

Jodi Weber Pack

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Experience

Director of Marketing and Public Relations,
Northeast Texas Community College, 2006-Present

Responsible for all aspects of internal and external communication for a rural community college. Specific duties include all public relations efforts (writing press releases, handling media inquiries, etc.), research, development, design & implementation of all marketing efforts, manage departmental budget and oversee official campus website/social networking efforts. Recently led the institution through a complete rebranding process with the assistance of a consulting firm. Also work closely with student services/admissions to implement strategic enrollment marketing initiatives. Additional responsibilities include serving on numerous institutional committees, including those pertaining to strategic planning, professional development, policy review and Quality Enhancement Planning.

Adjunct Instructor, Texas A&M University - Texarkana, 2016-Present

Teach Advanced Professional Communication in a hybrid format.

Adjunct Instructor of Journalism, Texas A&M University-Commerce, 2014-Present

Teach Publication Design and Production (Journalism 115), and Editing and Production (Journalism 315) in a face-to-face computer lab setting. These are undergraduate courses designed for journalism, public relations, and communication majors.

Adjunct Instructor of Mass Comm., Paris Junior College, 2014-Present

Teach Introduction to Mass Communication for a community college online via the Blackboard course delivery system.

Creative Services Manager, Granite Publications, 2003-2006

Managed a six-person advertising design team for a community newspaper chain. Oversaw daily workflow, compiled statistical reports, created and implemented design concepts for both print and web. Duties also included customer service, technical support, hiring/firing, interviewing, and evaluation of employees.



Education

Master of Arts in Communication and Leadership, Gonzaga University, *May 2013*
Bachelor of Science in Journalism (English Minor), Texas A&M-Commerce *May 2003*
Associate of Science, Paris Junior College, May 2001

Organizations

Member of National Council for Marketing and Public Relations since 2006, Founding Member of Texas Association of Community College Marketers Board (elected as East Texas Regional Director for 2013-2015 and Public Relations Director in 2016).