

JORDYNE CARMACK

Leadership & Communication Speaker, Trainer

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SUMMARY

- Collaborative trainer dedicated to empowering leaders at all levels to be more authentic and have greater impact, with experience in leadership development, instructional design, facilitation, training, and presenting
- **DiSC:** i Style; **Meyers-Briggs:** ENFJ - enthusiastic and people-centric, collaborative and innovative

EDUCATION

PHD IN LEADERSHIP

Univ. of the Cumberlands, Dec. 2018

MS IN INTEGRATED MARKETING

COMMUNICATION

West Virginia University, Dec. 2014

BS IN COMMUNICATION AND THEATRE ARTS

Univ. of the Cumberlands, Dec. 2011

SKILLS

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Microsoft Office Suite, Canva, Microsoft Teams, Blackboard, Everything DiSC, Bloom's Learning Taxonomy

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Adobe Rush, Articulate 360, Zoom

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Microsoft Stream, Kirkpatrick's Levels of Training Evaluation, Squarespace, Wordpress

EXPERIENCE

OWNER (2022 - PRESENT)

Jordyne Carmack - Communication Coach, LLC.

- Designed and facilitated on-site talent development and employee training on active listening, public speaking, personal branding, conflict resolution, and general communication skills*
- Host and one-woman production team of the leadership development podcast, **Women of the Bluegrass**
- Provided training and consulting services on communication and marketing via Zoom for entrepreneurs and small businesses
- **Everything DiSC® Certified Practitioner**
- Coached individual clients on identifying and improving communication skills

INSTRUCTIONAL DESIGNER

(2022 - PRESENT)

Academic Affairs - University of the Cumberlands

- Build extensive course content in Blackboard LMS, including integrations with publishers and outside vendors
- Provide expert feedback to course developers on course design including accessibility standards, objective and learning outcomes, alignment, and assignment variety
- Collaborate with multiple levels of campus leadership to develop, host, edit, and publish faculty development podcast episodes

*List of recent presentations on p.3

ADDITIONAL EXPERIENCE

ASSOCIATE PROFESSOR (2020 - 2022) /ASSISTANT PROFESSOR (2015 - 2020)

Department of Communication and Theatre Arts, Univ. of the Cumberlands

- Taught 100+ students per semester in multiple modalities including asynchronous, hybrid, and synchronous (remote and in-person)
- Developed new e-learning courses using ADDIE and instructional design methodology
- Led team on curriculum re-design for Communication Arts major and minors
- Designed effective synchronous and asynchronous courses on advertising, strategic communication, social media, professional communication**
- Provided academic and career coaching for students including performance and change management
- Completed general assessment on student learning and faculty self- evaluations annually.

SOCIAL MEDIA COORDINATOR

Office of Undergraduate Admissions, Univ. of the Cumberlands (2012-2015)

- Developed and implemented multi-platform social media content strategy for social media pages, student groups, and parent groups.
- Designed print collateral using Adobe InDesign, Photoshop, and Illustrator
- Organized campus photoshoots with 50+ students across 6+ locations for marketing materials
- Organized, designed, and implemented visual and written content for virtual campus tour, as well as providing audio voice-overs.
- Assisted with the management of student blogger Wordpress websites
- Supervised and mentored 6+ student bloggers each year (3 years), editing blog content, helping with content ideas, ensuring content was on-brand.
- Conducted prospective student visits, working with parents and family members and campus tours.

LEADERSHIP & SERVICE

Executive Director, **Leadership Tri-County** (2023 - Current)

Co-Chair, **Women in Business - London-Laurel County Chamber of Commerce** (2023 - Current)

Secretary, **Leadership Tri-County**, KY (2021 - 2023)

Board Member, **Leadership Tri-County**, KY (2020 - 2023)

Committee Member - Taste of Southeast Kentucky, **God's Pantry Food Bank** (2019 - 2023)

Officer - Media, **Laurel County Republicans Women's Club**, KY (2022)

Committee Member - Discipleship, **First Baptist Church of London**, KY (2022)

Volunteer, **London Downtown**, KY (2016 - 2022)

Founding Member, Christian Educator Initiative, **University of the Cumberlands** (2022)

Committee Member, **University of the Cumberlands** (Rotation, 2015 - 2022): SACS 5-Year Re-accreditation Committee (QEP), Graduation, PatsServe, Faculty/Staff Recognition, International Studies, Student Honors and Awards, Fine Arts (Chair), Student Media

Membership Committee, Religion and Media Interest Group, **Association for Educators in Journalism and Mass Communication** (2021)

Board of Directors, **127 Worldwide**, Raleigh, NC (2017 - 2020)

Capital Campaign Publications Manager, **First Baptist Church of London**, KY (2019 - 2020)

Kenya Short-Term Mission Project Leader, **127 Worldwide** (2016, 2017, 2019)

PROFESSIONAL MEMBERSHIPS, CERTIFICATIONS & AWARDS

40 under 40 Recipient, **Young Professionals of Lake Cumberland**, 2023
Recertification Provider, **SHRM**, 2023
Social and Behavioral Research, **CITI Program**, 2023
Member, **ELEVATE - Leadership Kentucky**, 2023
Everything DiSC® Certified Practitioner, **Wiley**, 2023
Member, **London-Laurel County Chamber of Commerce**, 2022-2023
Certified Course Reviewer, **Quality Matters**, 2022
Fellow, **Kopenhaver Center for the Advancement of Women in Communication**, 2022
Foundations in Design Thinking Certificate, **IDEO U**, 2022
The Future of Workplace Learning, **Linkedin Credential**, 2022
Influencer Marketing Certification, **Meltwater**, 2022
Social Media Marketing, **Meltwater**, 2022
Enterprise Design Thinking Certification, **IBM**, 2022
Microsoft Powerpoint & Microsoft Word, **LinkedIn Badges**, 2022
Member, **Association for Education in Journalism and Mass Communication (AEJMC)**, 2019-2022
Member, **Public Relations Society of America (PRSA)**, 2022
Duane Hart Leader Among Leaders Award, **Leadership Tri-County**, 2020
Class of 2020, Leadership Tri-County (2019-2020)

PRESENTATIONS, WORKSHOPS, CONFERENCES

Emcee - **Miss Business, London-Laurel County Chamber of Commerce**, 2023
"The AI-Proof Leader: How Authentic Leadership Is the Competitive Edge" - **NKY Women's Initiative Regional Summit**, 2023
"Embracing Authenticity in an Artificial Age" - **TEDx Danville**, 2023
"The AI-Proof Leader: How Authentic Leadership Is the Competitive Edge" - Breakout, **Big Sandy Leadership Summit**, 2023
"The AI-Proof Leader: How Authentic Leadership Is the Competitive Edge" - Keynote, **SOAR - Ignite**, 2023
"The Authentic Leader" - Workshop, **SEKY-SHRM**, 2023
"Rest & Margin for the Entrepreneur" - Speaker, **P31 Woman-preneur Conference**, 2023
Co.Starters Session Facilitator, **SOAR/Leadership Kentucky**, 2022,2023
Everything DiSC® Facilitation, **Invest606**, 2022, 2023
Speaker, **London-Laurel County Chamber of Commerce**, 2022
Attendee, Annual Conference - Detroit, **AEJMC**, 2022
"InvestInYou: Personal Branding" Workshop, **BRIGHT Alumni Summit - Leadership Kentucky**, 2022
"The Future of Work is Hybrid" Presentation, **Corbin Rotary Cub**, 2022
"Pitching: Equipping Students to Present Effectively" Presentation, **KACTE Annual Career and Technical Education Summer Program**, 2022
"Active Listening" Workshop, **BRIGHT Leadership Program - Leadership Kentucky**, 2022
"Communication Excellence", **Orientation Leaders - Student Services**, Univ. of the Cumberlands, 2022
"Improving Team Communication" Presentation, **London-Laurel Chamber of Commerce**, 2022
"No Comment: Leveraging Relationships for Leads With Elected Officials" Presentation, **National College Media Convention**, 2022
"Branding Basics: Discovering the Heartbeat of Your Story" Workshop, **Invest606**, 2021
"Finding (online) religion: how communication technology enabled religious participation during the COVID-19 pandemic" Panel Facilitator, **AEJMC**, 2021