

BETHANY HUMAN FERRALL

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EDUCATION

Graduate Certificate of Operational Excellence

Texas A&M University-Commerce, Commerce, TX, Expected May 2021

Master of Science, Higher Education Administration, Emphasis on Workforce Development

Texas A&M University-Commerce, Commerce, TX, August 2017, GPA 3.91

Bachelor of Arts, Public Relations, Political Science

University of South Carolina, Columbia, SC, May 2005, GPA 3.43

SUMMARY OF QUALIFICATIONS

- Passionate, student-centered higher education professional with more than eight years of project management, organizational leadership, presentation development, and on-demand student support experience
- More than fifteen years of experience as an advanced user of Microsoft Office Suite, including Word, Outlook, Excel, PowerPoint, Access, Google Drive, and other office productivity and presentation development software
- Trained in design thinking and certified by Stanford to present innovative courses to students, faculty, & staff of all levels, with a specific focus on radical collaboration, idea generation, and career competencies
- Excellent written and verbal communication, multi-tasking, time management, and relationships development skills

RELATED EXPERIENCE

Texas A&M University – Commerce Career Development, Commerce, TX

Assistant Director, Career Development

April 2018 – Present

Employer Relations Coordinator

April 2014 – March 2018

- Developed and delivered more than 50 annual workshops and events on topics such as networking, interviewing, resumes, job search strategies, offer evaluation, and salary negotiation that ensure students are prepared for the job search process
- Served as the in-office IT manager with responsibilities for managing all software, hardware, and technical contracts
- Managed and communicated all aspects of career services for a diverse student body of 12,000+ students and 54,000+ alumni resulting in 95% or higher satisfaction with one-on-one appointments, events, and programs
- Established and maintained working relationships with students, faculty, & staff to promote gainful student employment, on-campus internships, departmental services, programs, and events to benefit long-term career success
- Implemented new event registration policies and pricing structure which resulted in a 35% event revenue increase, 80% increase in employer contacts, and record-breaking employer and student attendance numbers
- Increased the number of recruiters interacting with students by 80% and new employers on campus by 35%

IT-oLogy, Remote/Traveling Position

September 2012 – April 2014

Campus Relations Director (Recruiter)

- Presented in more than 50 classrooms and 5 conferences per year on the importance of developing your IT skills while you are in school and how to showcase that experience on a resume
- Recruited entry-level/internship candidates for technical roles at more than 40 annual college career fairs and conferences nationwide
- Developed and retained nationwide relationships with more than 200 employers and 80 computer science education programs, including attending more than 40 annual college career fairs and conferences
- Served as the customer support manager for a Simplicity applicant tracking system for partner employers, that resulting in a computer science student usage increase of 400% in two years
- Planned and implemented the annual IT-oLogy career fair for more than 300 IT students 35 employers
- Managed the recruitment, submission, and hire of entry-level students and internships for 25 partners
- Developed and maintained relationships with more than 200 employers and 80 academic institutions
- Operated as an advocate for the candidates to the hiring managers

TM Floyd & Company (IT Recruiting Agency) Columbia, SC

July 2011 – October 2013

Communications & Social Media Coordinator

- Sourced, edited, and submitted more than 1,000 resumes and cover letters for clients, recruiters, and hiring managers
- Created procedure manuals, proposals, training materials, and client-related documentation
- Ensured Applicant Tracking System (ATS) records and requisitions were accurate
- Performed queries and Boolean searches on databases for qualified candidates
- Developed, edited, and maintained more than 75 job postings across multiple job boards

- Increased the number of resumes submitted through social media and our website by 150%
- Attended trade shows, job fairs, and conferences to build new employer relationships and locate candidates
- Managed the corporate social media presence on Facebook, LinkedIn, and Twitter

PRESENTATIONS & CONFERENCES

- **Life Design Studio Training for Universities**, Stanford University, June 2019
- **Design Your Life**
 - Designing a Life You Love: Choosing a Major, Understanding Your Path, Finding Your Way
 - Brainstorming to Create Radical Collaboration & Actionable Next Steps
 - Energy Mapping: What are your Energy Drainers & Energy Gainers?
 - Networking: Schmozapalooza, Reframe the Informational Interview, & Get the Offer
- **Texas A&M-Commerce: Professional Development Day, September 2019**
 - Hire a Student Worker in a SNAP using Handshake & WorkDay
- **Handshake User Conference, Northwestern University, June 2019**
 - Ain't Nobody Got Time for That: Utilizing Student Paraprofessionals to Approve and Track Employers & Jobs in Handshake
- **SoACE Annual Conference, December 2018**
 - Roundtable Discussion: Tracking Employer Engagement in Handshake and Utilizing Handshake as a CRM

EXTRA-CURRICULAR & COMMITTEE INVOLVEMENT

- Texas A&M University-Commerce, College of Innovation & Design
 - Provide custom Design Your Life workshops for students, faculty, & staff with a focus on career competencies, brainstorming, radical collaboration, and choosing a major
- Texas A&M University- Commerce, Committee Work
 - Book in Common Events Committee (2018-Present)
 - Lion's Roar: Make Your Connection, Event Chair; Blue & Gold Spirit Event Committee Member (2014-Present)
 - Fraternity & Sorority Life Scholarship Committee (2015-Present)
 - Co-Curricular Transcript & Marketable Skills Committee (2015-Present)
- Metroplex Area Consortium of Career Centers (2014-Present)
 - President Ex-Officio (2019), President (2018), President-Elect (2017), Webmaster (2016-Present)
- Southern Association of Colleges & Employers (2014-Present)
 - Employer Relations Summit, Co-Chair (2017), Chair (2018)
 - Employer Relations Knowledge Group, Assistant Chair (2018-2019)
- National Association of Colleges & Employers (2014-Present), Member