

## Jessica Aubley

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(330) 993-0075

JessicaAubley@yahoo.com

### Career Profile

Experienced marketing, educational and technology professional who enjoys a challenge and working on a diverse team. Extensive experience in marketing premium products, overseeing communications projects, planning company events such as exhibitions, creating training materials and conducting professional development.

### Skills

- Management experience of a global team of marketing professionals.
- Strong relationships with agency partners.
- Extensive software experience in Adobe Suites, Google Suites, Articulate Storyline and Microsoft Office.
- Excellent presentation, written and verbal communication skills.

### Education

The University of Akron, Akron, OH

May 2020

Master of Arts in Educational Foundations - Instructional Technology

GPA: 4.0/4.0

Malone University, Canton, OH

May 2007

Bachelor of Arts in Business Management

GPA: 3.7/4.0

Stark State College, Canton, OH

Associate of Science in Interactive Media Technology-Computer Graphics & 3d Animation May 2006

Associate of Arts in Information Technology

GPA: 3.6/4.0

### Higher Education Experience

Instructional Technologist

June 2015 – Present

Stark State College, North Canton, OH

- Responsible for researching and implementing new technology for Stark State College.
- Maintains a goal of ensuring that technology is a tool for student success rather than a barrier for learning.
- Reviews, adapts and trains faculty on new technology.
- Creates and facilitates online professional development courses.
- Uses the ADDIE model to work with various departments to plan new trainings and orientations.
- Assists faculty members in creating new courses and updating existing courses.
- Conducts internal and external Quality Matter course reviews.

- Serves on various committees: Vice President of College Staff Association, Co-Chair for the Diversity and Inclusion Committee, member of the Textbook Affordability Committee, member of the Care Team Committee, member of the Study Away Experience committee.

**Adjunct Faculty for Computer Science**  
**Stark State College, North Canton, OH**

Jan 2008 – Present

- Teaches various classes in the computer science department in face-to-face and online learning environments.
- Instructs students in web design, mobile development and game design.
- Experienced in teaching adult learners, traditional college students and high school students.
- Creates new courses in Blackboard. This includes creating new videos, tutorials and assignments.
- Advises students and assist with registration of classes.

**Certificates and Accomplishments**

- Quality Matters – Higher Education Peer Reviewer August 2018
- Certificate of Completion – Accessibility: Designing and teaching courses March 2016

**Marketing Communications Experience**

**Marketing Communications Manager**  
**Trelleborg Wheel Systems, Wakefield, MA**

Nov 2012 – May 2015

- Responsible for marketing communications in North America, South America, Latin America and Asia.
- Managed a global team located in North America, Brazil and China to market Trelleborg's premium industrial and construction tires and rubber tracks.
- Planned and executing exhibitions globally.
- Worked with Public Relations partners to ensure the company had strong press coverage.
- Oversaw the design and copy for marketing materials including brochures, videos and exhibition booths.
- Created and maintained a yearly budget of about 1.5 million US dollars.
- Established and maintained an order system of literature, promotional items and small exhibition supplies.
- Led fundraising efforts in the US for the Antonio Bianchi House, a Trelleborg outreach in Sri Lanka for underprivileged children.

**Marketing Communications Coordinator**  
**Trelleborg Wheel Systems, Fairlawn, OH**

Aug 2008 – Nov 2012

- Responsible for supporting communication efforts in the United States, Canada and Mexico, including planning exhibitions, company events and assisting the sales team as needed.
- Developed and implemented an email marketing system and created marketing messages.
- Planned corporate meetings, team building events and exhibitions.
- Maintained a database that determined sales growth and opportunities in each county in the United States.
- Assisted in the design of project brochures.

**Jessica Aubley**  
JessicaAubley@yahoo.com

## **Professional References**

Annissa Langworthy, Assistant Professor of Biology, Stark State College  
(330) 324-4794

Ydo Doornbos, Regional President, Trelleborg Wheels System  
(782) 914-3414 ydo.doornbos@trelleborg.com

James Pick, Director of Marketing and Communications, Trelleborg Automotive  
+44 7810 157050 james.pick@trelleborg.com

Leigh Johnston, Former Marketing Assistant, Trelleborg Wheel Systems  
(330) 323-5957

## **Personal References**

Tom Baker  
(330) 232-0064

Deb Boone  
(330) 417-0022

Marybeth Rucker  
330-705-2387