

# JACQUELINE (JACKIE) DOYLE

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## EXPERIENCE

### *Managing Director Career Management, SC Johnson College of Business*

#### **Cornell University**

09/23-Present

- Provide strategic leadership and direction for all programmatic and operational aspects of the College of Business career development
- Lead strategic planning, oversee the design, development, assessment and coordination of career development programs for students and alumni
- Maintain knowledge of current and emerging career development issues; identify opportunities for career development in student experience
- Develop and enhance relationships with employers, colleagues, external stakeholders, and faculty
- Oversee administration of department, including management of budget, staff management and assessment, career outcome surveys and strategies, assessment of programs and services, outcomes and effectiveness

### *Director Career Management and Employer Relations, SC Johnson College of Business*

#### **Cornell University, Ithaca, NY**

04/22-08/23

- Set strategic vision for employer, alumni and industry engagement for undergraduate and graduate programs within the College of Business, lead staff in developing and implementing shared strategic priorities; monitor and report progress toward goals and objectives
- Supervise staff of career advisors, student advisors, with dotted line to operations team responsible for campus recruiting, career fairs and employer outreach
- Develop and manage employer outreach activities to market Cornell College of Business students to employers. Manage employers through the recruitment process as they scout student talent for open positions

### *Director Career Management, SC Johnson College of Business*

#### **Cornell University, Ithaca, NY**

01/19-04/22

- Research, identify and report on industry, job, and student outcome market trends to the College of Business Dean's Advisory Board and Council of Alumni
- Establish campus recruiting program to include over seventy-five annual information sessions, career chats and on-campus interviews. Lead, develop and execute three career fairs that drive approximately three hundred recruiters to campus. Set annual targets for employer relationship management and engagement
- Leverage data to inform the development, maintenance, and growth of crucial employer relationships across industry sectors
- Develop strategy to engage alumni volunteers in key programs and manage relationships with multiple alumni relations colleagues
- Formulate and manage strategic employer outreach activities. Streamline events and activities which enable employers to raise their brand recognition on campus
- Travel on behalf of Career Management, and at the request of employers, visit facilities, discuss recruiting strategies, and develop appropriate and mutually beneficial relationships between employers and the College of Business
- Contribute to initiatives that further the university's mission of increased engagement within the career management and advancement space. Generate student career outcomes by guiding their internship and job search, help them locate opportunities and alumni/ae connections. Develop and lead student career exploration trips to major cities which allows them to immerse in company cultures and gain access to senior level alumni
- Speak to large groups of prospective College of Business students and their families. Devise and deliver narrative as an ambassador of the program and University
- Forecast and prepare annual budget for four accounts and administer budgetary controls to maximize efficiency
- Responsible for productive, resultant management of team ensuring that established policies and procedures are followed

***Senior Associate Director***

**Hobart and William Smith Colleges, Geneva, NY**

09/17-01/19

- Provided strategic leadership and vision for The Colleges corporate strategy and engagement, employer development, recruitment programs and alumni engagement
- Created, organized, and facilitated data-drive outcomes-first hiring initiatives. Priorities included employer outreach strategy, employer segmentation and development, mechanisms for employer and alumni involvement, and employer consultation
- Oversaw coordination of program and initiative evaluation, outcomes statistics and data for reporting and tracking. Stewarded relationships with employers and alumni
- Supervised all aspects of complex external relations programs, projects and events that broadened engagement and outcomes

***Associate Director of Employer Development***

**Hobart and William Smith Colleges, Geneva, NY**

10/14-09/17

- Led comprehensive corporate engagement strategy and coordination for The Colleges. Coordinated efforts with campus offices to ensure efficient relationship management and development with employers and alumnus.
- Cultivated relationships with new employer contacts to improve employment and internship opportunities for student body of approximately 2,500 students
- Directed on-campus recruitment efforts to include over thirty corporate presentations and on-campus interviews annually
- Strategized to increase job, internship/externship/shadowing and informational interviewing opportunities for students
- Developed and implemented a comprehensive strategic plan with alumni/ae, parents and recruiters to identify new opportunities

***Assistant Director of Career Services***

**Hobart and William Smith Colleges, Geneva, NY**

08/13-10/14

- Developed and managed an annual prospect list of employers in the non-profit industries to include alumni/ae and parents to create full-time employment and experiential education opportunities for caseload of approximately 450 students
- Provided on-campus career exploration with over twenty invited guest presentations and informational interviews annually
- Conducted outreach to employers for employment and internships

***Career Services Administrator***

**Hobart and William Smith Colleges, Geneva, NY**

01/11-08/13

- Recruited, trained, and supervised a team of student and career assistants
- Coordinated and facilitated programs, workshops, networking, special events, and presentations
- Researched and promoted opportunities for job and internships and entered them into the internal database

***Assistant to the Athletic Director and Hobart Football Coaching Staff***

**Hobart College, Geneva, NY**

03/08-01/11

- Supported fundraising efforts for eleven multi-division athletic programs to include one of the oldest Division I Lacrosse programs in the nation. Formed strategic relationships with alumni to increase donations to the Statesmen Athletic Association, the “team behind the team”.
- Managed annual fundraising athletic events such as the Hobart Hall of Honor, Teams of Distinction, and the Block H.

- Led football recruitment process for 100 member Division III team. Created mailings to prospective student-athletes, developed and maintained Access database of hotlist prospects, prepared and sent regular correspondence, planned and staffed Prospect Days; both for high school junior and senior prospective student athletes
- Worked with five football coaches, including the head coach to develop recruiting schedules, timelines, trips, visits and on-campus meet and greets. Prepared off-campus high school events; all in accordance with NCAA procedures and policies
- Hosted Elite Prospect Visits at home football games for prospective student-athletes and their families operating in conjunction with the Statesmen Athletic Association, the main booster club for Hobart Athletics
- Maintained annual budget for 11 intercollegiate teams, implemented standards on budget metrics for head coaches and their departmental budgets, and developed an internal evaluation system to assure accuracy

### ***Business Development Assistant***

**Phelps Service Center, Phelps, NY**

03/97-03/08

- Provided financial and customer support assistance in family mechanical business that has over three hundred corporate and personal clients
- Assisted in processing payroll, accounts payable/receivable and monthly financial and tax reporting
- Supported customer service department in creating invoices, maintained incoming order reconciliation, and special projects

### **ASSOCIATIONS, CERTIFICATIONS & SKILLS**

- Proficient in the following computer applications: Windows, Microsoft Office, Canvas, V-Fairs, People Soft, Raisers Edge, Handshake, Salesforce, 12Twenty, all social media channels
- Organizational Development Certification in Diversity & Inclusivity, Bias in the Workplace, Leadership, and Sexual Assault and Sexual Harassment
- New York State Notary Public
- Federal Certified Advisor by US Government through Partnership for Public Service
- NACE Career Coaching Competent
- MBTI & Strong Interest Assessment Competent
- Collaborative Institutional Training Initiative (CITI) Program Credentials
- Athena ACE Advisory Board Member
- Gallup Strengths Coaching Certified
- International Coach Federation Credentials

### **EDUCATION**

**Cornell University**

Ithaca, NY

*Master of Management in Hospitality*

**The Pennsylvania State University**

State College, PA

*Master of Education, Higher Education Administration*

**The Pennsylvania State University**

State College, PA

*Bachelor of Science, Labor and Employment Relations*

### **ACADEMIC APPOINTMENTS**

**Cornell University**

**MGMT6000** – Practicum-Career Planning

Fall 2025