

# ERICA JAMES LAKE

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## PROFESSIONAL SUMMARY

Strategic visionary provides relationship-oriented and collaborative leadership. Inspires and empowers the team to reach organizational goals. Analytical thinker seeks to lead the Southern Association of Colleges and Employers as President-Elect.

### STRATEGIC ALLIANCES & PARTNERSHIPS

- Facilitate a strategic relationship and collaboration between the College of HRSM and USC Career Center
- Collaborate with faculty to immerse industry executives into the classroom for guest lectures.
- Maximize corporate relationships through partnerships with four academic departments
- Lead internship taskforce to facilitate effective and efficient internship management across academic departments
- Lead mentorship and professional development taskforce to enhance student professional development
- Oversaw Graduate Assistant Recruitment Program (GARP) with College of Education and Division of Student Affairs
- Cultivated and managed relationships with chapter/alumni advisors, campus partners, staff and students
- Collaborated with campus police and sexual assault/violence prevention to ensure effective management of incidents

### SUPERVISION & TRAINING

- Supervise 4 volunteer Leadership Teams to provide programming to Southern Association of Colleges and Employers
- Supervised employer relations program with 7 full-time talent acquisition staff and two graduate assistants
- Indirectly supervised 8 staff who conduct employer outreach
- Developed and implemented training curriculum for 19 house directors and two graduate assistants
- Supervised 7 full-time house directors and 24 resident assistants

### BUDGETING

- Oversaw an employer relations budget of approximately \$300K and creates yearly budget projections
- Oversaw a job fair budget of approximately \$118K and create yearly budget projections
- Managed multiple University Greek Life accounts totaling \$120K

### EMPLOYER RELATIONS & INTERPRETATION OF EMPLOYMENT LAW

- Identify target industry representatives to serve as mentors for students and advisors to faculty
- Established an Employer Recruitment Conference to connect employers with campus leaders
- Led Employer Advisory Board to engage employers with the Career Center and University leaders
- Represented the University of South Carolina's 12 colleges and schools to recruit employers to hire USC students
- Oversaw development & outreach strategy targeting over 400 new employers to recruit & hire students
- Supervised the management of 10 job fairs; hosting over 4500 students and nearly 400 employers
- Coordinated communication, registration and payment processes for 355+ employers
- Increased student job fair participation by 43% compared to the four-year average
- Increased employer participation in 2012 job fairs by 25%

### POLICIES & PROCEDURES

- Establish new Center for Corporate Engagement to include development of policies and operational procedures
- Recruit corporations to hire HRSM students for internship positions and full-time vacancies
- Create policies and analyze procedures to provide optimal service to employers and students
- Revise previous reporting procedures to streamline tracking of employer outreach activity
- Created and implemented retention program for 22 staff members to conduct quarterly outreach to 400 employers
- Conducted bi-annual training for 12 employer relations and experiential education staff
- Oversaw facility maintenance for houses in the Greek Village to include campus safety and fire marshal

### FUNDRAISING & MARKETING

- Initiate and implement corporate partnership program to provide engagement opportunities for employers
- Oversaw sponsorship program that receives financial gifts of nearly \$100K
- Created a marketing plan and facilitated a 24-hour philanthropic event that raised \$110K for the Palmetto Health Foundation; influenced the total funds raised by an increase of 57% in a five-year period
- Devised marketing strategy resulting in a 44% increase in student job fair participation over a one-year period

### **ASSESSMENT & EVALUATION**

- Evaluated employer relations effectiveness through the Division of Student Affairs Blue Print
- Assess employer relationships and program effectiveness through surveys in Qualtrics and Campus Labs
- Utilize results of client satisfaction surveys and informal polls to improve programs and meet client needs

### **TECHNOLOGY & SYSTEM IMPLEMENTATION**

- Served on the Handshake system implementation team and co-manage the recruiting platform
- Co-managed the student and employer job board, JobMate, which contained nearly 54000 accounts
- Conducted training sessions to increase efficiency and user understanding of the system

### **STUDENT SERVICE DELIVERY & TEACHING**

- Increase active student accounts in Handshake by 230% in a one-year period
- Present in classes on career-related topics to include Handshake, job search skills, and personal branding
- Collaborate with peer leader to facilitate course to engage students and help them to transition into college
- Provide direct career services to students, faculty, staff, employers, and alumni
- Coordinate 50+ corporate days and Dean's executive lecturers to provide students with industry knowledge
- Coordinated and evaluated a series of career-related alumni networking events

- **DIRECTOR, CENTER FOR CORPORATE ENGAGEMENT** 08/17 – present  
USC College of Hospitality, Retail & Sport Management, Columbia, SC 29208
- **UNIVERSITY 101 INSTRUCTOR**, USC University 101, Columbia SC 08/04 – 12/15; 08/18 – present
- **ASSOCIATE DIRECTOR FOR EMPLOYER RELATIONS**, USC Career Center, Columbia SC 01/15 – 07/17
- **ASSISTANT DIRECTOR FOR EMPLOYER RELATIONS**, USC Career Center, Columbia SC 12/08 – 12/14
- **CAREER DEVELOPMENT COORDINATOR**, Millsaps College, Jackson, MS 07/02 – 07/03
- **ASSOCIATE DIRECTOR OF GREEK LIFE**, USC Student Life, Columbia, SC 07/04 – 12/08
- **RESIDENCE LIFE COORDINATOR**, USC Housing and Residence Life, Columbia, SC 07/03 – 08/04

### **PROFESSIONAL ASSOCIATION LEADERSHIP & HONORS**

- Director, Knowledge Groups, Southern Association of Colleges & Employers (SoACE), 2017 – present
- Assistant Chair, Exhibitors & Sponsorships, SoACE Conference, 2016
- Chair, Employer Relations Knowledge Group, SoACE, 2015
- Certificate in Leadership, Institute for Leadership & Professional Excellence, Columbia College, 2014
- New Professional of the Year, SoACE, 2012
- USC Provost's Advisory Committee on Women's Issues, Co-Chair, Committee Chair, 08/10 – 05/2015
- Leadership Columbia, 2015
- NACE Management Leadership Institute, 2013

### **PROFESSIONAL MEMBERSHIP**

- Member, National Association of Colleges and Employers, Diversity & Inclusion Committee, 2018
- USC Lean Community of Practice, April 2018 – present
- Columbia Society of Human Resources Managers, 2014 – 2017

### **PUBLICATIONS & PRESENTATIONS**

- Utilizing Data to Advocate for Resources, SoACE Webinar Panelist, 07/31/18
- Building your Tribe through Strategic Relationships, SoACE Article, 05/18
- Building your Tribe through Strategic Relationships, USC Women's Leadership Institute Presenter, 04/18
- Capitalizing on Your Employer Relationships, NACE Conference Presenter, 2013

### **EDUCATION**

**MASTER OF SCIENCE**, Counselor Education (Higher Education & Student Affairs), GPA: 3.83  
Mississippi State University, Mississippi State, MS, May 2003

**BACHELOR OF ARTS**, Communication (Public Relations), GPA: 3.03  
Mississippi State University, Mississippi State, MS, May 2001