

JESSICA CAMPBELL

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PROFESSIONAL SUMMARY

Accomplished and energetic career services leader with 11+ years of experience and track record of increasing employer engagement, launching successful career initiatives, and expanding campus visibility through outreach and collaborations with departments and student clubs. Areas of expertise include employer relations, strategic planning and creative problem solving.

EXPERIENCE

Rice University – Center for Career Development, Houston, TX

Associate Director, Employer Relations

May 2011-present

- Build and maintain relationships with companies and organizations interested in recruiting Rice students and graduates of all majors for jobs and internships.
- Counsel organizations on recruiting options, building a presence on campus, events, connecting with student organizations or other key campus contacts, sponsorships and other opportunities.
- Manage Employer Relations team of 5 and oversee on-campus recruitment, recruiting events, and marketing efforts.
- Revamped Career & Internship Expo by creating sponsorship levels, adding a Student Leadership Welcome Breakfast and a LinkedIn Photo Booth, and increasing employer attendance by 200% and student attendance by 121% over four years.
- Increased yearly career expo revenue by 235% over four years, from \$46K to \$155K.
- Increased job and internship postings by 80% and campus interviews by 45% over four years.
- Created Rice Internship Council to share best practices and create consistent procedures and guidelines.
- Launched the Owl Edge Externship Program, a successful job shadowing program that exceeded pilot year goal of 25 students by 400% with 125+ students participating in 150+ opportunities. Doubled participation in second year (295+ students participating in 340+ opportunities).
- Organize and oversee Employer Advisory Board, a group of employers from a broad range of industries that meets annually to provide feedback that helps shape career center programming and recruiting policies.
- Awarded Dean of Undergraduates Rookie of the Year.

University of Houston – University Career Services, Houston, TX

Employer Relations Coordinator

Dec. 2006-May 2011

- Developed and facilitated a monthly Hire a Cougar Employer Workshop that walks recruiters through the various recruiting options at UH, as well as creative ways to connect with students.
- Created and successfully organized the first-ever Career Week at the University of Houston.
- Conceptualized and project managed Summer Jobs Fair. 93% of recruiters surveyed said the event met their expectations. Exceeded registration goal by over 30%.
- Conceived and organized Campus Jobs for Coogs, an annual job fair for student workers with over 50 hiring UH departments and 897 UH students attending. Secured sponsorship and successfully petitioned for a room fee waiver (over \$1000 per year).
- Wrote career-related articles for campus publications and served as office liaison for Symplicity.

Houston Works USA, Houston, TX

Employment Counselor

Oct. 2004-Nov. 2006

PROFESSIONAL MEMBERSHIPS

Houston Area Consortium of Career Centers (2009-present)

President (2014-2015)

Secretary (2010-2011)

Texas Job Fair Committee Co-Chair (2011, 2014, 2018, 2019)

Professional Development Committee Co-Chair (2010)

Member of Southern Association of Colleges and Employers (2007-present)

Conference Committee (2018)

Employer Relations Knowledge Group Chair (2017-present)

Employer Relations Knowledge Group Leadership Team (2015-present)

New Members Committee Chair (2015)

New Members Committee Member (2013-2015)

Member of National Association of Colleges and Employers (2011-present)

Management Leadership Institute (2013)

EDUCATION

University of Houston, Houston, TX

BA in Psychology - GPA 3.72/4 (Dean's List)

Minor in Sociology