

DIANE SLEDDEN REED

Communications • Strategic • Futuristic • Arranger • Adaptability

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PERSONAL MISSION and SUMMARY:

Energetic, warm, and passionate educator who loves to help other people explore their creative potential. Enjoy using humor and personal stories to engage others to share their stories and dreams. Apply artistic side it to working with clients and projects. Futuristic dreamer with a “what if” mind-set and not afraid to try new ways of doing things. Believe in the importance of having hobbies and interests outside of work

28-year multi-faceted career in higher education starting in TRIO Programs assisting adults of all ages with college admissions applications, financial aid advising, career counseling and academic advising, then 20 years in Career Services at the University of North Carolina Wilmington. Experiences include advising students on majors and careers, teaching freshmen in First Year Seminar, planning small and large group events, presenting to students, faculty, parents and board of trustees, and running major campus-wide programs. Enhanced skills in career coaching, strategic planning, marketing, and collaboration with others, quick learner and is able to break apart projects or big ideas into smaller details.

AREAS OF EXPERTISE:

Resume and cover letter writing
One on one career coaching
Professional etiquette
Teambuilding

Job search strategies
Interview skills
Event planning
Assessments

Major and career decision making
Networking and Building Your Brand
Utilizing technology
Strategic planning

ENTREPRENEUR:

CO-OWNER / CO-FOUNDER, Carolina Pine Consulting LLC, NC
<https://www.carolinapineconsulting.com>

November 2019 – Present

- Founded consulting firm to engage, educate and empower individuals at all stages of life to live out their destiny
- Focus on personal and professional career, leadership and life skill development
- Oversee marketing – create and maintain website, utilize social media, organize contacts database
- Provide programs and workshops that include self-awareness, self-assessment, and values clarification
- Assist with start-up logistics – established LLC, create invoices, intake forms, and contact forms, set up payment options through website, and started account for task organization system

PROFESSIONAL EXPERIENCE:

VIRTUAL ACADEMY COORDINATOR, New Hanover County Schools, Wilmington, NC February 2020 – Present

- Coordinate K-12 Virtual Academy for the entire county:
 - Enroll and withdraw students from Virtual Academy courses
 - Maintain constant communication with teachers, families, and county administrators
 - Manage all data for reports to Superintendent, Director of Secondary Education and Director of Elementary Education
 - Assist teachers with technology and account issues
- Identify, monitor and provide service to students who are struggling to be successful in online coursework using all available resources
- Provide daily support, monitoring and feedback to students with intense support during the initial two weeks of the semester to ensure that students are able to navigate their online learning platform and communicate with their virtual instructor
- Serve as liaison between the school, virtual instructor, student and family. Establish regular communication with parents to include parent workshops, newsletters, updated link on school website
- Serve as a resource to counselors and E-Learning Advisors as they advise and enroll students into NCVPS courses
- Troubleshoot problems with computers and other equipment in the computer lab
- Update and manage content on home school website, Career Readiness Academy at Mosley
- Oversee technology inventory and provide annual county report for home school

ASSISTANT DIRECTOR, CAREER CENTER, University of North Carolina Wilmington July 1998 – August 2018
Career Counseling / Advising

- Advised students on choosing or changing majors and academic options, career and employment issues, job search and interview strategies, and writing resumes and cover letters
- Conducted up to 335 individual undergraduate and graduate student appointments each semester, in person, online or via phone
- Critiqued resumes, cover letters, graduate school personal statements, and teacher applications

Strategic Planning and Assessment

- Collected data from staff and evaluations and online programs to write Career Center Mid-Year and Annual Reports
- Assisted with creating and writing the annual assessment and planning documents

Presentations and Workshops

- Developed career development workshop for graduate students in MEd in Higher Education program that included mock interviews, resume and cover letter reviews, and job application tips; Recruited staff volunteers to conduct interviews and review resumes and cover letters
- Worked with 200-400 teacher interns each year; gained knowledge of academic curriculum requirements; Presented career information each semester regarding credentials, on-campus recruiting, resumes, job fairs and available resources
- Offered career-related workshops in networking, resumes/cover letters, interviewing, job searching, and choosing a major
- Outreach Coordinator: Reached out to student organizations, student leaders and Student Affairs departments for presentations to specific groups and coordinated all outreach requests through online survey
- Provided special programs for Athletics to assist student athletes with NCAA Life Skills requirements

Event Planning: Special Programs and Career Fairs

- Chaired **Taking Flight** program to help graduating undergraduate students prepare for life after graduation
- Created Multicultural Networking Reception and Multicultural Employer Panel programs
- Coordinated and created **CareerFest**, a one-day career exploration event: recruited employers, marketed to students, raised sponsorship monies and door prizes, assessed program through online survey on iPod Touches as students left event
- Organized and managed **Professional Etiquette Dinner**, a full-course meal with networking and business etiquette: recruited employers as sponsors and panel of experts, collaborated with Cameron School of Business to sponsor students, utilized social media for marketing, and created professional etiquette booklet for all attendees
- Started first **Education Job Fair** at UNCW: organized fair each semester for teaching interns including a pre-event panel of experts consisting of principals and teacher recruiters from across the state

Technology and Software Experience

- Assisted students with online career development tools including CareerShift, InterviewStream, GoinGlobal, and USAJobs
- Office administrator for SharePoint, Big Interview, InterviewStream, and Cascade
- Coordinator and campus administrator of ePortfolio program in collaboration with University Studies
- Utilized SeaWork (now Handshake) for event registrations, searching for resumes, and writing reports
- Used PowerPoint for presentations, Word and Excel for mid-year and annual reports
- Managed and edited Career Center website using Contribute

JOB LOCATION AND DEVELOPMENT COORDINATOR

August 1995 – June 1998

Career Planning & Placement, Northern Illinois University, DeKalb, IL

- Developed and expanded part-time and temporary off-campus student employment opportunities through direct employer contact; increased job listings by 13.1 percent
- Compiled data for monthly and annual reports on job listings, recruitment activities, student placements and student earnings

CAREER SERVICES REPRESENTATIVE, Computer Learning Center, Chicago, IL

1994 – 1995

- Developed job leads and interviews for students through cold calls to employers and employer visits
- Placed graduates in related fields and coordinated quarterly job fairs
- Taught career development class: resume writing, job searching, interviewing and dressing for success
- Organized quarterly job fair for graduating students

ADULT COORDINATOR, Educational Talent Search, Minnesota State University, Mankato 1992 – 1994

- Provided admissions assistance, academic advising, career advising and financial aid counseling to low-income/first-generation college students in one-on-one appointments
- Co-wrote successful federal grant for \$200,000
- Presented career information to middle school, high school and college students
- Educated local community members on financial aid, providing step by step instructions for the FAFSA

SELECT PROFESSIONAL PRESENTATIONS:

- *Golden Girls: The Early Career Years*, New Professionals in Transition Workshop (virtual), Bowling Green State University, OH, November 2020
- *Exploring Personal Values*, UNCW Seahawk Leadership Conference (virtual), Wilmington, NC, October 2020
- *Your Life Is A Chain Reaction*, USC Student Leadership & Diversity Conference, Columbia, SC, February 2020
- *Taking Flight: Helping New Grads Cultivate Their Career Paths*, NCAACE (NC Association for Colleges and Employers) State Conference, Asheville, NC, May 2016
- *The Almost Golden Girls: Over 100 Years of Successes and Failures in Higher Education*, NCCPA (NC College Personnel Association) State Conference, Elon University, November 2015
- *Skills That Pay the Bills – New Programs That Assist Students After College*, American College Personnel Association College Student Educators International (ACPA), Las Vegas, NV, 2013
- *Multicultural Career Services: Programs, Resources and Community Connections*, ACPA on the Road, UNCW, 2011
- *Current State of Teacher Recruitment in North Carolina*, Southeastern Association for Employment in Education, 2010
- *In Practice: Sustainability at UNCW*, ACPA Convention, Boston, MA, 2010
- *Beginning Sustainability Institute*, ACPA, 2009, 2010
- *Networking*, LeaderQuest, Mount Olive College, NC, 2010
- *Writing Resumes & Cover Letters*, NC Recreation and Parks Association - Therapeutic Recreation Section Annual Conference I, Wilmington, NC, March 2010
- *Sustainability Now!*, Mt. Olive College Student Government Association, NC, 2008
- *Grass Roots: Getting Started in Sustainability on College Campuses*, ACPA Institute on Sustainability at Harvard, 2008
- *Diversity in Seahawk Nation*, New Student Summer Orientation Sessions, 2008
- *Networking: The JB Discount*, Wayne County Leadership Class Retreat, Southport, NC, 2007
- *MBTI Interpretation and Communication*, Office of the Dean of Students, UNCW, 2007
- *Sustainability: A National Trend*, Student Organization Leadership Conference (SOLC), UNCW, 2006
- Presentation Topics include, but not limited to: career exploration, professional and personal branding, job searching, resume and cover letter writing, networking, values, skills / strengths, MBTI, interviewing

TEACHING EXPERIENCE:

Instructor, First Year Experience, University College, University of North Carolina Wilmington 2011 – Present

- Instruct University 101 freshmen seminar course; taught UNI 201 for transfer students in Fall 2019
- Create, implement, and assess assignments related to transitional issues, and academic, career and personal development
- Upload all lessons, syllabus, class policies, attendance and grades online in Canvas
- Generate classroom discussions online; set up online critical reflections for reactions to TED Talk videos and weekly lessons
- Teach lessons both in the classroom and remotely through Zoom
- Topics of lessons include, but not limited to, critical thinking, time management, campus resources, health and wellness, study skills and career information

AWARDS / RECOGNITION:

- Division of Student Affairs Outstanding Program Award for Taking Flight 2016
- Career Center Star Award (four-time recipient) 2014 – 2018
- ACPA Diamond Honoree 2011
- ACPA Outstanding State and International Division Leader Award 2008

- NCCPA Outstanding Professional Contribution Award 2007
- SAEE Rollins Distinguished Service Award 2007
- Senior student recognition and Kudos: Exceptional Customer Service, Division of Student Affairs, UNCW 2006
- Division of Student Affairs Outstanding Service Award, UNCW 2005
- University Staff Award of Excellence Nominee, UNCW 2005

UNCW INVOLVEMENT:

Chair, Taking Flight Committee, Division of Student Affairs, UNCW 2013 – 2018

- Organized program to help students depart UNCW with confidence in their personal accomplishments and with pride about their alma mater; generated session content for each week
- Marketed program to all division staff and faculty asking for student nominations; Created online registration system
- Reached out to university staff for volunteer facilitators and provided training
- Coordinated all logistics – reserved meeting spaces, placed all students into small groups over three nights, organized celebration reception, printed and emailed materials and articles, created Blackboard course

Volunteer Coordinator / Advisor, Move-In Committee, UNCW 2012 – 2016

- Recruited Move-In volunteers from UNCW and local community
- Selected staff volunteers to serve as check-in coordinators, building coordinators, and traffic coordinators. Provided training to all coordinators
- Set record number of over 2000 volunteers in 2013
- Strategically placed volunteers at all residence halls based on incoming new freshmen numbers
- Coordinated staff and student volunteers the morning of Move-In to check in all volunteers and hand out t-shirts
- Organized January Move-In for FYSA's

Orientation Leader Selection, Division of Student Affairs, UNCW 2001 – 2018

- Observed student applicants in small and large group activities
- Evaluated each student based on their interactions with others, team presence, and quality of discussions
- Provided feedback to Orientation Leader Coordinators and professional staff to assist with selection

Campus Sustainability Committee Co-Chair, UNCW 2007 – 2015

- Organized monthly meetings, sustainability web site and annual reports to Chancellor
- Commenced sustainability initiatives on campus including campus-wide policy and strategic plan, online sustainability pledge, student run state-wide conference on sustainability
- Presented sustainability information to Board of Trustees, staff at division-wide meetings across campus, student groups, departmental meetings and at professional association meetings

Additional UNCW Involvement:

- Assessment Committee, Division of Student Affairs 2015 – 2018
- Professional Development Committee, Division of Student Affairs 2014 – 2016
- Commencement Volunteer Supervisor 2003 – 2018
- Search committees for University College and Division of Student Affairs departments 2000 – 2017
- NC State Employees Combined Campaign, Advisor – 2014, Web Site Assistant – 2013, Chair – 2012 2012 – 2014
- ITSD Application Services Advisory Committee 2005 – 2007
- Tech and Web Team, Division of Student Affairs 2002 – 2009
- Web Coordination Committee 2002 – 2005
- Student Leadership Awards Selection Committees 2005, 2007, 2010, 2012, 2013, 2016

PROFESSIONAL ASSOCIATIONS:

North Carolina College Personnel Association (NCCPA) 2002 – Present

- Crystal Coast Society of Past Presidents
- President Elect, President, Past-President, 2005 – 2008
- Conference Co-Chair, 2002, 2004
 - Searched for hotels for meeting spaces and planned out costs, menus, number of meeting rooms and room set-up
 - Marketed conferences through newsletters, emails, printed documents
 - Set team meetings and conference calls

North Carolina Association of Colleges and Employers (NCACE)

2016 – 2018

American College Personnel Association, College Student Educators International (ACPA) 2005 – 2018

- Involvement Team, 2012 – 2015
- Convention Programming Team for Boston 2010
- State/International Division Representative for NC, 2005 – 2007
 - Innovative Program Award for NCCPA, 2003 and 2007
 - Outstanding State and International Division Award for NCCPA, 2006

American Association for Employment in Education (AAEE)

1998 – 2011, 2015 – 2018

- President Elect, President, 2009 – 2011
- Secretary, 2007 – 2009; Senator, 2004 – 2006
- Director of Membership and Public Relations, 2006 – 2007
- Conference Co-Chair: Savannah, GA 2007, Chicago, IL 2010

Southeast Association for Employment in Education (SAEE)

1999 – 2011 (organization dissolved)

- Vice President of Universities: Conference Co-Chair, 2007 – 2009
- President-Elect, President, Past-President, 2003 – 2006
- Technology Chair / Web Manager, 2001 – 2009
- Interim Awards & Archives Chair, 2006, 2007
- Director of Colleges, 2001 – 2003

VOLUNTEER EXPERIENCE:

John T. Hoggard High School Band Boosters

2013 – Present

- Chair, Band Banquet Committee
- Band photographer
- Fund raising coordinator for working UNCW men's basketball concessions and Hoggard 5K Band on the Run event
- Raised over \$29,000 in three years

Boy Scouts of America

2005 – 2013

- Popcorn fundraising chair for 2 years

ADDITIONAL WORK EXPERIENCE:

Sales Associate, Dillard's, Wilmington, NC

October 2018 – February 2020

- Provided exceptional customer service in fast-paced ladies shoes work environment
- Answered phone to take customer orders and answer questions about products in the department
- Accountable for maintenance of stock area, shoe tables, and displays
- Promoted Dillard's Reward Card and store sales to all customers

ePortfolio Consultant, University of North Carolina Wilmington

2017 – 2018

- Trained in Digication, the system used on campus for ePortfolios
- Presented ePortfolio and Digication information to freshmen students in First Year Seminar courses
- Provided training and support to faculty and staff on how to use Digication

TECHNICAL SKILLS:

Zoom, Canvas, SharePoint, Blackboard, Digication, Cascade Server, Contribute, InterviewStream, CareerShift, Outlook, Candid Career, Adobe Illustrator, Adobe Photo Shop, Adobe Lightroom, Adobe Photo Elements, LinkedIn, Facebook, Instagram, Twitter, Snapchat, Word, PowerPoint, Publisher, Excel

EDUCATION:

Master of Science

Counseling and Student Personnel (College Student Personnel)
Minnesota State University, Mankato, MN

Bachelor of Arts

Major: History; Minor: Music
Western Illinois University, Macomb, IL