

# JENNY A. LICHTY

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[www.jennylichty.com](http://www.jennylichty.com)

Creative, detail-oriented and successful leader in the field of social media, marketing and brand imaging. Collaborates with writers and team members to produce material for digital platforms while on tight deadlines. Possesses a valuable combination of writing, editing, graphic design, photography and project management skills while supervising employees during the creative process. Communications expert with extensive experience in inspiring, motivating and educating users. Patiently and diligently mentors and guides others.

- Social Media Content
- Writing & Editing
- Adobe Creative Suite
- Event Management
- Strategies & Campaigns
- Photography
- Microsoft Office Suite
- Mentor & Leader
- Marketing & SEO
- Social Media Platforms
- Google Suite
- Project Management
- Digital Media
- Public Speaking

## RELATED EXPERIENCE

**Marketing Specialist** *Eldon C. Stutsman, Inc., Hills, Iowa* Nov. 2020-Present

- Execute digital marketing strategies to promote the company.
- Produced promotional videos using Adobe Premiere Pro for new equipment including taking drone footage and images.
- Constructed and implemented content strategy for both company website and social platforms.

**Director of Marketing** *Cyclone Hockey, Iowa State University, Ames, Iowa* Aug. 2018-April 2020

- Developed a brand image for Iowa State University's ACHA Division I hockey team.
- Incorporated brand into all strategies and campaigns to market and promote the hockey team.
- Created and implemented a social media plan to publicize the team, games, and special events across three platforms.
- Generated graphics using Adobe Creative Suite for game day and in games that reached an average of 800 followers.
- Mentored six undergraduate students in social media, marketing and photography.
- Organized all facets of special events and implemented all details to ensure event success.
- Supervised group sales including coordinating game-skate for more than 100 FFA members.
- Supported the marketing team including pep band and cheer squad and assisted with strategies that engaged the crowd.
- Photographed hockey games using Canon DSLR camera.

**Fan Experience Team** *Iowa Wild, Des Moines, Iowa* Feb.-April 2020

- Assisted with game promotions including Kids Zone and Chuck-A-Puck.
- Cooperated with Iowa Wild guests during post-game skate.

**Grandstand Usher Co-Superintendent** *Iowa State Fair, Des Moines, Iowa* Aug. 2010-2019

- Promoted the FFA and Iowa State Fair during all grandstand events while overseeing staff.
- Collaborated with three fair entities to organize student-run usher staff at over 15 concerts and events.
- Supervised 150 grandstand ushers and stage attendants during the 11-day fair.
- Coordinated collaboration events with the marketing department for various fair attractions.

**Agricultural Educator/FFA Advisor** *Ballard High School, Huxley, Iowa* Sept. 2014-July 2019

- Developed all print and digital media including set up and management of social platforms and [www.ballardffa.com](http://www.ballardffa.com).
- Organized the development of the chapter's program of activities from year to year while training new officer teams.
- Trained students in marketing and communications tactics yielding six state champion and national qualifying teams.
- Established a diverse agricultural education program at the high school that expanded to the middle school resulting with increased course enrollment and FFA presence in the school and community.
- Generated chapter's operating budget through the organization and facilitation of two annual fundraisers yielding over \$10,000 in revenue.
- Collaborated with career and technical teachers to coordinate a career day for over 500 high school students with over 40 breakout sessions and career fair.

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## ADDITIONAL EXPERIENCE

**Visual Merchandiser** *Mills Chevrolet, Davenport, Iowa, Sept.-Nov. 2020*

**Guest Services Representative** *Nothing Bundt Cakes, Davenport, Iowa, Aug. 2020*

**Front Desk** *Ames Fitness Center, Ames, Iowa, Nov. 2019-July 2020*

**Floral Clerk** *1-800-Flowers/Flowerama, Ankeny, Iowa, Nov. 2011-Oct. 2016*

## CERTIFICATES & LICENSES

### **Sports Media and Content Strategy Certificate**

*Sports Management Worldwide, Portland, Oregon, December 2020*

### **Facebook and Digital Marketing Certificate**

*Des Moines Area Community College, Ankeny, Iowa, August 2019*

### **Master of Science in Agricultural Education**

*Iowa State University, Ames, Iowa, August 2014*

### **Bachelor of Science in Agricultural & Life Sciences Education**

*Iowa State University, Ames, Iowa, May 2009*

### **Iowa Standard Teaching License**

*Folder Number: 985241 (Expires February 2022)*

*Iowa Endorsements: 5-12 Agriculture, 5-12 Agriscience/Agribusiness, 5-12 Biological Science, 5-12 General Science, 5-12 Chemistry, K-12 Athletic Coach*

### **Curriculum for Agricultural Science Education**

*Certifications: Agriculture, Food & Natural Resources; Natural Resources & Ecology, Agricultural Sciences - Plant, Animal and Plant Biotechnology*

### **Volleyball Official**

*Iowa Girls High School Athletic Union, Des Moines, Iowa, 2017-2020*

## PROFESSIONAL PUBLICATIONS

### **Referred Journal Article**

Lichty, J. & Retallick, M.S. (2017). Current and perceived grading practices of Iowa agriculture teachers. *Journal of Research in Technical Careers*, 1(1), 11-19.

### **Referred Presentations**

Lichty, J. & Retallick, M.S. (2015, May). Standards-based grading knowledge of Iowa agricultural educators. Proceedings of the 2015 American Association for Agricultural Education. National Agricultural Education Research Conference, San Antonio, TX.

Lichty, J. & Retallick, M.S. (2015, May). Current and perceived grading practices of Iowa agriculture teachers. Proceedings of the 2015 American Association for Agricultural Education. National Agricultural Education Research Conference, San Antonio, TX.

### **Manuscripts Submitted for Peer Review**

Lichty, J. & Retallick, M.S. (2015). Standards-based grading knowledge of Iowa agricultural educators. Manuscript submitted for review.