

CHRIS WILKEY

409 East Christine Drive, New Castle, Indiana 47362 | 765-524-8835 | cawilkey@bsu.edu

EDUCATION

Ball State University, Muncie, Indiana Doctor of Education in Higher Education	Expected Completion: 2022
Ball State University, Muncie, Indiana Graduate Certificate in Community College Leadership	2020
Ball State University, Muncie, Indiana Master of Arts in Adult and Community Education	2018
Ball State University, Muncie, Indiana Master of Business Administration	2016
Ball State University, Muncie, Indiana Bachelor of Science in Sales Bachelor of Science in Economics Honors Thesis: "Miller College of Business Social Media Marketing Plan" Immersive Learning Project: "Hunt Construction Group Social Media Strategy"	2013

AWARDS

TechPoint Rising Star Mira Award Finalist	2014
John R. Emens Outstanding Senior Award, Ball State University	2013
Miller Scholar Award, Ball State University	2009

TEACHING EXPERIENCE

Ball State University, Muncie, Indiana Assistant Lecturer of Marketing	2020 – Present
Taught Honors Principles of Marketing (MKG 300). Taught Social Media Marketing (MKG 375). Taught Principles of Marketing (MKG 300). Taught Integrated Marketing Communications (MKG 420). Taught Personal Finance (FIN 101). Served as a thesis advisor for Honors Student.	
Ball State University, Muncie, Indiana Adjunct Faculty Member – Economics, Finance, and Marketing	2017 – 2020
Taught two classes of Honors Principles of Marketing (MKG 300) to 30 students. Taught two classes of Microeconomics (ECON 201) to 100 students. Taught Principles of Marketing (MKG 300) to 100 students online. Taught Consumer Behavior (MKG 310) to 40 students. Taught seven classes of Personal Finance (FIN 101) to 1,080 students.	
Ivy Tech Community College, Muncie, Indiana Adjunct Faculty Member – Mathematics	2013 - 2014
Served as an instructor for five mathematics classes with 30 students per class. Received my Blackboard training certification to teach online classes.	

RELATED EXPERIENCE

Ball State University, Muncie, Indiana Assistant Director of Marketing and Communications and Technology for Housing and Residence Life	2017 – Present
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Oversee comprehensive marketing and public relations strategies to multiple constituencies.
 Supervise two full-time staff members and three student workers for the department.
 Develop and implement strategies to engage students and families on social media.
 Design publications, presentations, and web sites for consistent look and brand.
 Produce educational and informational videos to educate students and families and promote events.

Ball State University Foundation, Muncie, Indiana

Assistant Director of Marketing and Communications

2015 – 2017

Coordinated workflow for all print and digital communication pieces.
 Designed, proofed, and sent 50+ emails per month to segmented audiences.
 Managed all social media platforms for the Foundation.
 Created and executed digital marketing plans for events and donor appeals.
 Provided weekly analytics for web, social media, and digital advertising.

dgs Marketing Engineers, Fishers, Indiana

Digital Communications Associate

2014 – 2015

Taught various social media workshops to clients and prospects.
 Managed workflow for the entire digital department including scheduling.
 Maintained and updated a global website in 16 languages and 25 countries.
 Created online training courses in digital marketing and blog management.

American Marketing Association, Indianapolis, Indiana

President and Co-Vice President of Collegiate Relations

2013 – 2015

Planned events for the collegiate chapters of the Indianapolis American Marketing Association.
 Trained student leaders to successfully lead their organizations.
 Collaborated with the Indy AMA board to provide insight on the collegiate members.

Hosskey Consulting, Muncie, Indiana

Owner and Chief Executive Officer

2012 – 2014

Performed a digital needs analysis for each client during the on-boarding process.
 Created digital communications strategies including email, web, and social assets.
 Taught social media marketing and technology classes to small business owners.
 Managed social media accounts for multiple clients in various industries.

Ball State University, Muncie, Indiana

Student Body President

2012 – 2013

Managed an organization of 70+ students and a budget of \$115,000
 Facilitated a logo change to help rebrand the organization.
 Completed 22 one on one reviews with organization members to judge their progress.
 Created and compiled two surveys to judge the progress of the organization.

RE/MAX of Indiana, Fishers, Indiana

New Media Specialist

2011 - 2012

Aggregated content relative to the field and posted it on Facebook, Twitter, and Pinterest.
 Increased website traffic via social media sources by 345% from the previous year.
 Trained brokers and agents how to use Apple technology (iPhone and iPad).
 Managed the interactions of the Facebook and Twitter accounts on a daily basis.

Apple, Muncie, Indiana

Campus Representative

2011 - 2012

Reached over 13,000 students with 10,000 individual conversations at 437 different events.
 Created a marketing plan for the Campus Store to increase traffic and sales at the store.

Participated in a two-day sales training program at the Apple Campus in Cupertino, California.
Demoed products with students and faculty daily to drive traffic to the campus store.

American Marketing Association, Indianapolis, Indiana

Digital Marketing Intern

2010 - 2011

Developed press releases and event announcements for the Indianapolis chapter
Coordinated and managed the indyama.com professional and collegiate blog
Transitioned the Indy AMA blog from Wordpress to Compedium
Conducted a thorough review of the AMA website and provided feedback
Planned, managed, and executed the Fall Marketing 360 event for 20 students.