


JASON ARCHER

DIRECTOR, STRATEGIC COMMUNICATION M.A.

 jasonarcher@gmail.com

 517-936-6811

 Jackson, MI

 <https://www.linkedin.com/in/jasonarcher/>

SKILLS

Leadership

Growth Strategy

Adaptability

Grit

Team Building

Process Improvement

Campaign Creation

Contracts & Negotiations

Resource Management

Conflict Resolution

EDUCATION

B.A. COMMUNICATION

Broadcasting

Spring Arbor University, Spring Arbor, MI - 1994

M.A. COMMUNICATION

Education

Spring Arbor University, Spring Arbor, MI - 2010

SUMMARY

I am a leader with extensive experience in both start-up and traditional organizational settings. The common denominator: I bring success to every environment I am called upon to lead. Key characteristics: Communicator and teacher. Entrepreneur. Faculty member. Team builder. Known for creativity, flexibility, and a sense of humor. Positive and hopeful without being naive. I am passionate about making a contribution and therefore work tirelessly to help both individuals and the organization succeed.

PROFESSIONAL EXPERIENCE

DIRECTOR, STRATEGIC COMMUNICATION M.A. 2016-Present
Michigan State University, East Lansing, MI

- Led the startup of a 100% online graduate program in the College of Communication, Arts & Sciences. Was the fastest growing program at MSU by year two.
- Created culture and processes to ensure student success resulting in a retention rate of 94%.
- Responsible for developing a university partnership in China to expand the program globally and double existing enrollment.
- Developed a flexible corporate education program designed to provide employees with professional and executive educational opportunities that are aligned to meet organizational goals.
- Expanded program from to add three professional certificates which provide additional verticals for empowerment which increased overall enrollment and students with more choice in their academic pursuits.

PROFESSOR OF PRACTICE 2016-Present
Michigan State University, East Lansing, MI

- Sustained success as a faculty member in the program with evaluation scores in the excellent range.
- Both teach and provide faculty assistance for executive leadership courses.

VP OF MARKETING & SALES 2013-2016
Media Fusion, San Antonio, TX

- Lead creation and development of marketing strategy, messaging and execution to empower greater sales for tech start up. Increased sales by 65% over two years.
- Lead development of expansion to B2B partnerships.
- Diversified customer base from strictly serving non-profit to business, sports and higher education.

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TECHNICAL SKILLS

Adobe CC
HTML & CSS
Salesforce
Sharpspring
Final Cut Pro
MailChimp
Microsoft 365
Camtasia
Canva

ACHIEVEMENTS

Best Paper/Presentation
MICA Academic Conference,
Ahmedabad, IN
January, 2018

APPQMR Certification
Quality Matters
October, 2019

VOLUNTEER EXPERIENCE

CAMPAIGN CREATION,
VIDEO PRODUCER/EDITOR
[FOHAU](#)
2012-Present

FUNDRAISING STRATEGY,
CONTENT PRODUCER
[Sister Connection](#)
2018-2020

VIDEO PRODUCER/EDITOR
[Kibuye Hope Hospital](#)
2018-Present

PROFESSIONAL EXPERIENCE *continued*

EXECUTIVE DIRECTOR OF COMMUNICATION 2009-2013
FMCUSA, Indianapolis, IN

- Leadership and innovation for a worldwide non-profit. Focused on developing an integrated brand including Web, print, tablet and mobile development.
- Built both synchronous and asynchronous collaboration tools to serve a worldwide staff.
- Lead development and deployment of denominational portal.
- Managed budget of approximately \$1 million.
- Realized an increase in engagement of 352% online and an increase of viewership of a national magazine by 57%.
- Led complete reorganization of global communication department from ineffective and in the red to effective and in the black.
- Built and managed a distributed workforce in three time zones.

EDUCATIONAL MEDIA DESIGNER 2006-1009
Spring Arbor University, Spring Arbor, MI

- Designed and implemented rich media delivery systems for the university empowering faculty to record content and share inside LMS.
- Evaluator of emerging technologies to develop pathways for faculty and staff in higher education to accomplish their teaching strategies and goals.
- Online course designer and developer.
- Teacher and faculty development coach.
- Nationally recognized leader in educational technology.

REFERENCES

Dr. Prabu David, Provost; Rochester Institute of Technology. One Lomb Memorial Drive Rochester, NY 14623. pxdpro@rit.edu

April Clobes, President & CEO, Michigan State Federal Credit Union. 3777 West Road East Lansing, MI 48823. april.clobes@msufcu.org

Dr. Reed Sheard, Vice President of Advancement and Chief Information Officer; Westmont College. 955 La Paz Road Santa Barbara, CA 93108. rsheard@westmont.edu

Andy Ivankovich, Former President of Fiserv Lending & Former CEO, Media Fusion 416 Menger Springs, Boerne, TX 78806. andymissy@me.com