

Marissa Gutierrez

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EDUCATION

Master of Science, College Student Personnel Expected May 2020
The University of Tennessee, Knoxville, Knoxville, TN

Bachelor of Arts, Communication, Concentration: Public Relations December 2017
Florida Gulf Coast University, Fort Myers, FL

PROFESSIONAL EXPERIENCE

Graduate Assistant, Student Organization Programming Support July 2018 - Present
Center for Student Engagement, University of Tennessee, Knoxville

- Provide strong and visionary leadership for 500 student organizations
- Advise organizations on potential events, provide guidance on VOLink (Campus Labs Engage Student Organization management platform), advise organizations on challenges facing their organizations, assist with space reservations, and identifying potential funding sources
- Co-advise the Student Homecoming Committee and directly implement 30+ events during homecoming
- Research and design an internal process and procedures for student organizations that receive the Student Programs and Services Fee monies
- Collaborate with the Vice-Chancellor of Student Life to oversee funds allocated to student organizations by the Student Programs and Services fee by way of management, financial advising, budgeting, contract preparation, and marketing
- Advise All Campus Events, a student organization responsible for planning and executing three of the University's longest-running traditions on campus
- Oversee production of a comedic skit style show Carnicus, and a musical theatrical production All Sing with over 400 participants
- Plan and implement special events for student organizations including Engagement Fairs, Speakers, Appreciation Events for Advisors, and award ceremonies
- Coordinate to execute large-scale events including special topics speakers, concerts, Welcome Week events, and late-night, daytime and weekend programming for students and the general public
- Promote involvement opportunities to students and student organizations by using creative marketing tactics
- Serve as the primary reviewer and approver of over 900 event requests
- Design, edit, and distribute a weekly newsletter that is sent to all student organization leaders

NODA Graduate Intern, New Student Orientation May 2019 - August 2019
Undergraduate Admissions, Texas State University

- Supervised and managed an Orientation Leader (OL) team of over 30 staff members during daily programs
- Facilitated staff meeting and assisted with team leadership
- Oversaw two student leads that are directly responsible for assisting with integral parts of the New Student Orientation program which include, logistics and program management and event planning and implementation
- Managed first year student evening and nighttime programming
- Navigated crisis response during the New Student Orientation program
- Served as point of contact for New Student Orientation during academic advising and course registration
- Supported the Family and Guest program that operates concurrently with the New Student Orientation program
- Collaborated with the Coordinating Team in planning and implementing a two weeklong OL training

Graduate Intern, Panhellenic Council January 2019 - August 2019
Office of Sorority and Fraternity Life, University of Tennessee, Knoxville

- Coordinated the selection and training of 85 formal recruitment counselors
- Facilitated and created new curriculum focused on StrengthsQuests and The Student Leadership Challenge
- Guided discussions on the Panhellenic sorority experience and recruitment process
- Aided with planning and operating the annual recruitment counselor fall retreat
- Assisted with coordinating the Panhellenic formal recruitment process for over 1,500 potential new members
- Facilitated presentations on "Utilizing Strengths During Recruitment" and "How to Answer Questions"

- Modified and adjusted Potential New Member schedules and withdrawal processes using Campus Director platform
- Analyzed and coded data from Panhellenic formal recruitment counselors survey

Summer Orientation Academic Advisor

May 2018 - July 2018

Arts & Sciences Advising Services, University of Tennessee, Knoxville

- Advised incoming, Arts & Sciences declared majors, Exploratory and Pre-Professional students, at 13 two-day sessions and four one-day advising sessions at New Student Orientation, helping them to select academic courses that followed the College of Arts & Sciences curriculum
- Presented and introduced students to the University's General Education curriculum, academic resources, and academic opportunities and responsibilities
- Utilized Canvas, Grades First and BANNER to confirm student info, clear student holds and follow FERPA regulations

RELATED EXPERIENCE

Kappa Delta Chapter Advisory Board Advisor

July 2018 - Present

Kappa Delta Sorority, University of Tennessee, Knoxville

- Guided the vice president-public relations to develop a strategy for effective public relations for the chapter
- Coached the VP-PR to ensure the chapter is focusing on Kappa Delta's most significant PR opportunities: Shamrock, Girls Scouts, recruitment, International Women's Friendship Month, International Girl's Day and promoting confidence

Vice President, *Public Relations and Alumni Affairs*

November 2018 - December 2019

College Student Personnel Association, University of Tennessee, Knoxville

- Maintained and updated the alumni list through regular contact as well as all CSP social media accounts (Facebook, Twitter, and Instagram)
- Assisted the CSP program with updating the CSPA portion of the CSP Website

Alternative Fall Break Learning Partner

September 2018 - October 2018

Jones Center for Leadership & Service, University of Tennessee, Knoxville

- Supported the Jones Center for Leadership & Service as a staff learning partner for Youth Development Trip in Scottsville, KY
- Facilitated reflection activities and discussions for the trip participants and managed crisis that arose during the trip

INSTRUCTIONAL EXPERIENCE

Course Instructor, [ELPS 350], Coached Leadership Skills

January 2019 - May 2019

Educational Leadership & Policy, University of Tennessee, Knoxville

- Facilitated classroom management, learning assessments, and student evaluations
- Taught a course aimed at providing 85 students interpersonal leadership theories, practice, skill development and application in a supervised collegiate leadership setting
- Created new curriculum focused on StrengthsQuests and The Student Leadership Challenge

AWARDS

Excellence in Civic Engagement Award

December 2017

SROW: Undergraduate Best Problem-Solving Case Study Winner

March 2017

SOAR Award

April 2017

UNIVERSITY INVOLVEMENT & PROFESSIONAL ORGANIZATIONS

Hazing Prevention Team (UTK)

August 2019-Present

Student Leadership Awards Working Group (UTK)

August 2019-Present

Student Programming Allocation Committee (UTK)

August 2018-Present

Homecoming Planning Committee (UTK)

August 2018-Present

Chancellor's Citation Awards Selection Committee (UTK)

January 2019

National Association of Student Personnel Administrators (NASPA)

2018-Present

Association for Orientation, Transition, and Retention in Higher Education (NODA)

2018-Present