

Sharla Adam

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Highlights of Qualifications:

- ◆ Developed course syllabi and course content in a variety of classes at the collegiate and high school levels
- ◆ Worked to strategically develop long/short term goals and strategies for increasing undergraduate enrollment focused on success and retention of said students
- ◆ Developed and implemented Marketing Campaigns and events for the Children's Miracle Network; including publications, press releases, TV/Radio interviews, coordinating volunteers and family ambassadors
- ◆ Trained local business employees in a variety of subjects: sales, customer service, communication, goal setting; using both short and long term training sessions

Relevant Professional Experience:

Angelo State University – San Angelo, Texas

Instructor in Communication (1988-1997)

- ◆ Taught a variety of courses from Interpersonal Communication and Public Speaking to Intercultural Communication
- ◆ Coached nationally recognized competitive speech, and cheerleading teams
- ◆ Assisted with the development/instruction of a 1-hour credit course for At-Risk students

Director of Admissions (2013-2021)

- ◆ Developed, maintained, and assessed short- and long-term ASU recruitment and admissions management plans that yield desired results
- ◆ Lead a team of professional and support staff as a cohesive unit to meet and exceed recruitment objectives
- ◆ Worked with colleagues in Enrollment Management to evaluate, refine and implement operational processes that enhance resource utilization
- ◆ Collaborated with SAEM and Academic Affairs on recruitment strategies from events to communication plans for students in all stages of the recruitment funnel
- ◆ Assisted in the development of integrated communications strategy that compliments institutional messaging and appropriately targets various audiences with whom ASU departments interact
- ◆ Worked with staff and academic departments to identify and implement campus brand strategies and increase school spirit/pride

Angelo State University – San Angelo, Texas

Pre-Enrollment Advisor-Recruiter (1987-1998)

- ◆ Attended recruitment events and presented to prospective students and parents at high schools, community colleges and evening programs
- ◆ Developed relationships with on campus academic and administrative faculty and staff for recruitment
- ◆ Worked closely with high school guidance counselors in assisting next steps for prospective high school seniors

Shannon Medical Center – San Angelo, Texas (2005 –2011)

Director for the Children’s Miracle Network

- ◆ Develop fundraising and public relations opportunities for children’s healthcare at Shannon Medical Center with particular regard to the relationship with the Children’s Miracle Network
- ◆ Knowledge of marketing, public relations, fund raising, media production
- ◆ Skill in oral and written communication and interpersonal relations
- ◆ Managed event volunteers and staff during major fundraising events

Shannon Health System – San Angelo, Texas

Communication Consultant – Owner Leadership Management Resources – (1998)

- ◆ Led top Health System Management team through Public Speaking / Communication Seminar

Leadership Management Resources – San Angelo, Texas (1997 -2005)

Business-to-Business Sales and Training

- ◆ Sold training sessions for businesses in the banking, medical, floral, and cellular telephone industries
- ◆ Trained employees how to communicate more effectively one to one and in public speaking engagements
- ◆ Trained employees to improve sales and customers service skills
- ◆ Trained managers, supervisors, and CEOs how to coach their employees to increased productivity
- ◆ Conducted Strategic Planning sessions for executive groups

Wall High School - Wall, Texas

Journalism Teacher (1999-2005)

- ◆ Taught Introduction to Journalism, Newspaper and Yearbook classes.
- ◆ State recognized published yearbooks (2003-2005)

Texas Tech University - Lubbock, Texas

Graduate Teaching Assistant (1983-1984)

- ◆ Taught independent sections of Interpersonal Communication and Communication Confidence
- ◆ Head Teaching Assistant for Communication Confidence program

Education

M.A. in Communications, TEXAS TECH UNIVERSITY - Lubbock, Texas

B.A. in Communications, ANGELO STATE UNIVERSITY - San Angelo, Texas