

DEB YOUNG

Innovative, industrious, energetic, trustworthy team player.

Strong leadership skills. US Army/Navy DINFOS Veteran.

CAREER HIGHLIGHTS

BLACKBURN COLLEGE, Carlinville, Illinois

Adjunct Instructor, Business and Marketing, 2013-2025.

Professional teaching work included classroom, hybrid and online portal delivery environments; extensive writing; classroom collaboration; research skill development; project-based and Authentic Learning, utilizing technology in classroom and hands-on learning, online portals, delivery apps, presentation platforms and social media, promoting learner/client interactivity and engagement. Managed and supervised educational plans and support for scores of learners each semester.

Taught Introduction to Business through Higher Division 400 level courses, bringing professional, personal, career, entrepreneurial and proprietorship financial skills to learners, including general ledger, balance sheets, and professional strategic career planning techniques, such as SWOT, P&L, calculating probabilities, assessing risk, building effective business plans, and entrepreneurial skills.

Taught Management, Marketing, Advertising, Public Relations, Economics, International Business, Communications, and Digital Media courses.

Most recently, worked as Student Success Paraprofessional, a role which is crucial in helping students build essential academic skills, such as study strategies, time management, organization, and career services, including writing skills development. Played a key role in fostering a positive learning environment, supporting learners' academic growth, and ensuring that college and library services align with the college's mission of learner success.

Certified, Building Supportive Communities: Clery Act and Title IX, and Preventing Harassment & Discrimination.

CHERRY TREE GIFTS, Carlinville, Illinois

Retail Gift Store Owner, 2012-2021.

As gift store owner, I was responsible for budgeting, invoices, management, customer service, promotions, advertising, social media, marketing, ROI, and productivity improvement processes. Highly skilled and experienced in best management practices and supervision of staff members. Created, published, and produced hundreds of videos, brochures, full-color magazines and electronic-based web designs and marketing campaigns resulting in exponential revenue generation.

As President of Carlinville Tourism, 2014-2020. Created numerous multimedia products, productions and campaigns, including Grand Marshall for 2018 Rotary Master of Ceremonies for Annual Halloween Parade and Director of the Annual Route 66 National Conference, which I arranged and partnered with the Mayor Deanna Demuzio and President of Blackburn College, Dr. John Cummerford, along with national and local Tourism Organizations, including Great Rivers and Routes, Alton; Carlinville Chamber of Commerce; Shop Local; and Litchfield Tourism.

The Route 66 Annual Conference organizational and promotional campaign, Miles of Possibility, was hosted at Blackburn College, in 2018, due to my skills in organizing and promoting Blackburn College as the ideal location to the National Committees of Route 66.

Coordinated, arranged, guided and hosted numerous bus tours of visitors to Carlinville monuments, businesses and attractions.

Experience in Higher Education, teaching Business, Communications, Marketing, Video Production, Advertising, Human Resources, International Business, Management, Creative Writing, Web Design, and related courses for:

Southern Illinois University, Carbondale, IL-- Sales and Marketing Specialist—2012-2013.

Worked with several large universities and organizations, including Northern Illinois University, University of Illinois Chicago, Illinois State Board of Education (ISBE) and Illinois Department of Commerce and Economic Opportunity (DCEO) to create web-based interactive functionality, features and content for open and freely available educational resources.

Wrote, created, and designed user-friendly, easy-to-read web-based documents, video tutorials, and site content for Open Educational Resources (OER) online learning platform, for the State of Illinois, Workforce Development, which were designed to provide teachers and educational professionals with robust and interactive resources that are closely aligned with standards, including Common Core State Standards (CCSS), Health Sciences, Next Generation Science Standards (NGSS), professional development organizations, businesses, and schools. Found at: <https://ioer.ilsharedlearning.org/>

Eastern Illinois University, Charleston, IL-- Marketing, Advertising and Public Relations Instructor—2010- 2011.

Developed curricula and all lesson materials for several Business and Communication Department courses and Multimedia Management courses, including: Public Speaking, Media Relations Technology, Advertising: Principles and Practices, Management, and Business courses utilizing online platforms, web development, and social networking.

Created many opportunities for students to develop social networking, podcasting, webcasting, video production, and streaming media skills for business internships and job applications.

Several students obtained monetary awards, internships, and career employment with the media skills they developed in my courses.

William Woods University, Fulton, Missouri,---Multimedia, Video, and Creative Arts Instructor—2008-2010.

Developed curricula and all lesson materials for several multimedia management courses, including Survey of Production Techniques, Radio Broadcasting, Beginning and Advanced Film Production, Public Speaking, Communication, Video Production and Radio Production courses, utilizing classroom and online delivery platforms: Jenzabar, Web CT, and social networking.

Created many opportunities for students to develop business and entrepreneurial video and film productions, including marketing for local businesses, television broadcasts and commercials, and Internet publishing for a variety of products, brands, social issues, and services.

Responsible for staff, resources and curriculum development as Radio Station Manager and creation, development, and delivery of curriculum for all multimedia courses, including Communication, Marketing, and Multimedia Production Courses.

Partnered with business and community leaders to create numerous internships and opportunities for student employment and portfolio development with local businesses and media outlets.

Created multimedia management courses at the undergraduate level, collaborating with other departments and divisions throughout the university incorporating technology, organizational, and innovative methodologies.

Federal Government, Department of the Navy: NPRDC, NAVFAC, & NETSC-PAC---Marketing/Technical Writer/Editor, Field Reporter/Technician, Producer and Director.

Twenty-year career with Federal Government, working for military behavioral research, housing, and training development organizations, including Navy Personnel Research and Development Center; Naval Facilities and Engineering Command; and Naval Education and Training Support Command, Pacific; San Diego, California.

EDUCATION

Ph.D., Management and Administration, specializing in Multimedia and Distance Education, Walden University, Minneapolis, Minnesota.

Ed.M., Human Services Management, specializing in Human Factors Engineering, Boston University, Frankfurt, Germany.