

Kealy James Dowd

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Profile Creative, goal driven and passionate about helping students achieve success.

Portfolio <http://kealjd.crevado.com/>

Education Montana State University Billings, Bachelor of Arts Degree in Art
Graduation Date: April 25, 1998
Major - Art Extended (Emphasis in drawing and painting), Major G.P.A. - 3.68

Professional Honors

2021 Montana Admissions Professional of the Year
2018 Nominated for the Spirit of MSUB Award
2002 Montana Newspaper Association - Best Single Ad Non - Color

Computer Skills

Adobe Creative Suites, Microsoft Office: Word, Excel and Publisher, Power Point
Radius CMS, Banner, EZ Recruit, Maestro Mass Emailing Software, Omni Update
Campus Web Content Management, Mongoose Texting, Virtual Visit Platforms

Volunteer Activities

2021 - 2022 Montana Colleges - Virtual Task Force
2021 YSA Youth Soccer Coach
2014 - 2019 Billings Big Sky Little League Baseball: *Field Prep, Concessions, Umpiring and more.*
2016 - 2017 MSUB Student Affairs Social Media Committee
2011 - 2012 2nd Grade Pack Leader Boy Scouts of America
2010 - 2012 Co-Advisor Jacket Student Ambassadors (student recruiters), MSU Billings
2008 - 2010 Co-Chair Staff Professional Development Committee, MSUB
1998 Advertising Club (Art Director), MSU Billings
1996 - 1998 Resident Assistant, MSU Billings

Professional Experience

2019 - Present **Communications & Operations Manager**
New Student Services

Montana State University Billings, Billings MT;

Assures that the University provides outstanding customer service to students and their families from inquiring to enrollment. Role serves multiple functions as related to recruitment at both the University and City College Campuses.

Plan, develop, and assist in the production of creative, high-quality and cost-effective communications for college audiences using a variety of media and tools.

Coordinate communication flows and ensures messaging is current and up to date.

-Assist Director with Budget including tracking of expenses

-Oversee the hiring and training of New Student Services Staff

- Assist in the planning and logistics for recruitment travel
- Assist in the planning and coordination of recruitment events
- Coordinate staff scheduling for the Campus Information Desk
- Assist with staff mentoring

- 2006 – 2019 **E-Communications and Publications Designer**
New Student Services
Montana State University Billings, Billings MT;
 In this position I was charged with designing most all promotional material used for the Universities recruiting efforts including: postcards, brochures, view books, posters, e-mails, applications, new student orientation material and much more.
 I also maintained all the recruiting websites for the New Student Services office using the Universities content management system. Along with these duties I worked closely with vendors getting quotes for and ordering promotional material (student recruitment giveaways). Keeping track of our offices inventory and printing costs was another one of my key duties for New Student Services.
- 2004 – 2012 **New Student Specialist**
New Student Services
Montana State University Billings, Billings MT;
 In this Position I was charged with recruiting high school and junior college students through visits to their respective campuses both in state and out-of-state. I also helped coordinate event days for prospective students (example: Orientations & Preview days). I also met with perspective students and their families at campus and visited with them about the benefits of higher education at MSU Billings along with providing students and families a guided campus tour. *This position had some overlap for a few years with my E-Communications and Publications Designer position.*
- 1999 – 2004 **Advertising Sales Executive**
Bozeman Daily Chronicle, Bozeman, MT;
 Created and sold advertising campaigns for clientele of the Bozeman Daily Chronicle daily newspaper. In this position I Developed new customers and maintained current ones by counseling them on how to get the most for their dollars by advertising in the newspaper. Position also involved market research and developing spec ads along with negotiating annual contracts for clients.
- 1998 – 1999 **Sales Assistant**
Bozeman Daily Chronicle, Bozeman, MT;
 Duties involved proofing advertisements for customers while also making corrections to their advertisement before they went to print. I also assisted Sales Representatives with ad campaigns, fielded customer phone calls and answered questions.

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