

Karen P. Summey
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Professional Experience

- Extensive experience in start-up positions (eight to-date); defined and fine-tuned primary responsibilities; wrote/revised job descriptions; all positions remained active post-incumbency
- Writing and editing: professional proofreader, copywriter, editor for sales and technical literature; grant proposals; business proposals; marketing collateral; monthly column; newsletters
- Program development: custom training courses; lifelong learning curricula; third-party program site coordination
- Event management: themed events; conferences; multiple day on-site and remote training; facility rentals and management
- Instructional assessment, design, development, implementation, and evaluation
- Platform training delivery; multiple third-party, professional instructor certifications
- Public/guest speaking
- Budget development and management
- First-line supervisor in telecommunications manufacturing environment (Fortune 500)
- Web content development and production

Work History

Appalachian State University Center at Hickory (formerly HMHEC); July 2009 to Present

Appalachian State University Center at Hickory is a center of Appalachian State University, Boone, North Carolina. The mission of the partnership is to support and enhance the educational attainment and economic development of the region by offering a broad range of programming in targeted areas of study as needed and requested by the community. The Center offers numerous baccalaureate and graduate programs during weekdays, evenings and weekends, as well as non-degree programming during daytime hours, and employs eight full-time staff members.

Program Manager - Represent, promote, and market the Center's services locally and regionally. Develop, market and manage Prime Life Ed-Ventures, a lifelong learning program for those in mid-life and beyond (45+). Provide content management and uploads to [Prime Life Ed-Ventures](#) website. Manage program budget. Collect, interpret, and prepare programming needs and evaluation data; generate reports. Coordinate with appropriate community organizations and services. Write and publish the Center's general newsletter. Develop and deliver keynote addresses and presentations about the Center and its offerings. Seek community sponsors and prepare grant proposals. Serve as a member of the Center's Marketing Committee; develop marketing and promotional materials. Write and distribute press releases.

Hickory Metro Higher Education Center (HMHEC); Hickory, NC - October 2004 to July 2009

HMHEC is a collaborative partnership and extension campus for multiple public and private junior and senior-level colleges and universities; for more information visit www.hmhec.org.

Business Programs and Conference Manager - Primary responsibilities include daytime business development for non-degree (continuing education) credit and non-credit programming; facility rentals; conference/event management; writing/editing; web content development; public speaking; advisory council/committee participation and reporting; third-party program site coordination; program development; schedule coordination with educational program manager for university degree programs; etc.

Catawba Valley Community College (CVCC); Hickory, NC - May 2003 to October 2004

Special Projects Manager/Consultant - Reported directly to the president of the college. Researched and developed projects as directed. Conducted feasibility studies. Worked with elected and appointed officials to advocate for proposed projects; maintained communications network. Worked with North Carolina Community College System office to identify and evaluate new statewide and/or regional opportunities and sources of funding. Worked with local public school leadership to develop "homegrown teaching" program for teacher education and retention. Provided writing and production services for grants, proposals, speeches, and web content.

Continuing Education Instructor - Provided instructional services as contracted.

Resources on Call; Hickory, NC - December 2001 to March 2002

Healthcare staffing agency, specializing in radiology, ultrasound and nursing (Nursing division closed March 2002)

Travel Nurse Recruiter - Recruited registered nurses for hospital-based contract positions in 50 states. Used extensive interviewing and screening techniques to qualify nurses for travel positions. Used screening data to match nurse requirements to job order parameters. Documented candidate information in established database, researched state nursing licensure procedures, tracked receipt of JCAHO audit documents, etc.

Corning Cable Systems; Hickory NC - October 1984 to August 2001

A leading manufacturer of fiber optic and copper communications systems for voice, data and video network applications worldwide, with 14,000 employees and \$2.2 billion in annual revenue

Production Team Leader (2001) - Directly supervised 30 production and administrative employees, with dotted line responsibility for an additional 50. Managed safety, quality and production issues daily. Coached and encouraged employees to meet or exceed requirements. Monitored and ensured adherence to operational procedures, notices of change, and other guidelines. Reported daily production status. Conducted employee performance reviews, counseling sessions and disciplinary actions.

Training Specialist (1991 to 2001) - Served as primary internal training consultant to 85 field sales account executives and sales management. Conducted ongoing analyses to determine training needs of individual field sales personnel. Provided effective turnkey management for sales training events in North Carolina and Texas operational areas, including classroom reservations, food services, instructor identification and contracts, session scheduling (conference style), equipment reservations, participant materials, promotions, evaluations, and management follow-up. Served as primary internal consultant, facilitator, and instructor to other corporate and manufacturing functional groups. Conducted ongoing analyses to

determine training needs or other interventions. Recommended additions to training and departmental budgets to accomplish defined objectives; managed expenditures. (Promoted.)

Copywriter/Editor (1986 to 1991) - Wrote marketing and other business copy as directed. Edited and proofread company marketing and technical literature. Participated in editorial reviews to determine final copy for new products and services. Ordered trademark searches and worked with corporate counsel to establish and protect all registered marks.

Sales Promotion Coordinator (1985 to 1986) - Selected and purchased promotional products within a \$140,000 budget. Established relationships with external suppliers. Managed artwork development and sample proofing. Monitored and managed promotional budget.

Secretary/Clerk-Typist (1984 to 1985)

The Hickory Printing Group, Inc.; Hickory, NC - December 1980 to February 1984

A leading commercial printing company, specializing in pre-production processes, sheet-feed and web press printing, specialty packaging, etc. Locations in Hickory, Valdese, and High Point, NC

Marketing Coordinator (1982 to 1984) - Produced self-promotional printed collateral for company. Developed mailing lists. Produced sales promotion letters and packets for mailing.

Proofreader (1980 to 1982) - Pre-production proofreader for all printed materials produced in the Hickory location (headquarters) of the company. Materials ranged from simple business cards to major, full-color furniture catalogs. Responsible for copy-to-copy corrections, recommendations for copy editing, etc.

Education

East Carolina University; Greenville, NC

Doctor of Philosophy, Technical and Professional Discourse, In progress beginning Spring 2009; GPA 4.0

Appalachian State University; Boone, NC

Master of Arts in Educational Media, with concentration in Instructional Technology Specialist/Media Production, 2005; GPA 3.97

Lenoir-Rhyne College; Hickory, NC

Bachelor of Arts in Psychology, 2001; Overall GPA 3.78; Major GPA 4.0

Additional Studies:

Duke University Continuing Studies; Durham, NC

Certificate in Nonprofit Management, 2007

Multiple professional instructor/administrator certifications

For additional information, please visit www.karensommey.com.

References Available Upon Request