Kristi A. Karels

KristiKarels.com

Tools

- Site Improve/ADA Compliancy
- Learning Management System LMS – D2L, Moodle
- Customer Relationship Management CRM – Oracle CX & SalesForce
- Adobe Creative Cloud
- Microsoft 365 Suite: Visio, Power BI, SharePoint, Teams

Demonstrated Skills

Influential Leadership, Interpersonal Skills, Organizational Abilities, Supervisory and Project Management,
Customer Service Analysis, Continuous Quality Improvement On/Off-Boarding Resource, Technical Abilities; Website maintenance (responsive/bootstrap), database management, data analysis, CRM administrator, Flowchart/procedure development Positivity guru

Degrees

Master of Science M.S.
Minnesota State University, Mankato
Technical Communication
Graduate certificate; May 2022
Degree completion; July 2023

Master of Arts M.A.
Hamline University, St. Paul Education

BA–University of Minnesota, Morris
Elementary Education
English concentration

Leadership Roles

Customer Relations and Business Systems Manager

Minnesota State College and University System/ Distance Minnesota Support Center
July, 2006-Current (various roles; Online Technologist/CRM Admin, Online Advisor, Portfolio Help Desk Specialist)

- **Author, create and publish** using multi-format environments and subject matter: web meeting, audio/video tutorials, graphics, and written materials including news releases, op-eds, presentations, and blog articles with emphasis on Plain Language
- **Create complex reports** using data, executive interpretation, and customer feedback, Customer Experience metrics, and business analytics from cloud-based CRM
- **Spearhead Accessibility content review** for ADA compliance and quality assurance
- **Mentor academic professionals** and admissions staff in multi-campus higher ed environment
- **Develop Training Materials, curriculum**, and documentation for creative business processes and strategic external communications, including communication plan development and execution, website/online messaging, and social media
- **Grant Project Coordination** with multiple campuses and departments
- **Professional development** using Learning Management System (LMS) and Customer Relationship Management (CRM) environment:
- **Technology implementation** with software and web consultants (Oracle, Avenet, BlueLeap, Flexion, MN.IT, etc), programming teams at Bemidji State University and Minnesota State Community and Technical College, college and university administrators, and internal staff
- **CRM Admin**: Developing systems and campaigns for mailings, reports, strategies, and workflows for professional staff
- **Social Media experience**: translating feedback into actionable improvement and soundbytes

Perham's Promise Outreach Director

Also Board Member grant project through West Central Initiative, Fergus Falls, MN

- **Strategic planning,** public relations, event coordination and facilitation and moderation with large and small groups
- **Supervision** of AmeriCorps Promise fellow, Reading Corps, and volunteer workforce
- **Coordination and Host** weekly Cable show for Perham area and guest publisher for Perham newspaper; developing and editing high-quality materials, including news releases, op-ed pieces, remarks, and presentations.
- **Grant Author and manager;** carrying out engagement activities and projects start-to-finish; confidently presenting and championing the America's Promise message
- **Comprehensive interaction/outreach** with people from a variety of backgrounds via in-person interviews and public meetings, publications, and mailings

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By request

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Work Experiences

Adjunct Faculty – ED633 - Technology and Information Systems, 2011 Minnesota State University-Moorhead

University Supervisor – Teacher Education Program, 2009-2010 Southwest Minnesota State University

Instructor Positions held in Big Stone and Ottertail Counties, Minnesota 1993-2005

United Way of Otter Tail County, Service-Learning Coordinator East Otter Tail County, annual appeal 2005

Public Relations Consultant ISD 549, Perham 2003-2005

TV3 Lakes Area Television, Host Weekly Cable interview series: "The Perham Show" Detroit Lakes 2003-2005

Instructor Adult Basic Education- MN West Community & Technical College

West Central Environmental Consultants – Morris, MN (CAD Drafter for Geologic mapping – UST removal)

Relevant Training

Quality Matters and Online Learning Network WeTeach – 2020 | Improving your online course | Online Teaching 101

Strengths Leadership Workshop Winona State University | 2020-2021

Accessibility Certifications Technical User | Non-Technical users | SiteImprove Academy – 2013-2022

Blandin Community Leadership Program | West Central Cluster, 2005

Human Resource Management Certification | Hamline University Graduate School of Public Administration

Ongoing Professional Development throughout the Minnesota State system 6 colleges and 3 universities

Presentations and Volunteer work

FrontLine Conference – May, 2019 – Ask Us, With a Twist

ITS Conference – April 2018 – Online Strategy and Ask Us Services

MinnState Leadership Conference October, 2017 Online Strategy and Ask Us Services

OER Conference November, 2017 Organizer/presenter Open Education Resources

Church and community events 2002-2021 – media coordination and volunteer outreach

Perham Cross Country Boosters – Volunteer 2008-2019 Treasurer 2014-2018 Event planning and media coordinator

ITS Conference April 2012 – Informational presentation on support activities in CRM environment

Distance Minnesota Faculty Workshop - Organizer/Presenter –March 2010 Perham, MN & September 2011 Bemidji, Minnesota Organizer/Presenter –March 2008 Fergus Falls, Minnesota

eFolioWorld & eLearning Summit August 2009-12 Minneapolis College, University of Northwestern, St. Paul, MN; lab director and presenter

WOW Awards (Student Engagement) November 2007 Atlanta, Georgia