

Mike Leal

EDUCATION

M.A., Communication - Organizational Leadership, University of Oklahoma, 1994

B.A., Journalism - News Writing, University of Oklahoma, 1985

SUMMARY OF QUALIFICATIONS

- Supervise academic advisement and student recruitment and retention for the broadcast media labs and communication department
- Twenty-one years teaching higher education courses in communication and media studies
- More than 27 years of experience in the fields of radio, television, and communication
- Successful at building relationships and working with administrators, trustees, board members, faculty, staff, students, alumni, community leaders and the media
- Experience and proven success in employee hiring, development and motivation to achieve maximum efficiency and effectiveness
- Demonstrated leadership, analytical, interpersonal and communication skills

CHRONOLOGICAL WORK HISTORY

RSI Corporation

543 Main Street * Kiowa, KS 67070

March 2015 – September 2016

East Rockaway Fire Department

Main Street * East Rockaway, NY 11518

May 2012 – Jan 2015

Mercyhurst University

501 East 38th Street * Erie, PA 16456

May 2007 - March 2012

Cameron University

2800 West Gore Blvd. * Lawton, Oklahoma 73505

January 1991 - March 2007

PROFESSIONAL EXPERIENCE

Education: Advisement & Training

- Supervise academic advisement and student recruitment and retention for the communication department and the broadcast media labs
- Skilled in student counseling, advising and tutoring for marked improvement in both academic and social issues
- Evaluate transfer student courses
- Provide first-time college students and transfer students information regarding degree and course options, prerequisites, resources available, and university policies
- Implement summer orientation presentations and group advising sessions for incoming students
- Guide students with adding, dropping, and withdrawing from courses
- Review and interpretation of placement and other standardized test scores, unofficial transcripts, and course prerequisites
- Refer students to appropriate college and community support services
- Conduct professional development classes on resume writing, job search methods, preparing for job interviews, and other career topics
- Experience at teaching and tailoring materials for students that range from traditional college undergraduates to seasoned CEOs
- Monitor student registration activities and recommend solutions to academic difficulties

- Advise Lambda Pi Eta, National Communication Association Honors Society
- Manage annual budget, approval of financial transactions and charge account

Personal Management

- Supervise and make decisions on appointments, promotions and revisions of responsibility in the work assignments of employees, and work-study students, interns, and volunteers
- Conduct faculty evaluations, classroom observations, and merit-academic performance evaluations
- Train staff and students in use of production and broadcast equipment, computers and software

Internal and External Communications

- Develop strong relationships with the community including business, professional, non-profit organizations, political and university leadership
- Manage copywriting, edit and design of quarterly newsletter, press releases, and public service announcements
- Drive the creation and production of marketing materials to include: brochures, online media, leave-behind materials, directories and trade-show booths
- Direct educational outreach projects and oversee community advisory board

Social Media Development

- Development and maintenance of social media and e-marketing plans for both communication department and radio station
- Work with all parties - internal audiences, agencies, IT professionals and graphic designers - to develop sites that are not only aesthetically pleasing but also relevant and functional
- Utilize a research-based, consumer-driven model to plan and design functional websites that meet target audience needs
- Manage and design of corporate websites for radio stations WMCE and KCCU and few private companies
- Organize media events and community projects for both radio station and communication department