

## Blake Winchell

(225)933-1280 bwinch1@gmail.com  
<https://www.linkedin.com/in/blakewinchell/>

### *Professional Summary*

Career Readiness Champion with 20 years of progressive leadership experience in Higher Education

#### **Core Competencies:**

Innovative Problem Solving ♦ University Leadership and Collaboration ♦ Culture Development ♦ Staff Mentorship  
Academic Integration ♦ Data-Driven Storytelling ♦ Program Creation/Implementation

### *Professional Experience*

#### **Olinde Career Center – Louisiana State University (LSU) – Baton Rouge, Louisiana**

##### *Associate Director – Student Services*

January 2020 – Present

- Cultivate a culture of career-readiness and professional development in the LSU student experience through intentional relationship building and academic integrations, fostering a career ecosystem across campus to meet individual needs of the academic core.
- Serve as a senior administrator in the LSU Olinde Career Center, providing leadership for all student-facing functions including career exploration, job search, and financial literacy education. Oversee development and assessment of yearly program schedule, appointment offerings, and resources.
- Authored LSU's Ready to Roar Career Proficiencies, designed to increase students' awareness and understanding of how their experiences across the LSU ecosystem contribute to their career readiness.
- Collaborated with Office of Institutional Effectiveness, faculty leaders, and Student Affairs colleagues to create collective buy-in to Ready to Roar language.
- Created methodology based on changing LSU student demographics and OCC usage rates; prioritizing relationships with faculty, cultural resource centers, and Historically Underserved student organizations to reach populations with historically lower career outcomes.
- Envision and champion a shift in the philosophy of student support, crafting services for students to self-select depth of interaction subsequently opening more staff time to be present in academic and cocurricular ecosystems, leading to an increase in student engagement of 73% across all mediums.
- Design and utilize Handshake reports in decision-making conversations with institutional and recruiting partners.
- Supervise and lead a team of multiple Mid-level Managers, seven full-time Career Coaches, two Graduate Assistants, and a team of undergraduate Career Peer Educators.
- Created student learning outcomes for individual appointment types, assessments for group appointments, and a data tracking plan for the student service unit.
- Addressed student financial insecurity and its impact on career success through multiple initiatives: Lagniappe Internship Fund (\$75,000 a year in unpaid internship funding), Suit Up Grant (a program that has awarded over \$46,000 in professional attire grants in 3 years), strategic lead for the Tailored Tiger (professional clothing closet, opened F24 in partnership with Student Government), Student Financial Management Center (financial literacy education services).
- Leverage the talents of the staff and assets of the office to meet student needs based on routine analysis of engagement data, student needs assessments, and the natural cycle of the academic calendar.
- Promote LSU Career Coaching Philosophy ensuring a consistent foundation for student support across all OCC staff.
- Provide applicable data to requests from university partners, administration, and institutional research.
- Serve as primary Handshake administrator; overseeing student import, data collection/analysis, staff accounts, appointment framework, and consistent meetings with Handshake support and leadership team.
- Champion staff professional development, resulting in full staff Strong Certification and NACE Coaching Intensive, along with multiple team conference presentations in the last 12 months.
- Nurture partnerships with academic colleges to expand embedded career coach model, ensuring the success of each new role and relationship.
- Build and maintain relationships with product vendors (Quinnia, Interstride, Candid Career), corporate partners, and alumni association to generate methods to scale services available to LSU students and alumni.
- Partner with colleagues across the institution to create innovative programming for targeted student populations.

## **Olinde Career Center – Louisiana State University (LSU) – Baton Rouge, Louisiana**

### ***Manager – Job Search***

May 2014 – December 2019

- Shaped the vision and mission of the Student Services area in conjunction with the Associate Director and CDM Manager.
- Coordinated a complete redesign of the LSU Student Career Guide into a comprehensive stand-alone resource.
- Created and implemented the strategic initiatives of the Job Search service area of the OCC.
- Recruited, developed, and supervised a team of five full-time Career Coaches and two Graduate Assistants.
- Facilitated the growth of an embedded career coach model on campus through partnerships with academic units.
- Partnered with local and national employer partners to develop programming intended to impact student learning and career success, i.e. JCPenney Suit Up, Careers on the Geaux, Encounter Engineering – Orlando, Lunch & Learn Series.
- Served as a key member of the OCC's transition to Handshake.
- Taught LHRD/HRE 3331: Strategic Career Development for multiple semesters as Lead Instructor.

### ***Coordinator – Job Search***

September 2008 – May 2014

- Educated students and alumni on marketing themselves in the job market including résumé preparation, interview skills development, and job search strategies through one-on-one appointments and multi-scale programming and presentations.

## **Office of Undergraduate Admission and Student Aid – Louisiana State University (LSU) – Baton Rouge, Louisiana**

### ***Enrollment Advisor***

August 2006 – September 2008

- Prepared high school students to apply and gain admission to LSU through personal meetings and recruiting trips.
- Assisted students, parents, and guidance counselors with questions and concerns about applications.
- Advised students on other options if LSU was not a good fit and counseled students on transfer procedures.

## ***Education***

### **Louisiana State University (LSU) – Baton Rouge, Louisiana**

*Master of Arts, Education* Concentration: Higher Education Student Affairs

December 2009

*Bachelor of Arts, Political Science*

May 2006

## ***Professional Leadership and Association Affiliation***

Conference Committee (2019); Co-Chair State Association and Consortium Leadership Committee - SoACE (past)

President; Past-President; President-Elect; Treasurer – LACE (past)

Secretary - LSU Staff Senate (past)

NACE, SoACE, LACE (current)

Alumni Board President; Chapter Advisor - LSU Chapter of the Delta Chi Fraternity (current; past)

Chapter Advisor – LSU National Society of Collegiate Scholars (current)

Campus Ambassador – Campus Federal Credit Union (current)

## ***Development and Certifications***

NACE 2022 Management Leadership Institute

Mid Manager Institute – LSU Representative – NASPA Region III

Certificate in Data Analysis – Louisiana State University Online

Student-Centered Design Thinking – Boise State University Online – Dr. Luke Jones

NACE Coaching Intensive

Strong Interest Inventory Certification

LSU Lead Emerge Institute

Safe Space Certification

## ***Selected Teaching & Presentations***

*LHRD/HRE 3331: Strategic Career Development – Instructor of Record (Louisiana State University, Fall 2014 – Fall 2018)*

*Translating Institutional Goals into Student Success (SoACE Regional Conference 2021)*

*Your State Needs You - Getting Involved at the Local Level (SoACE Regional Conference 2018)*

*A Centralized Office's Success Introducing an Embedded Career Coach Model (SoACE Regional Conference 2018)*

*Are Our Students Career Ready – Analyzing First Generation Minority Student Career Success (SWASAP Regional Conference 2018)*

*Climbing the Career Ladder: Building Your Brand (Partnership with LSU HRM – Staff Development Programming Series 2018)*

*Building a Comprehensive Career Plan for TRIO Students (SWASAP Regional Conference 2013)*

*Geauxing Pro in Something Other than Sports (SoACE Regional Conference 2012)*