**Catherine Campbell**

ccampbell651@gmail.com | 832-651-0645 | [www.linkedin.com/in/catdeecampbell/](http://www.linkedin.com/in/catdeecampbell/)

**EXPERIENCE**

**The University of Texas at Austin (UT) McCombs School of Business**

*Business Development Manager, Business Development & Corporate Relations*Nov 2022 – Present

* Build and cultivate employer portfolio with 25+ core strategic partners in tech and energy industries hiring McCombs students
* Serve as strong cross-functional partner to Recruiting & Operations, Employer and Alumni Engagement, Career Education and Coaching and Program Office counterparts
* Develop structured projects, timelines and account overviews to accomplish individual goals and best support business development team
* Acquire aspirational employers and new business units within existing employer partners for our recruiting ecosystem
* Create comprehensive project plan and committee to launch McCombs Connect for students, employer partners, and alumni

*BBA Career Coach & Lecturer, Career Education & Coaching*May 2021 – Nov 2022

* Instruct and teach “Career Planning & Professional Development” business course to 200 freshmen students
* Collaborate with seven other team members to ensure consistent and engaging learning experiences for 4.7K+ students
* Develop marketing strategy and implementation for “Breaking into Tech” Workshop and Employer & Alumni Panel attracting 190+ students while securing panelists from Meta, Google, TikTok, Toyota Connected and Smartsheet
* Design and facilitate workshops covering topics including career expo preparation, salary negotiation and leadership
* Supervise BBA Women’s Council (BBAWC) as staff advisor and exceed previous student recruitment records by 20%
* Identify key skill gaps from recruiter surveys and advise BBAWC leaders to address issues for upcoming recruitment cycle
* Define parameters for 40+ senior students and 35+ alumni professional mentors to revive Professional Career Mentorship Program designed to support full-time job opportunities in 11 industries
* Manage assigned portfolio including students majoring in Canfield Business Honors Program, Computer Science Business Honors, Electrical Computer Engineering Business Honors, Management Information Systems, and Science and Technology Management resulting in educating 250+ students on career-related topics through individual consultative appointments
* Initiate and follow-up with 5+ potential corporate partners to capture sponsorship
* Co-formulate and present new corporate partner structure for future Leadership Conference designed to address skill and competency gaps at scale

**Alzheimer’s Texas**

*Executive Director* Mar 2020 – Feb 2021

*Healthcare non-profit dedicated to help individuals with neurological diseases, families and caregivers*

* Raised over $875K in under 12 months
* Supervised three full time staff, two interns and $550K operational budget
* Secured YETI products for fundraising promotion and received over 20 new registrants for support
* Expedited and transitioned over 25 live educational programs, events and fundraising campaigns to virtual platforms
* Directed and counseled part-time employee with focus on data analytics and dashboard reports
* Designed volunteer programs specifically for high school and college students to enhance fundraising and job experience
* Discovered and planned spring semester project with UT Design Institute for Health students
* Facilitated interaction of community partners and education of high school students to construct national, award-winning outdoor “visitation stations” to combat social isolation
* Established accountable tracking methods for educational programs, grants, communications and campaigns

**UT Cockrell School of Engineering**

*Development Officer, Hildebrand Department of Petroleum and Geosystems Engineering* Sep 2017 – Feb 2020

* Focused corporate relations efforts and raised over $750K for student scholarships and various programs
* Fundraised over $150K for Distinguished Alumni Ceremonies
* Managed External Advisory Committee (EAC), Distinguished Alumni Committee, student workers and volunteers
* Gathered internship and job placement information by working with academic advising coordinator and student program coordinator in order to provide timely and accurate statistics when needed
* Created “Job Placement Sub-Committee” with alumni; achieved 100% placement for 12+ students in two years
* Planned informal interview sessions via Skype between students and EAC members to focus on presenting skills
* Served as liaison to eight student organizations and faculty by coordinating presentations for EAC meetings, implementing engaging activities for recruiters and assisting with sponsorships for SPE Golf Tournament
* Structured freshman fall retreat presentations so that employers and alumni could specifically address best practices for students attending fall engineering EXPO and managing career
* Conducted survey and identified areas of potential for maximizing student volunteer experience during Distinguished Alumni Ceremony which included two additional workshops on networking, etiquette and history
* Established “Office Hours” solution for employers and students that increased participation and satisfaction
* Orchestrated inaugural “Hildebrand Alumni-in-Residence Program” for students, faculty and alumni which included auditorium lecture, faculty seminars, course sessions and office hours
* Traveled with students to Norway and Louisiana to represent department and enhance corporate relations
* Collaborated with McCombs School of Business and Jackson School of Geosciences to elevate alumni relations

**UT Athletics**

*Assistant Director of Donor Relations and Events, Longhorn Foundation* Jun 2015 – Aug 2017

*Fundraising branch for athletics department*

* Promoted in eight months after demonstrating excellent event planning and project management skills
* Compiled over 100 communications pieces for event presentation and overall brand development including speaking points for both Men’s and Women’s Athletics Directors surrounding all fundraising events
* Served as project manager and liaison for Communications, Creative Services, and Clarius Entertainment staff to successfully execute private film screening for 200 UT alumni and select students at the Bob Bullock Museum
* Participated in student-athlete networking fair which resulted in mentorship of women’s basketball student-athlete
* Guided hiring and training of 20 student workers to operate seven donor club areas

*Development Assistant, T-Association*Sep 2014 – May 2015

*Organization designed to assist graduate student-athletes and letterwinners*

* Introduced and implemented cloud-based project management software Smartsheet to enhance efficiency and communication; now deployed throughout UT
* Processed and reconciled over 300 single game and season ticket orders for letterwinners
* Guided projects including Annual Endowment Letters, Policy and Procedures, and Sport Liaison Program

*Director of Football Operations - “My All-American”, Anthem Productions* Apr 2014 – Aug 2014

*Independent film production company supported and sponsored by UT alumni*

* Assembled filming schedule, travel logistics and budget for 50 employees
* Orchestrated operations and communications for Football Department with respect to Texas based filming

*Communications and Marketing Representative, Frank Erwin Center* Nov 2013 – Apr 2014

*Sports & entertainment venue*

* Accelerated group sales for a series of concerts, family and athletic events by three percent
* Chartered social media strategy and calendar for Twitter, Facebook and Instagram platforms

**Indiana University Athletics**

*Assistant Director of Marketing and Promotions* Jan 2012 – Jul 2013

* Promoted in seven months after championing successful marketing efforts for six Olympic sports
* Pioneered new partnerships designed to highlight student-athletes and their academic success
* Assisted Varsity Club with lucrative opening of $19M Softball & Baseball complex
* Coordinated logistics with ESPN, BTN, and IU Sports Properties to facilitate broadcasting of over 75 events

*Marketing**Coordinator* May 2011 – Dec 2011

* Promoted in seven months after championing successful marketing efforts for six Olympic sports
* Customized training for over 30 student interns

**LEADERSHIP EXPERIENCE AND ACTIVITIES**

**Fun & Wellness Committee** – Member, McCombs Career Management and Corporate Relations May 2021 – Present

**Indiana University** – Member, Division I Women’s Rowing Aug 2010 – May 2011

**US National Pre-Elite Development Team** – Member, Women’s Rowing Summer 2009, Summer 2010

**Southern Methodist University** – Member, Division I Women’s Rowing & Basketball Aug 2006 – May 2010

**HONORS**

* Alzheimer’s Foundation of America, Brodsky Innovation Award Nov 2020
* Conference USA, Spirit of Service Award May 2010

**EDCUCATION**

**Southern Methodist University** Bachelor of Arts, Corporate Communications and Public Affairs May 2010

Dallas, TXMinor, English

**Indiana University** Master of Science, Sport Management and Administration Dec 2011

Bloomington, IN

**ADDITIONAL INFORMATION**

**Computer Skills:** Microsoft: Office 365, Teams, Excel, Word, PowerPoint, OneNote; Design: Adobe Creative Suite, Canva, Prezi; Project Management: Smartsheet; CRM: Salesforce, VIP (UT), Salsa; Workday

**Languages:** Basic Knowledge in Spanish

**Interests:** Paddle Boarding, Hiking, Golf, Autobiographies, Coaching, Design Thinking, Kickboxing, Pop Art, Texas MusicFest

**Work Eligibility:** Eligible to work in the U.S. with no restrictions