company Newsletter Editor

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Professional Experience cont

CANYON NEWS

Production Manager

Mar 1999 - Nov 2010 • Canyon, Texas

Connected with advertising sales team along with advertisers to develop effective print advertisements. Oversaw entire production of print and online newspaper and various seasonal special sections.

Converted the massive hands-on manual production of the newspaper to a fully digital process.

Skills: Google Analytics • Social Media Marketing • Analytical Skills • Graphic Design
• Marketing Campaigns

CHOICE MEDIA

Assistant Creative Director

Outdoor Media

Mar 2005 - Nov 2006 • Amarillo, Texas

Designed outdoor advertising for billboard and bus benches. Assisted in the field of constructing billboards and hanging vinyl signs on billboards.

Skills: Analytical Skills • Graphic Design • Marketing Campaigns

Creative Director – Directories

Graphic Designer

Mar 2003 - Nov 2006

Designed advertisements for telephone directories in Canyon, Dimmitt, and Hereford, Tx. Formatted white page listings to work with the layout on pages before sending to printer.

Skills: Analytical Skills • Graphic Design • Marketing Campaigns

WTAMU ETERNAL FLAME

Graphic Designer • Yearbook Leadership and Instruction

Jan 2004 - May 2004 • Canyon, Texas

Managed a group of 25+ students to organize and complete the semester project (campus yearbook, print). Managed a group of 25+ students to organize and complete the semester project (campus yearbook, print).

Skills: Graphic Design • Marketing Campaigns

Awards & Honors

1910 PR Legacy Award
April 2022 • Canyon, Texas

“Legacy” is one of the seven values established by the founding 14 of 1910 PR in Spring 2017. This award recognizes a staff member who has honored and furthered the legacy built by the founding 14.

Salesperson of the Year
April 2022 • Canyon, Texas

The Prairie News Salesperson of year builds a strong professional relationship with a client and sees that their message promotes the business in a student led organization.

WTAMU Dean’s List
May 2022 • Canyon, Texas

Recognized as an undergraduate student for outstanding academic achievements.

1st Place Advertising Design
June 2010 • Canyon, Texas

Issued by the Panhandle Press Association.

3rd Place Website Design
June 2010 • Canyon, Texas

Issued by the Panhandle Press Association.