

LAUREN M. RUSS, M.Ed.

3A Black Road, Conway, AR 72032 • MrsLaurenRuss@yahoo.com • (501) 249-4235

Summary

Enthusiastic and creative professional looking to build a long-term career with a local company. Adaptable and dependable employee with a decade of professional experience working in diverse career fields. Articulate and driven with a knack for using engaging, personable, and effective communication. Self-directed, resourceful, and efficient with the ability to think outside the box. Knowledgeable lifelong learner who is always desiring to learn more in order to continue growing.

Professional Experience

Marketing Specialist (November 2021-August 2022)

P.I. Roofing and Home Solutions - North Little Rock, AR

- Define and implement the company's marketing strategy
- Develop, implement, and track digital and traditional marketing campaigns
- Collaborate with other internal teams (e.g. operations and human resources) to develop and monitor strategic marketing initiatives
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials and ensure branding guidelines are met
- Write, proofread, and edit creative and technical content using various mediums (social media, website, e-mail, etc.)
- Work with external agencies and vendors to execute marketing programs
- Analyze and report on the performance of marketing campaigns to show achievement of critical metrics (regarding lead generation, content creation, website traffic, and other KPIs) while using data to drive future marketing efforts

Research Assistant (May 2012-September 2016)

University of Arkansas at Little Rock

Office of the Executive Vice Chancellor and Provost

- Assisted Provost and Associate Vice Chancellors in the creation, analysis, and synthesis of data needed for producing reports and recommendations
- Developed and established processes to improve efficiency
- Assisted with researching internal and external policies and procedures
- Curriculum monitoring and curriculum change processing and monitor program development lifecycle from development through approval
- Served as the primary point of contact for faculty and department chairs for all curricular and program changes
- Prepared agenda, minutes, and maintained website as an ex-officio member of the Undergraduate Council
- Researched academically-related student issues, such as waivers and exceptions and make recommendations regarding resolution of issues
- Coordinated and monitored academic program reviews
 - Provided oversight of the program review process from initial review of self-study to summarizing and reporting findings
 - Assisted departments in developing site visit agenda for program reviews, monitor responses to review team reports, submit reports to ADHE, and ensure departmental implementation of review team suggestions
- Interacted with ADHE on routine matters and information requests and ensure the timely completion of legislative and ADHE ad hoc reports related to the Provost's Office
- Remained current with ADE licensure modifications and program requirements
- Assisted Associate Vice Chancellor with facilitation of assessment committees
- Coordinated and managed retreats and workshops at the Provost's request

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Page 1 of 4

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Graduate Research Assistant (2011-12)

University of Arkansas at Little Rock

Department of Counseling, Adult, and Rehabilitation Education

- Co-authored two book chapters
 - Conducted interviews and literature reviews; Collected and organized data
 - Co-developed a sustainable model of adult education programming and assessment
- Gathered, analyzed and summarized data findings for the Adult Higher Education Alliance Committee to Develop Standards of Practice and Program Development and Assessment
- Provided oversight to students on course scheduling and advancement to candidacy and projected comprehensive examination participants
- Kept minutes during the Council of Stakeholders activities and meetings
- Coordinated Adult Education Advising and Networking Sessions
- Prepared multimedia presentations for multiple national conferences
- Developed course sequencing matrices to assist with projecting course offerings and scheduling

Undergraduate Research Assistant (2009-10)

University of Arkansas – Fayetteville, Arkansas

Law and Psychology Lab

- Collected and organized data for research study examining social perceptions of sexual dangerousness
- Created and formatted online questionnaires via Survey Monkey
- Assigned to team of students to proofread and edit two draft manuscripts for publication

Office Manager (2005-07)

White River School of Massage – Fayetteville, Arkansas

- Responsible for the operation of the facility and main office
- Supervised staff of three
- Advised prospective students on Licensed Massage Therapy program requirements and the admissions process
- Coordinated new-student orientation and commencement ceremonies
- Strategically developed and managed community-wide student massage clinics
- Ordered and purchased textbooks, massage supplies, and retail inventory
- Successfully organized and re-structured school library, increasing accessibility for students

Resident Advisor (2004-05)

Murray State University – Murray, Kentucky

Elizabeth Residential College

- Responsible for 40 undergraduate and graduate student residents
- Developed educational and social programs for residence hall students
- Addressed student concerns related to academic affairs, student affairs, and personal well-being
- Conducted rounds in residence hall to ensure security and enforcement of University policies
- Attended monthly meetings to discuss projects and strategic goals and objectives

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Technical Skills

- Market Research
- Data Collection and Data Analysis
- Graphic Design
- Marketing applications (Google Adwords, Web analytics, MetaBusiness Suite)
- UI/UX Design
- Adobe Creative Cloud
- Constant Contact
- Quickbooks
- Google Workspace (formerly G Suite)
- WordPress website management
- OU Campus website management

Education

Master of Education in Adult Education, University of Arkansas at Little Rock, 2013
GPA 4.0/4.0

Bachelor of Arts in Psychology, University of Arkansas at Little Rock, 2011
Minor: Sociology
GPA 3.51/4.0

Publications and Presentations

Book Chapters:

Boden McGill, C.J. & Russ, L. (2013). Reluctant mentoring and mentoring the reluctant. In T. Cox (Ed.). Case studies for the new professor: Surviving the jungle of the academy. Charlotte, NC: Information Age Publishing.

Boden McGill, C.J. & Merritt (Russ), L. (2012). Heifer: A sustainable model of international adult education programming and assessment. In C.V. Wang (Ed.). Handbook of research on technologies for improving the 21st century workforce: Tools for lifelong learning. Hershey, PA: IGI Global.

Editorial Work:

Associate Editor, Developing and Sustaining Adult Learners (2014)

Associate Editor, Conversations About Adult Learning in Our Complex World (2012)

Conference Proceedings:

Merritt (Russ), L., & Boden-McGill, C.J. (2012). Case story: A multidimensional instructional method. In 2012 University of Arkansas for Medical Sciences Teaching with Technology Symposium. Little Rock, AR. Retrieved from <http://www.twtsymposium.com/symposium-presentation>

Boden-McGill, C.J., & Merritt (Russ), L. (2012). It is the relationship that teaches: Conversations on transformative learning. In American Association for Adult and Continuing Education (AAACE) 2012 International Conference. Las Vegas, NV. Retrieved from <http://www.aaace.org>

Merritt (Russ), L., & Boden-McGill, C.J. (2012). A model of sustainable adult education practices: 12 cornerstones, 'Education,' and 'education' at Heifer International. In American Association for Adult and Continuing Education (AAACE) 2012 International Conference. Las Vegas, NV. Retrieved from <http://www.aaace.org>

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Special Projects and Activities

- Member, Sheridan Elementary School PTO – 2017-2020
- Facilitator, Provost's Program Assessment Pilot Group – 2015-2016
- Parliamentarian, UALR Staff Senate Executive Committee – 2014-2015
- Member, UALR Alumni Association – 2013-present
- Associate Editor, Developing and Sustaining Adult Learners – 2012-2013
- Institution Liaison, ADHE Academic Affairs – 2012-2016
- Ex-officio member, UALR Undergraduate Council – 2012-2016
- Member, Women Expanding Literacy Education Action Resource Network – 2012-2016
- Member, Adult Higher Education Alliance – 2011-2016
- Reader, Volunteers in Public Schools (VIPS) Reading Day, Little Rock, AR – 2011-2016
- Peer Mentor, Non-Traditional Student Programs, Little Rock, AR – 2011-2013
- Associate Editor, *Conversations About Adult Learning in Our Complex World* – 2011-2012
- Assistant to Chair, Adult Higher Education Alliance Committee to Develop Standards Practice and Program Development and Assessment – 2011-2012
- Tutor/Mentor, Jefferson County Literacy Council, Pine Bluff, AR – 2010-2012
- Mentor, Reach for the Stars, Paducah, KY – 2002-2003
- Mentor, Big Brothers Big Sisters, Springfield, MO – 2001-2002

References

References available upon request.