Jennifer Dunlap Hurlbert

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Education

UNC Charlotte - Charlotte, NC	**07/2010 - present**
Graduate Certificate in Management of Information Technology	12/2011
Completed 30 hours (of 30) toward Masters of Science in Software and Information Systems (4.00 GPA)	12/2013
University of Florida – Gainesville, FL	**06/2000**
BA in Anthropology (Major) / Business (Minor)	
National Merit Scholar	**1988**

Professional Certification

UNC Charlotte Continuing Ed - Business Analysis Certificate Program	**May 2011**

Computer Proficiency

Banner, WebFocus, Microsoft Project, SharePoint Designer, Drupal, PHP/MySQL, SQL Server, Oracle, Java, MS Access, Visio, Dreamweaver, ASP.Net, Crystal Reports, Adobe CS5, XML, HTML, and all Microsoft Office products

University Service

Course & Curriculum Database Academic Advisory Team	**Current**
Belk College Diversity & Inclusion Research Council	**2008-2011**
SAM Financial System Reports Writing Committee	**2009**
Creation and Distribution of Financial shadow system	**2006-2009**
(used by 5 colleges and 4 business divisions before the University formally adopted SAM)	

Teaching

INFO 2130 – section 083	Summer I 2012
INFO 2130 – section 081	Fall 2012
INFO 2130 – section 082	Fall 2012

Experience

University of North Carolina at Charlotte   **11/2006 - present**
Director of Business Intelligence,
Office of the Dean, Belk College of Business
Serves as business and technology analyst for the college including needs assessment, information delivery, system development, and expert use of College and University information systems resources.
-   Assess college needs regarding student, faculty, and financial information acquisition and management.
-   Expert resource for University systems including Banner (student and finance), Report Central, and creation of custom ODS queries using WebFocus.
-   Handle significant volume of confidential data with extreme discretion and solid understanding of FERPA in the use, reporting, and distribution of reports.
-   Develop strategies for information infrastructure to supplement and bridge existing systems to fulfill specific college needs.
-   Lead programmer for custom solutions. Develops using multiple tools including Microsoft Office, Microsoft Project, Visio, MS Access, SQL, Oracle, PHP, Java, XML, HTML, and web development tools Drupal and Dreamweaver.
-   Migration of legacy systems from Access to SQL Server including data validation, testing, and documentation.
-   Streamline processes, most recently travel, by improving procedures and developing custom electronic work-flow solutions. Extensive communication with stakeholders to gather requirements, tailor solutions, and provide training and education.
-   College-wide course scheduling, room assignments, maintenance of teaching archives and making future projections based on enrollment vs. faculty workload. Daily user of Banner student and R25.
-   Cultivate expert knowledge of multiple accreditation standards to ensure consistency of data collection and automated reporting with evolving standards of external agencies including the AACSB and SACS.
-   Core member of re-accreditation team supporting both AACSB and SACS including compilation of data, drafting reports, and creation of secure website for review team.
-   Demonstrate proficiency in professional and technical writing in drafting reports for internal and external audiences.
-   Draft help files and conduct live training (occasional group sessions) for end users.
-   Provide support to users on various operating systems and locations including remote access via Citrix.
-   Communicate regularly with end users of various systems regarding routine and non-routine problems.
-   Provide routine and ad hoc reporting to senior leadership and the Dean.
-   Supervise student and temporary workers.

St. Jude Children's Research Hospital, Memphis, TN   **8/2001 – 10/2006**
Assistant Director of Recruiting and Information Systems, Office of Academic Programs
Responsible for development and implementation of database to manage personnel records, budget, and general administrative processes.
-   Manage new hire process; maintain official personnel files; and established a database tool to support the entire administrative process.
-   Manage annual salary increase process, including budgeting and confidential communications.
-   Manage online application including posting open positions and tracking application data.
-   Routine reporting of EEOC data to federal government agencies.
-   Supervision of up to four assistants.
–   Serves as expert resource for answering questions, conducting tours, and representing the institution to the world-wide scientific community.
–   Event planning and logistics for approximately 25 Scientific Meetings and University Career Fairs.
–   Creation and implementation of database for tracking recruitment and assessing effectiveness.
–   Knowledge of available funding and/or working with faculty, administrative personnel, and federal agencies to secure additional funding to support research initiatives.
–   Design and production of recruitment literature, hard copy and online advertising.
-   Recruit, train, and supervise volunteers for the Academic Programs Office. Assist with interviewing and hiring of office personnel.
-   Service on University of Tennessee Health Science Center Recruiting Committee.
-   Service on Rhodes College Education Committee.

Acxiom Database Marketing – Memphis, TN   **9/2000 – 6/2001**
Production Manager/Account Manager
National direct mail database marketing firm serving financial industry including Citibank, HSBC, Chase.
- Work directly with Marketing VPs to devise product offer and segmentation strategy.
- Comprehensive knowledge of data files to inform, direct, and audit data processing.
- Create custom queries of data warehouse to identify target audience.
- Design direct mail pieces with consideration of audience and budget.
- Manage entire production process including auditing of data and creative materials.
- Create project schedules, estimate budgets, manage inventory, approve invoices and client billing.

Gleim Publications, Inc. – Gainesville, FL   **1995-8/2000**
Marketing Director
Independent publisher of textbooks, trade publications, software, audio, and online educational tools.
- Develop marketing budget and sales reports, directly accountable to Controller and CEO.
- Recruiting, training, and supervision of marketing and customer service associates.
- Develop national network of faculty to adopt textbooks and software for business courses.
- Regular interaction with universities, college book stores, and customer bases.
- Copywriting for press releases, direct mail, mass e-mail, brochures, website, and newsletters.
- Trade show organization and attendance, media relations/PR, produce literature and premiums.

University Book & Supply – Gainesville, FL   **1993-1995**
Assistant Manager
College bookstore.
- Supervision of all functional areas, including payroll, textbook and supply orders, inventory, display.
- Point of contact for University faculty and network of publishers and wholesale vendors.
- Coordinate direct mail, advertising, and other promotions for sales and campus events.
- Liaison to local radio, business, and alumni for University sports events and special promotions.

References on request