

# Jessica Clark

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## EDUCATION

*TEFL Institute, Chicago, Illinois*

**TEFL Professional Certificate** 2013

130 hrs Coursework; 20 hrs Practicum Training

*Northern Arizona University, Flagstaff, AZ*

**Master of Arts, English** 2011

Graduated Summa Cum Laude

Coursework in Literacy, Technology, and Professional Writing (LTPW) Program

*Northern Arizona University, Flagstaff, AZ*

**Bachelor of Arts, English** 2009

Minors: Studio Art, Asian Studies, Japanese

Graduated Magna Cum Laude

Selected Outstanding English Department Senior

*Coconino High School, Flagstaff, AZ*

**High School Diploma** 2005

Coconino Institute of Technology certification

## ADDITIONAL CERTIFICATIONS

*360training.co, Inc. (IACET accredited)*

**OSHA 30 Hour Outreach Training Program - General Industry** 2017

## AWARDS/HONORS

Eddie Dyer Memorial Scholarship 2010

Sybil Hall Shott Scholarship 2009

William M. Burke Scholarship 2007

Raymond Foundation Scholarship 2006-2007

NAU President's Award (Scholarship) 2005-2009

## LEADERSHIP/CONFERENCES

*America Outdoors Association, United States*

**Member** 2015-2021

*America Outdoors Association's Management and Marketing Conference*

**Conference Participant (2015, 2017, 2018, 2019, 2021)** 2015-2021

*Organization for Graduate Students of English (OGSE), Northern Arizona University, Flagstaff, AZ*  
**President** 2010–2011  
**Vice President** 2009-2010

Attended, advertised, and headed weekly organizational meetings; developed organization & conference agendas; designed and ran organizational fundraisers and social events including the “One Dollar Book Sale”; worked with other university departments and academic support areas to schedule conference venue, refreshments, faculty panels, and other aspects of the conference

*Peaks Interdisciplinary Conference, Northern Arizona University, Flagstaff, AZ*  
(Designed and sponsored by the Organization for Graduate Students of English)  
**Presenter** 2011  
“Vilifying Rachel Carson: The Rhetoric of Environmentalism and Anti-environmentalism”

*Undergraduate Research Symposium - The Power of One*  
**Presenter** 2009  
“The Power of One: Celebrating Humanity and the Environment”

## PROFESSIONAL EXPERIENCE

*Hatch River Expeditions, Flagstaff, AZ*  
**Administrative Services and Marketing Specialist** Jul 2015-Aug 2022

Content and Marketing Responsibilities

- Created marketing and content strategy and budget to meet long- and short-term goals
- Wrote client-facing documents and communications, including: logistics pages, policy documents, automated emails, and inquiry response templates
- Directed website, blog, social media, direct email, and online advertising efforts, including: organizing and creating content; maintaining an active presence on Facebook and Instagram; crafting and sending regular newsletter updates; working with 3rd party companies to advertise, keep platforms up-to-date, and commission photos and video as necessary; soliciting photos, stories, and reviews from guests and guides

### PROJECTS:

**Packing Video (2015)** - wrote script and commissioned film-maker for “4 Minute Packing Guide” to supplement print materials received by guests

**“Trip Packet” Revision (2016)** - Rewrote and reorganized guest “trip packet” materials to be more concise, more focused on specific trips, and more relevant to guest needs; established consistency in guest materials formatting and design

**Website Overhaul (2017-2020)** - migrated from out of date Wordpress site to a modern, competitive, custom platform; reorganized navigation; updated content to make more action-focused, dynamic (including in-text links to other relevant portions of the site), and SEO optimized; expanded and rewrote FAQ section to better address guest concerns and provide reference for reservations staff

**Sample Menu and Dietary Information (2021)** - created a document (and accompanying reservation questions and staff response procedure) to set guest expectations around dietary requirements and limitations on HRE trips; included sample menu as well as information about accommodating specific dietary needs

#### Operations, HR, and Bookkeeping Responsibilities

- Working closely with HRE team, crafted policy and procedural documents for internal and external use and managed HRE's internal documents and communications, including: Risk Management Plan, Environmental Management Plan, Employee Handbook, Safety Committee minutes, end of year reporting to the National Park Service, guide training and communications etc.
- Managed 3rd party hotel and transportation bookings and acquired transportation permits; created and updated internal operations calendars and schedules; participated in meetings and trainings with Worker's Compensation representatives
- Managed "payroll book" and related policy; when Office Manager was unavailable, ran payroll, input new employees, conducted bill pay, paid NPS franchise fees, administered preseason drug tests

#### **PROJECTS:**

**Environmental Management System (2016)** - revised EMS from a "pilot" version to a fully implemented set of policies and procedures

**NPS Contract Renewal (2017)** - wrote approximately 75-100 pages of contract proposal narrative explaining HRE's operations, booking, and client education processes among other details of its business and their alignment with National Park Service requirements and goals in response to a prospectus for an operations contract released by the NPS

**Guide Wage Transition (2018-2020)** - worked closely with the Office Manager and Owner of HRE to redesign guide wage structure in response to changes in the legal landscape; researched and ran projections, created policy and tracking documents, and trained guides in new process

**Procedural Manual Project (2021-2022)** - integrated Risk Management Plan, Environmental Management System, and other HRE procedures into a single, comprehensive, user-focused manual; updates included:

- documenting HRE procedures that had previously been undocumented
- ensuring that previously documented procedures, were current, concise, easy to follow, and in line with OSHA and NPS requirements
- reducing unnecessary redundancy
- creating space and process for documentation of trainings, inspections, and investigations
- creating training checklists and self-training materials to be used for employee training

#### Reservations and Administrative Responsibilities

- Managed reservations software, including: updating back-end settings, building and managing each year's booking calendar; developing processes for working within application's limitations; building and updating report templates, reservation forms, etc.; training new employees in its use
- Provided reservations and customer service support: booked guests and groups; followed up on overdue and overpaid accounts as well as missing information from registration forms; made judgment calls regarding policy exceptions and unusual requests; discussed trip details and logistics with guests and potential guests via phone and email
- Coordinated IT support; purchased equipment, supplies, and software

#### **PROJECTS:**

**Reservation Platform Replacement (2019)** - researched and chose (with HRE team) new reservation platform to replace outdated application that would no longer be supported; migrated guest information, set up back end application settings and policies; built registration forms, booking calendars, report templates, automated emails, etc.; created guidance documentation for others to use in building all of the above

## Retail Management Responsibilities

- Chose and purchased appropriate items for sale in HRE retail stores within a set budget based on prior sales, requests from guests and guides, and stock carried by approved vendors
- Filled and shipped orders; managed physical and online inventories; reported on sales for accounting
- Managed online store and retail website, including: product photos and descriptions, product categories and tags, policies and promotional codes
- Integrated retail promotion into other elements of marketing and booking (i.e. promoting products and sales via social media or direct mail; including reference to HRE items in packing reminders; using retail items as incentives to collect guest content, etc.)

## *Literacy Volunteers of Coconino County—The Literacy Center, Flagstaff, AZ*

### **Program Manager**

**Nov. 2014-Jun. 2015**

- Communicated with volunteers and learners about their wants and needs to place them in the best possible classes, tutoring matches, and volunteer positions/study opportunities; recruited and trained new volunteers; recruited and assessed new learners
- Developed and maintained relationships with program partners and potential partners in the community
- Managed outgoing communications to volunteers, donors, and other contacts regarding events and program updates
- Created, updated, and distributed program and events calendars and promotional materials
- Developed and revised program curricula; taught and tutored as necessary
- Tracked and reported on program data
- Assisted with fundraising events, and grant research and writing as necessary
- Worked closely with a team to develop and work toward long- and short-term organizational goals; supervised and delegated tasks to support staff, including Federal Work Study students

### **Administrative Assistant**

**Oct. 2014-Nov. 2014**

- Assisted the Executive Director with the development of procedures and office/file organization
- Created documentation for banking procedure and grants assessment procedure
- Created documentation of board committees and their members and duties
- Assisted with new learner intake and assessment

### **Outreach Manager**

**Jun. 2011-Aug. 2013**

- Promoted LVCC/TLC by creating and distributing advertising materials, managing social media platforms, blog, and web content, and attending events (both staff-centered and client-centered)
- Planned, promoted, and hosted fundraising initiatives and events, including: Annual direct mail campaign, Annual Mountain Spelling Bee, Annual Literacy Scrabble Tournament, Monthly Literacy Scrabble events
- Assisted with program-related tasks including planning programs and services, conducting tutor orientations, assisting potential volunteers and/or students in the center, conducting learner assessments, and directing non-instructional volunteers
- Performed administrative tasks, including: handling and tracking money, managing donor data, creating policies and procedures, and researching and writing grant proposals

## *Northern Arizona University, Marketing Department, Flagstaff, AZ*

### **Web Content Writer**

**May 2011-Dec. 2011**

- Worked with a team of web writers to evaluate existing university web pages and redesign layouts and navigation for user accessibility and engagement

- Rewrote content to more effectively reach users
- Contributed to EDEN project blog

## INTERNATIONAL EXPERIENCE

*English Program in Korea (EPIK)—Ministry of Education, Busan, Republic of South Korea*

**Native English Teacher (Elementary Level, Grades K-6)** **Aug. 2013-Aug. 2014**

Planned lessons appropriate to students' grade levels, English abilities, and national English curriculum; created course materials, including: handouts, presentations, games, and activities; instructed 20 hours of courses per week; managed the classroom environment; worked in collaboration with co-teachers in the classroom and during course planning to most effectively help students acquire target English language skills; designed curriculum for and instructed "after school" English courses and English "Winter/Summer Camp"

Training: Orientation and In-Service Teacher Training (77 hrs)

## TEACHING EXPERIENCE

*Northern Arizona University, Flagstaff, AZ*

*School of Hotel and Restaurant Management*

**Grammar Grader** **Aug. 2012-May 2013**

Graded papers for three sessions per semester of HRM 315, Hospitality Leadership, with a focus on correcting only grammatical mistakes; provided accurate tracking and reporting of student grades and progress to primary course instructor

*University Writing Program—Graduate Teaching Assistant*

**Instructor: Academic Writers Workshop (ENG 205)** **Aug. 2010-May 2011**

Developed syllabus; created lessons; facilitated classroom discussion, activities, and workshopping for 18 students per section in writing fundamentals (one section per semester)

**Instructor: Critical Reading and Writing in the University (ENG 105)** **Aug. 2009-May 2011**

Developed syllabus, created lessons, facilitated classroom discussion, activities, and peer review for 24 students per section in rhetoric and composition (one section per semester)

**Instructor: English Composition: Writing Center (ENG 100)** **Aug. 2009–May 2010**

Worked one-on-one with 4 students per semester, helped students acquire basic composition skills, tracked student progress

**Drop-in Tutor: University Writing Center** **Aug. 2009-May 2010**

Worked one-on-one with drop in students, helped students acquire basic composition skills

*Successful Academic Transition and Readiness (STAR) program*

**Supplemental Lab Instructor: Rhetoric in the Media (ENG 110)** **Jun. 2010 & 2011**

Created and facilitated lessons and activities, taught writing techniques and study skills to 10 students per section (4 sections per day, two days per week)

Literacy Volunteers of Coconino County, Flagstaff, AZ

**Volunteer Tutor**

**Jul. 2008-Oct. 2009**

Worked one-on-one with ELL adults, developed lessons and activities to help learners acquire functional literacy

**ADDITIONAL ACTIVITIES & INTERESTS**

Creative Writing and Performing

*Poets & Pints - Uptown Pubhouse, Flagstaff, AZ*

**Featured Reader**

**May 2018**

*Telepoem Booth - Public art exhibit of recorded readings accessible via phone booth*

**Included Poems: "Eating Li-Young Lee's Peaches" and "Vermilion"**

**Apr. 2018**

*Juniper House Reading, Flagstaff, AZ*

**Featured Reader**

**Jun. 2018**

**Featured Reader**

**Jan. 2017**

*Narrow Chimney Reading Series - Uptown Pubhouse, Flagstaff, AZ*

**Featured Reader**

**Dec. 2016**

*SoLit Flagstaff Poetry Festival*

**Featured Reader**

**Apr. 2016**

*Barley Rhymes Open Poetry Reading*

**Promotional Volunteer**

**2014-2015**

Created and posted Barley Rhymes events to Facebook and shared with other relevant pages including the Flagstaff Literary Mainframe; posted other relevant poetry-related content to Barley Rhymes page; updated metadata for Barley Rhymes YouTube video series; collaborated with The Literacy Center to plan Barley Rhymes anniversary party & TLC benefit

Musical Performance

*Occasional Open Mic Performances*

**Guitarist and Singer**

**2015-present**

Gardening, Permaculture, Food Production and Preservation, & Sustainability

*Permaculture Design Course*

**Student**

**Fall 2021**

*Home Garden & Farm*

I use permaculture design and sustainable practices to maintain a vibrant home garden/small hobby farm on a ½ acre plot. It includes annual garden beds, perennial edible plantings, native plantings, chickens, and goats.