

Jessica A. McLeod-Waddell, MEd, MA, CPCC

Athens, GA 30606 • mcLeod.jessica426@gmail.com • 678-951-2563 • <https://www.linkedin.com/in/jessicaamcleod/>

SUMMARY OF QUALIFICATIONS

- **Curriculum Design & Integration:** Experienced in designing and delivering high-impact curriculum across academic and co-curricular settings with a strong emphasis on career readiness and student engagement. Successfully developed an online student worker development curriculum and presented over 40 invited classroom lectures on leadership, career development, and writing. Contributed to first-year writing instruction through course design and pedagogical innovation rooted in NACE Career Competencies. Collaborate regularly with faculty to embed career development into coursework and advise on discipline-specific professional readiness instruction. Led student development programs recognized in regional and national presentations.
- **Training & Supervision Leadership:** Over 7 years of experience supervising and training student employees and interns, overseeing teams of up to 30 individuals. Chair of the UGA Career Center's Student Worker Development Committee, leading strategic planning and implementation of comprehensive training programs. Provided instructional design for onboarding modules, facilitated professional development initiatives, and mentored student leaders in peer education roles.
- **Strategic Communication & Program Development:** Skilled in instructional design, content creation, and data-informed program planning. Developed and assessed multiple student engagement initiatives using tools like Handshake, Qualtrics, and eLearning Commons (D2L). Proven ability to align student training initiatives with institutional goals and learning outcomes.
- **Gallup Strengths:** Strategic, Individualization, Learner, Connectedness, Arranger

EDUCATION

University of Georgia <i>Doctor of Philosophy, English</i> <i>Accepted into program; coursework begins Fall 2025</i>	Athens, GA Expected Start: August 2025
Kennesaw State University <i>Master of Arts, Professional Writing</i> Concentration: <i>Creative Writing</i>	Kennesaw, GA May 2025
Georgia Southern University <i>Master of Education, Higher Education Administration</i> Practicum: <i>Creating a Leadership Development Program: Theory-to-Practice</i>	Statesboro, GA December 2020
University of Georgia <i>Bachelor of Arts, English</i> UGA at Oxford Program Participant	Athens, GA August 2017

RELEVANT COURSEWORK

Learning Theories and Applications, Instructional Design, Multicultural Education, Education Research, College Student Development, Higher Education Law, Technology for Higher Education Leaders, Composition Pedagogy, Sociocultural Influences of Teaching/Learning, Intern Teaching, Exploring Language and Teaching, Critical Issues in Education, Feminist Rhetorics, Research Methods for Writers, Writing for Social Media, Publishing in the 21st Century, Script Analysis

HIGHER EDUCATION EXPERIENCE

University of Georgia – Development & Alumni Relations <i>Assistant Director of Operations and Strategy / Career Consultant</i>	Athens, GA January 2024 – Present
<ul style="list-style-type: none">● Chair the Student Worker Development Committee at the UGA Career Center, spearheading the strategic planning and execution of training initiatives for all student workers, fostering their professional growth, and enhancing service quality through comprehensive development programs.● Serves on the leadership team for the Arch Ready Professional Certificate at UGA, contributing expertise in curriculum determination and assessment initiatives to ensure the program's relevance and effectiveness in preparing students for the professional arena, thereby enhancing their career readiness and success prospects.● Conducts comprehensive yearly research on office operations, including the analysis of platforms such as Handshake and Qualtrics, as well as evaluating student worker support systems and office culture dynamics. Presents findings to	

administration, highlighting trends and proposing innovative solutions to enhance efficiency, effectiveness, and overall office performance.

- Provide ongoing assistance to the College of Family and Consumer Sciences, School of Social Work, and Career Center, consistent with my concurrent role as a Senior Career Consultant.

Senior Career Consultant

May 2023 - Present

- Create an online student worker development curriculum for the Career Center student workers to prepare the student workers as student leaders to excel in their current positions within DAR and future careers through development of practical and interpersonal competencies including the SIC 'EM Values.
- Consult with faculty liaisons in the College of Family and Consumer Sciences and the School of Social Work on career-based curriculum as requested.
- Facilitate the enhancement of internal internship programs by actively participating on two supervisory teams, leading to the purposeful oversight of nine student interns.
- Collaboratively co-chair both the email marketing committee and the social media marketing committee, leading to expanded assistance for career consultants and creative team interns in their marketing initiatives.
- Contribute to the preparation, formulation, and implementation of the 2023 Student Worker Training program by conducting an in-depth analysis of the curriculum and logistics.
- Create an online student worker development curriculum for the Career Center student workers to prepare the student workers as student leaders to excel in their current positions within DAR and future careers through development of practical and interpersonal competencies including the SIC 'EM Values.
- Provide ongoing assistance to the College of Family and Consumer Sciences, School of Social Work, and Career Center, consistent with my previous role as a Career Consultant.

Career Consultant

May 2022 - May 2023

- Coached students in the writing process when creating personal statements and educated students on application materials.
- Supported students through application processes by providing resume critiques, cover letter review, and mock interviews.
- Counseled students on career exploration and job/internship searches in their area of interest.
- Contributed to the Career Center online staff training modules by providing formatting feedback for ELC and curriculum feedback for onboarding training.
- Served on the planning and facilitation team for the Careers + Wellbeing workshop series, resulting in 6 programs with a total of 172 participants focused on educating students on advocating for their wellbeing within their careers.
- Enhanced specialized support within the Career Center by serving on the Pre-Health Team, Professional Development Committee, and Creative Team in addition to participating in the Career Center Internal Mentorship Program as both a mentee and mentor.
- Utilized Qualtrics data to refine monthly newsletters for assigned student populations and assess initiative requirements for data-informed decision-making.

Kennesaw State University – Division of Student Affairs

Marietta, GA

Program Coordinator for Leadership Development

June 2021 - May 2022

- Fostered relationships with members of academic colleges, student affairs departments, and campus partners on the Marietta campus to create comprehensive leadership development experiences for their students.
- Provided 60+ individual and small group leadership coaching sessions using identified leadership models and theories as guides.
- Aided in the curriculum creation and implementation of the online Division of Student Affairs Student Assistant Training program, resulting in a division wide student worker training model focusing on professional and leadership development.
- Created and distributed marketing materials for Leadership Hub including flyers, website, and social media management.

Kennesaw State University – Campus Services

Kennesaw, GA

Convenience Buyer and Concessions Manager

May 2019 - September 2020

- Facilitated leadership development and professional development for a team of 30+ student assistants.
- Drafted, edited, and distributed the student assistant newsletter titled “Paint, Parcels, Peanut Butter Cups” via MailChimp.
- Supervised and trained 30+ student assistants who were responsible for daily operations of 5 concessions stands.

- Co-chaired the Student Employee Experience Committee for Campus Services resulting in training materials for supervisors of student workers.
- Conducted bi-weekly sales report analysis, resulting in data-driven improvements to product ordering processes, enhancing inventory management, and boosting sales efficiency.

Marketing and Event Coordinator

July 2017 - May 2019

- Created and implemented a professional development program for 8 marketing and events student assistants.
- Designed and provided copy for the student assistant training guide.
- Provided copy writing and copy-editing services for written communication efforts made by the marketing team.
- Contributed ideas to concept development, strategic planning, and business operations for the marketing team.

WRITING EDUCATION EXPERIENCE

MP Theatre Group

Athens, GA

Director of New Works

November 2020 - May 2023

- Developed the department of New Works and made companywide decisions as part of the leadership team.
- Orchestrated opportunities for original works to be developed and showcased in a theatrical setting.
- Consulted and coached student playwrights through the workshop process.

Freelance Editor

Marietta, GA

Copy and Content Editor

April 2016 – June 2021

- Advised author on direction of the storyline within a trilogy over a 5-year period.
- Provided copy edits for 3 books within a trilogy over a 5-year period.
- Coached author through copy and content edits for 3 books within a trilogy over a 5-year period.

University of Georgia – English Department

Athens, GA

Composition & Pedagogy Intern

July 2017 - May 2019

- Created a unit focused on blogging in academia for students enrolled in one section of ENGL 1102 utilizing the Blogger platform.
- Lectured weekly for the first section of class on blogging in academia with the supervision and guidance of Dr. Fling.
- Created and monitored assignments for the unit on blogging in academia.
- Communicated with the head professor, Dr. Fling, on curriculum, course assignments, timelines, and grading scales.

CONFERENCE PRESENTATIONS & PANELS

McLeod-Waddell, J. (2025, May). *Designing an Online Asynchronous First-Year Writing Course Rooted in Developing Career Competencies* [Conference Presentation]. Computers and Writing 2025 Annual Conference, Athens, GA.

Brock, M., Johnson, B., **McLeod-Waddell, J.**, Wesnofske, C. (2025, February). *Educate, Empower, and Engage: Building Cohort-Based Community for Career Development* [Conference Presentation]. Georgia Association of Women in Higher Education 2025 Annual Conference, Macon, GA.

Elrath, M., **McLeod-Waddell, J.** (2023, December). *Careers + Wellbeing Webinar Series: Create a space to empower your students' wellbeing in the context of their careers* [Conference Presentation]. SoACE Regional Conference, New Orleans, LA.

Bower, M., King, C., Marshall, C., **McLeod, J.** (2022, March). *Rethinking Student Employee Programs* [Conference Panel]. 2022 ACUI National Conference, Virtual.

McLeod, J. (2022, February). *The 5 Pillars of Professionalism* [Conference Presentation]. Kennesaw State University UP Leadership & Professional Development Conference, Virtual.

McLeod, J., Tesch, J. (2021, November). *Finding the Balance of Operational and Leadership Trainings in a Virtual Platform* [Conference Presentation]. ACUI Region III & VI Conference, Virtual.

INVITED LECTURES & PRESENTATIONS

HDFS 3110: "Career Center Overview"

College of Family and Consumer Sciences, University of Georgia, January 14, 2025.

SOWK Capstone 7500: "Career Center Overview, Cover Letters, and Resumes."

School of Social Work, University of Georgia, February 9, 2024.

SOWK 7170: "Career Center Overview + Q&A."

School of Social Work, University of Georgia, November 14, 2023.

NUTR 2400: “LinkedIn & Networking.”

College of Family and Consumer Sciences, University of Georgia, October 31, 2023.

FYO: “Career Center Overview.”

Office of First-Year Programs, University of Georgia, October 24, 2023.

MANML: “Career Center Overview.”

College of Agricultural and Environmental Sciences, University of Georgia, October 19, 2023.

HDFS 3800: “Career Center Overview.”

College of Family and Consumer Sciences, University of Georgia, October 10, 2023.

NUTR 2400: “Career Center Overview, Resumes, Cover Letters.”

College of Family and Consumer Sciences, University of Georgia, September 26, 2023.

FACS 2000: “Career Center Overview.”

College of Family and Consumer Sciences, University of Georgia, September 12 & 19, 2023.

SOWK 7115: “Resumes, Cover Letters, and Interviews.”

School of Social Work, University of Georgia, August 28 & August 30, 2023.

BSW Capstone: “Career Center Overview.”

School of Social Work, University of Georgia, August 22, 2023.

NUTR 6500: “CV/Resume Workshop.”

Graduate School, University of Georgia, April 13, 2023.

NUTR 4610: “Career Center Overview.”

College of Family and Consumer Sciences, University of Georgia, April 3, 2023.

HDFS 3110: “Digital Identity.”

College of Family and Consumer Sciences, University of Georgia, March 22, 2023.

NUTR 4610: “Overview.”

College of Family and Consumer Sciences, University of Georgia, March 15, 2023.

MSW Capstone: “Cover Letters/Interviews.”

School of Social Work, University of Georgia, March 6, 2023.

MSW Capstone: “Career Center Overview, Resumes, Cover Letters (3).”

School of Social Work, University of Georgia, March 2, 2023.

HDFS 3110: “Goal Development.”

College of Family and Consumer Sciences, University of Georgia, February 28, 2023.

MSW Capstone: “Career Center Overview + Networking/LinkedIn/Cover Letters.”

School of Social Work, University of Georgia, February 27, 2023.

MSW Capstone: “Resumes/Cover Letters.”

School of Social Work, University of Georgia, February 22, 2023.

TXMI 3210: “Online Networking.”

College of Family and Consumer Sciences, University of Georgia, February 21, 2023.

PreOT Club: “Interviews/Personal Statements.”

College of Public Health/Pre-Health Advising, University of Georgia, February 15, 2023.

FACS 2000 (2): “Career Center Overview.”

College of Family and Consumer Sciences, University of Georgia, February 9, 2023.

FACS 2000: “Career Center Overview.”

College of Family and Consumer Sciences, University of Georgia, February 2, 2023.

MSW Capstone: “Career Center Overview, Resumes, Cover Letters.”

School of Social Work, University of Georgia, January 30, 2023.

TXMI 3210: “Resumes, LinkedIn + Networking.”

College of Family and Consumer Sciences, University of Georgia, January 26, 2023.

HDFS 3110: “Resumes.”

College of Family and Consumer Sciences, University of Georgia, January 25, 2023.

HESC 3505: “Networking/LinkedIn.”

College of Family and Consumer Sciences, University of Georgia, January 24, 2023.

HDFS 3110: “Career Center Overview.”

College of Family and Consumer Sciences, University of Georgia, January 18, 2023.

GradFirst: “Interviews/Networking.”

Graduate School, University of Georgia, November 10, 2022.

BSW: “Career Q&A.”

School of Social Work, University of Georgia, November 2, 2022.

NUTR 2400: “LinkedIn/Networking.”

College of Family and Consumer Sciences, University of Georgia, November 1, 2022.

FHCE 3350: “Career Center Overview, Resumes, Cover Letters, and Interviews.”

College of Family and Consumer Sciences, University of Georgia, October 30, 2022.

NUTR 2400: “Resumes.”

College of Family and Consumer Sciences, University of Georgia, September 27, 2022.

FACS 2000: “Intro to Career Center (2).”

College of Family and Consumer Sciences, University of Georgia, September 7, 2022.

FACS 2000: “Intro to Career Center (1).”

College of Family and Consumer Sciences, University of Georgia, September 6, 2022.

SOWK 7115: “Interview Prep.”

School of Social Work, University of Georgia, August 31, 2022.

Social Work: “Resumes, Cover Letters, and Interviews.”

School of Social Work, University of Georgia, August 29, 2022.

FACS Leadership Retreat: “Networking.”

College of Family and Consumer Sciences, University of Georgia, August 26, 2022.

UGA Extension Summer Internship Program: “Resumes & Internships.”

College of Agricultural and Environmental Sciences, University of Georgia, August 25, 2022.

PROFESSIONAL ORGANIZATIONS AND AFFILIATIONS

Professional Association of Resume Writers & Career Coaches, *Member*

Georgia Association of Women in Higher Education, *Member*

Phi Kappa Phi Honor Society, *Member*

National Association of Colleges and Employers (NACE), *Member*

Southern Association of Colleges and Employers (SoACE), *Member*

Association of College Unions International (ACUI), 2022 ILead Facilitator & *Member*

CERTIFICATIONS

<i>Professional Career Coaching</i> , Professional Association of Resume Writers & Career Coaches	May 2025
<i>Foundational Academic Coaching</i> , University of Georgia	May 2025
<i>Career Launch Certified Coaching Training</i> , Career Launch	June 2024
<i>Certificate in Diversity and Inclusion</i> , University of Georgia	May 2024
<i>Handshake Reporting & Analytics Achiever</i> , Handshake	April 2024
<i>Creating Inclusive Content</i> , LinkedIn Learning	October 2023
<i>Bridging the Gap: Your Guide to Equity-Based Leadership</i> , LinkedIn Learning	July 2023
<i>Designing the Learner’s Journey</i> , LinkedIn Learning	May 2023
<i>Career Coaching Intensive</i> , National Association of Colleges and Employers	July 2022
<i>Confronting Bias: Thriving Across Our Differences</i> , LinkedIn Learning	June 2022

SKILLS

Copy Writing	Technical Writing	Editing/Proofreading
Speech Writing	Report Writing	Creative Writing
Student Engagement	Collaboration	eLearning Commons/Desire2Learn
Instructional Design	Active Learning Techniques	Curriculum Development
Student Development Theory	Adaptability	Assessment/Data Analysis
Universal Design	Social Media	Content Creation