

CURRICULUM VITAE

Jessica D. Buterbaugh

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PROFESSIONAL HIGHLIGHTS

- 12 years of strategic communications experience, including in higher and public education industries
- 8 years of college-level teaching experience as an adjunct instructor for two state universities
- Demonstrated teacher effectiveness in the classroom
- More than 100 news and feature articles published

EDUCATION

2009 Master of Arts, Communication: Theory and Research
West Virginia University

2007 Bachelor of Arts, Communication Studies
Concentration: Radio and TV
California University of Pennsylvania

TEACHING EXPERIENCE

Lecturer

Fall 2019 – Present

Department of Communication Arts & Sciences, College of the Liberal Arts
The Pennsylvania State University

- Taught sections of CAS 100B: Effective Speech/Collaborative Communication (4/4 course load)
- Customized syllabus

Adjunct Lecturer

Fall 2015 – Spring 2019

Department of Communication Arts & Sciences, College of the Liberal Arts
The Pennsylvania State University

- Taught sections of CAS 100B: Effective Speech/Collaborative Communication
- Taught a night-class section through Continuing Education/Penn State Outreach
- Customized syllabus

Adjunct Lecturer

Fall 2016

Department of Journalism, Donald P. Bellisario College of Communications
The Pennsylvania State University

- Taught COMM 260W: News Writing and Reporting
- Customized syllabus and assignments

Adjunct Instructor

Spring 2011 – Spring 2013

Department of Communication Studies
Frostburg State University

- Taught CMST 102: Introduction to Human Communication
- Taught 2 sections (6 credits) per semester, including night classes
- Customized syllabus and assignments

Graduate Teaching Assistant

Fall 2008 – Spring 2009

Department of Communication Studies, Eberly College of Arts and Sciences
West Virginia University

- Taught COM 306: Communication in the Organization
- Taught COM 308: Nonverbal Communication

PROFESSIONAL EXPERIENCE

Marketing Communications Specialist

March 2015 – Aug. 2019

Penn State College of Education

- Lead development and curation of, and managed content for two bi-weekly e-newsletters
- Manage social media platforms, including content curation, scheduling and monitoring
- Write and edit news, feature and research articles pertaining to achievements of faculty, staff and students
- Lead media pitching of faculty research stories to local, regional and national media
- Responsible for content creation and page layout/design of publications, including three annual magazines, brochures and flyers
- Responsible for updating the college website, including duties related to current website redesign project
- Serve as college photographer at college events, including donor recognition ceremonies
- Create videos to promote college programs, faculty and students
- Assistant MarComm rep for the college
- Manage internal and external college listservs
- Assign and evaluate work of wage-payroll and student workers

Public Relations Specialist

Nov. 2013 – March 2015

Penn State Office of Strategic Communications

- Wrote feature articles and press releases published to Penn State News
- Pitched stories to national, regional and local media
- Managed national media project such as Microsoft's The Collective Project
- Edited content submitted by other University communicators
- Referred media to faculty experts
- Maintained University-wide experts' database and managed media contact lists
- Monitored news outlets and social media platforms for Penn State mentions
- Managed the Penn State Headlines listserv database with more than 775,000 subscribers
- Assisted with the management of @PennState411 Twitter account
- Managed freelance writers

Director/Assistant to the Superintendent

June 2010 – Sept. 2013

Meyersdale Area Education Foundation/Meyersdale Area School District

- Director of the Meyersdale Area Education Foundation (MAEF)
- Developed and managed strategic communications strategies for MAEF and district with 900+ student enrollment
- Created print publications, including brochures, flyers and white papers
- Produced promotional videos
- Wrote press releases and distributed to local media
- Managed social media platforms
- Managed district and foundation websites
- Planned and coordinated events, including fundraisers, alumni banquets, parent nights and outreach programs
- Recruited and supervised parent and student volunteers

- Developed presentations to recruit businesses to participate in EITC program
- Developed RFPs for contracted services, including cafeteria and transportation
- Served as district liaison to parents, administration and school board members
- First point-of-contact for all inquiries
- Supervised one staff member

Communications Coordinator

Aug. 2009 – June 2010

Savage River Lodge

- Managed strategic communications strategy for small, eco-friendly resort
- Wrote press releases and distributed to local, regional and national media
- Managed media contact lists
- Created publications, including brochures and e-newsletters
- Managed social media platforms

Staff Writer

May 2007 – Aug. 2008

The New Republic

- Wrote and edited news and feature content
- Covered the local political beat
- Assisted with newspaper layout and design
- Served as a staff photographer

Photographer/Owner

June 2018 – Present

Jessica Buterbaugh Photography

- Portrait photographer specializing in family, children, seniors and weddings

SERVICE

Penn State College of Education Staff Advisory Council work group

2019

- One of 8 staff member selected by college administrators to design a staff advisory council
- Lead group of 8 colleagues in the development of bylaws and guidelines
- Presented to college administrators and department chairs

Penn State College of Education Website Redesign Committee

2018 – 2019

- Back-up to the committee chair
- Participated in RFP development and evaluation, and vendor selected
- Currently participating in research and design meetings with vendor

Penn State College of Education

Diversity and Community Enhancement Committee

2015 – 2019

- Member of the staff subcommittee

PROFESSIONAL TRAINING and CONFERENCES

- COOL Workshop, Department of Communication Arts & Sciences, College of the Liberal Arts, Penn State, August 2019
- OL 1000: Introduction to World Campus, World Campus Online Faculty Development, Penn State, 2019

- OL 2100: Introduction to Canvas, World Campus Online Faculty Development, Penn State, 2019
- Brown@64: National Symposium for the 65th Anniversary of Brown v. Board of Education, Penn State, May 2019
- Penn State Prison Education and Reentry Summit, Restorative Justice Initiative, March 2019
- Penn State Annual All-Comm Conferences, 2013-2019
- Adobe Photoshop/Lightroom Mobile, Teaching and Learning with Technology, Penn State, June 2018
- InDesign CC 2018 Essential Training, Lynda.com, 2018
- Lightroom Classic CC Essential Training, Lynda.com, 2018
- LionPath training, Penn State, 2017
- Canvas: An Introduction, Penn State, 2017
- Safe Zone training, Penn State LGBTQA Student Resource Center, 2017
- Keystone Multimedia Workshop, Penn State College of Communications, 2015
- Public Information Office Team Joint Information Center/Joint Information System Workshop, Department of Homeland Security, 2014