


JASON ARCHER

DIRECTOR, STRATEGIC COMMUNICATION M.A.

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 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. Entrepreneur. Leader. Teacher. Team builder. Known for creativity, flexibility, and a sense of humor. Positive and hopeful without being naive. I am passionate about making contributions that matter, and therefore work tirelessly to help both individuals and organizations 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. It was the fastest growing program at MSU by year two and \$5.5M in revenue.
- Created culture and processes to ensure student success resulting in a retention rate of 94%.
- Responsible for developing a 10-year partnership with a university 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 align with organizational goals.
- Expanded program to add three professional certificates, which provided additional verticals for empowerment, offered students more choice in their academic pursuits, and increased overall enrollment.

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

- Teach a communication strategy course in my program and team-teach a course on communication strategy and crisis in the Eli Broad College of Business' Executive MBA program.
- Both teach and provide faculty assistance to external executive leadership courses for both corporations and non-profits.

CHIEF MARKETING OFFICER 2013-2016
Ilendx, San Antonio, TX

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

JASON ARCHER

TECHNICAL SKILLS

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

ACHIEVEMENTS

Best Paper/Presentation
MICA Academic Conference,
Ahmedabad, India
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.
- Led development and deployment of global organizational portal.
- Managed budget of \$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.
- Led complete redesign of organizational magazine resulting in tripling readership while expanding from one to two languages.

EDUCATIONAL MEDIA DESIGNER 2006-2009
Spring Arbor University, Spring Arbor, MI

- Designed and implemented rich media delivery systems for the university, empowering faculty to record and deliver transformative content to students.
 - Evaluated 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.
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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 University 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, CEO, iLendX. 700 E. Sonterra Blvd. Suite 302 San Antonio, TX 78258. andy@ilendx.com