

Erin A. Lewis

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Professional Summary

- Knowledgeable professional with eleven years of experience in collegiate career development
- Highly proficient with and interest in technology, software, social media
- Develop and implement virtual learning experiences for both online learners and on-campus students
- Strong background in developing, implementing and using a holistic approach for improving programs and enhancing student learning
- Leadership, supervisory, planning, training, programming, research, and problem-solving skills
- Experience successfully collaborating with faculty to incorporate career development as a part of the curriculum

Professional Experience:

Assistant Director, Clarion University Career Development Center, Clarion, PA, August 2007-Present

- Worked as part of a team to develop an innovative mentoring program to assist students with professional skill development and job search readiness
- Developed and oversee an online Professional Development Program using the Desire 2 Learn instructional site
- Provide career coaching to more than 250 students within communication and arts career areas, creating specific programs to meet the career development needs specific to these students increasing office engagement by 64%
- Utilize gamification and digital badging to enhance student interest in professional development programs
- Collaborate with the communication department to create a CU Career TV show; including pre-production work of script writing, creating graphics, identifying and training talent and editing feedback
- Partner with the university marketing and communications team to utilize curated content as part of the university social media strategy
- Develop and present programs, as well as host virtual appointments for both online and campus students using the Zoom platform
- Oversee the office media and marketing strategies to increase awareness of programs and services
- Led the process of merging career development social media with the main university social media to create a streamlined approach for increasing engagement with our target audiences
- Coordinate professionalism seminars through collaborations with faculty and employers
- Partnered with the Honors Program Director to incorporate career development into the curriculum as a model for other programs and majors
- Coordinate and present programs to classes, residence halls, orientation, and student groups, increasing in-person attendance by 157% over the past five years
- Responsible for training, supervising, and overseeing the career development peer resume review team and for all university academic programs and majors
- Improved efficiency and increased the number of resume reviews over the past five years by 49%
- Use a holistic approach with individual students to discuss career concerns, graduate school options, and job search strategies
- Develop program learning objectives and assessments to align with Middle States program reviews
- Develop assessment tools, such as rubrics, online surveys and focus groups to assess student learning and analyze results to make decisions about program improvement
- Supervise the career management system resume approval module
- Assisted with the design of a one-credit professional development course including syllabus, course description, and assessments

Certified Health Coach, Erin Lewis Virtual Health Coaching, 2012-Present

- Provide individual support or counseling on general wellness, fitness or nutrition
- Develop and implement a robust social media strategy
- Implemented a successful page like ad campaign that has more than quadrupled page likes in two years for less than eight cents per like and attracts the correct avatar
- Run monthly ad campaigns to promote events and services gaining page likes, engagement and more than 50 group members on a regular basis
- Design and implement educational programs, including training workshops and seminars
- Provide training direction, encouragement, motivation, and advice to clients
- Coordinate virtual support and accountability groups using a fitness app, Facebook groups, Zoom and emails to assist clients with achieving their goals
- Keep abreast of changing guidelines, techniques, technologies, and philosophies
- Assess and track client's progress, needs and goals and adjust plans accordingly
- Utilize a confidentiality based client management system to maintain SOAP notes

Executive Board, Western Pennsylvania Association of Career Services (WestPACS), 2011-2014

- Led an initiative to review and restructure the organization's \$100,000+ budget to become more financially sound
- Worked with the job fair coordinator and treasurer to implement a new career management system (CMS)
- Communicated the organization's needs to various vendors for the new CMS
- Worked with the job fair coordinator on event goals, floor plan, and outreach to more than 1000 employers
- Supervised the job fair coordinator and provided an annual performance review
- Network with employers, talent acquisition specialists, and hiring managers
- Negotiated contracts for convention center space including rental fees, internet use and food

Presentations and Speaking Engagements

Presenter, Increasing Student Engagement & Learning Through Gamification

- PennACE State Conference, May 2017

Co-Presenter, Creating a Career Readiness Culture Shift with Today's Job Seeker

- PennACE State Conference, May 2016

Presenter, Pursue your Passions

- CU Service Summit, February 2014

Co-Presenter, Marketing Your Programs through Innovative Collaborations

- PASSHE Student Affairs Conference, May 2013

Presenter, How to Provide Online Career Services

- Indiana University of Pennsylvania Career Development Center, March 2013

Co-Presenter, Successfully Incorporating Career Development Into the Curriculum

- PennACE State Conference, May 2012

Keynote Speaker, Phi Eta Sigma Induction Ceremony

- CU Academic Excellence Series, April 2012

Presentations and Speaking Engagements Continued

Presenter, Your Online Identity: Is it Tarnished or Polished?

- CU Leaders in Action Conference, March 2012

Co-Presenter, A Map to Resume Writing- Using D2L as a Resume Writing Tutorial

- PennACE State Conference, May 2011

Presenter, How to Incorporate Your Leadership Experience on your Resume

- CU Leaders in Action Conference, 2009

Professional Development:

Eastern Association of Colleges and Employers Regional Conference, June 2016
Marketing Impact Academy, Summer 2014 and Summer 2016
Intern Bridge Career Services Online Conference, 2011, 2012 and 2014
Instagram Impact Academy, January 2014
Smart Success Seminar, Fall 2013
Safe Zone Training, 2013 and 2018
High Impact Practices Conference, Clarion University, Spring 2013
Allegheny Conference Employment Outlook for the Pittsburgh Region, March 2013
Facebook, Twitter, Google+, Pinterest, OH MY! Social Media Workshop, 2012
Science, Technology and Society, Summer 2011
Infusing and Using Pop Culture within Career Services, November 2007

Professional Organizations:

Pennsylvania Association of Colleges and Employers (PennACE), 2007-Present

- Conference Program Committee, Spring 2009

Eastern Association of Colleges and Employers (EACE), 2016-Present

- Serve as a professional mentor

Western Pennsylvania Career Services Association, 2007-Present

- Create social media and email marketing campaigns to increase Clarion student participation
- Create promotional videos centered around student success with the job fair
- Earned Bronze Award for CU Students Most Percentage Increase Attendance, Spring 2017
- Past-President, 2013-2014
- President, 2012-2013
- Spring Fair Vice-President, 2011-2012

Mid-Atlantic Association for Employment in Education, 2007-2009
State College and University Professionals Association, 2007-Present

- Coordinator of Membership Services, 2008-2009

Pennsylvania State Education Association, 2000-Present

University Involvement:

Co-Chair, Presidential Commission on Disabilities, 2016-Present
Access to Success (A2S) Committee, 2012-2016

- Advising Subcommittee

Advisor, Phi Eta Sigma Freshmen Honor Society, 2012-Present
Performer, Patriot's Day Memorial Ceremony, 2012 –Present
Judge, Clarion Idol, 2009 and 2011
Adjudicated Auditions, Clarion University Show Choir, Fall 2009
Judge, Clarion University Greek Sing, 2008
Sigma Phi Epsilon – Clarion SEC Alumni Volunteer Committee, 2008-2013
Clarion University Living-Learning Communities Committee, 2008-2009

Publications and Research:

Lewis, E. A. (2018). *Career Development in the Curriculum*. Hand in Hand: Thoughts from Clarion University about teaching, learning and more. Pending publication date: October 1, 2018

Lewis, E.A. (2017). Common Resume Mistakes and How to Avoid Them. Segments featured on The Huffington Post https://www.huffingtonpost.com/entry/eyes-on-the-prize-getting-hired-after-graduation_us_59c46009e4b08d6615504161

Lewis, E.A. (2017) Interviews Can Be Disastrous If You Neglect These 5 Simple Strategies. Segments featured on Monster.com <https://www.monster.com/career-advice/article/college-seniors-how-to-nail-a-job-interview-0417>

Lewis, E. A. (2006). *Time Well Spent: The Impact of Discovery Learning Bags on Family Literacy*. (Graduate research project, Clarion University, 2006).

Community Involvement:

Public Relations Chair, Clarion Area Band Boosters, 2018-Present
Vocalist, The Messengers, First United Methodist Church, 2017-Present
Committee Member, First United Methodist Church Collegiate Ministry, 2014-Present
Performer, Broadway Methodist Style, Clarion, PA, 2007-Present
Music Director, Vacation Bible School, Clarion, PA, Summers 2010-Present
Substitute Choral Conductor, Clarion Methodist Church Music Program, 2000-Present
Clarion Methodist Church Education Committee, 2008-2011
First United Methodist Church Day Care Advisory Board, 2006-2008

Personal Accomplishments, Grants and Awards:

Featured Soprano Soloist, The Mercer Community Band Summer Concert Series, July 2018
Cabaret Performer, The Franklin Barrow Civic Theatre, Fall 2017
Pittsburgh Marathon (Finisher), May 2015 and 2016
Erie Marathon (Finisher), September 2014
Cook Forest Half-Marathon (Finisher), March 2014 and March 2015
Pittsburgh Half-Marathon (Finisher), May 2014 and May 2017
Presque Isle Half-Marathon (Finisher), July 2012
CU Advisor of the Year, 2009-2010
PennACE Grant: Careers Conference, 2010

Teaching Experience:

Vocal Instructor, Erin Lewis Vocal Coaching, Clarion, PA, 1999-2005 and 2018-Present

- Provide voice coaching in an individual lesson setting focusing on proper vocal techniques
- Utilize Zoom to provide instruction to virtual students
- Develop social media ad campaigns designed to increase clients

Certified Beachbody Live ProTeam Instructor, Clarion, PA, 2013-Present

- Certified in PiYo Live® and Country Heat formats teaching both virtual and in-person classes
- Certified 2Bmindset Mentor to assist clients with specific nutritional goals in small group settings and individually using Zoom and Facebook groups
- Evaluate individuals' abilities, needs, and physical conditions, and develop suitable programs to meet any special requirements
- Observe participants and inform them of corrective measures necessary for skill improvement
- Monitor participants' progress and adapt routines as needed

Second Supervisor & Preschool Teacher, First United Methodist Church, Clarion, PA, 2004-2007

- Provided staff supervision of 5-10 employees when the Director or the First Supervisor were not present
- Coordinated all special programs including Christmas, Graduation, and End of Summer

Music Teacher, DuBois Area School District, DuBois, PA, 2001- 2004

- Instructed general music, band and the folk-dance ensembles
- Traveled to various events with all ensembles to perform publicly

Education:

Clarion University of Pennsylvania, Clarion, PA

Master of Science in Education, August 2006

Overall QPA: 4.0/4.0

Clarion University of Pennsylvania, Clarion, PA

Bachelor of Science in Education, May 2001

Major: Music Education

Area of Emphasis: Voice/Voice Performance

Overall QPA: 3.352/4.0