



# Fern Howard

CREATIVE PROFESSIONAL

I believe that the work we do should inspire and bring value. We should aspire to be the best we can, in all we do, at all times. I am looking to be a part of a professional team that doesn't take themselves too seriously but gets the job done - creative problem solvers.



## Core Strengths

### Executive Assistant:

Communication Skills | Time Management |  
Calendar Management | Attention to Detail |  
Creative Problem Solving | Content Creation |  
Creativity | Analytical Skills | Networking

### Human Resources:

Training & Development | Recruitment and  
Retention | Compensation & Classification |  
Policy Development | Performance  
Management | Employee Relations | EEO &  
Legal Compliance | Strategic Planning

### Content Creation, Management, & Marketing:

Social Networking | Public Relations | Website  
Design & Management | Digital Analytic Tools |  
Graphic Design Skills | Blogging and Strong  
Writing Skills | Strong Communication Skills

## Contact Details

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Professional page: [www.fernbhoward.com](http://www.fernbhoward.com)

## executive assistant

With over 10 years of organizational, operational, and administrative experience in educational, manufacturing, and research and technology fields, I love the challenges of being an Executive Assistant because of my ability to utilize my organizational skills, as well as my leadership skills in unexpected ways. I am responsible for the overall administrative management and operation of the business by providing leadership in day-to-day functions and services. My position is a dual one: support the President and CEO through various administrative duties, as well as coordinate with colleagues to oversee marketing activities.

## human resources

As a human resources professional, I served as an Administrative Officer of Georgia Southern University, maintaining responsibility for the overall administrative management and operation of the Center and providing leadership in day-to-day functions and services. I have also served as a Human Resources Consultant and adviser for managers in all areas of HR, including development of administrative procedures and policies, recruitment, classification and compensation, client and project quality control, performance and other personnel services, and public relations. Previously, I was the Director of Compensation & Classification, managing all non-faculty employee compensation functions for the University, ensuring that all staff and student employee compensation and classification systems and programs supported the University's mission, goals, and strategic objectives; and remained compliant with all relevant federal and state laws and regulations. Prior to that, as assistant to the Director, I provided direct service and specialized consultation to the administration, management, faculty, and staff in all areas / subject matters pertaining to human resources.

## marketing <sup>and</sup> content management

Marketing and Content strategy is something that I came into in my present position because our company shared a marketing office with the entire university, and we needed direct and sometimes personalized marketing and content strategies for networking and promotional materials. I was put in charge of the company website and all social media sites, where I grew our following and engagement that resulted in higher visibility for business. Content is where I thrive, and I have succeeded at utilizing blog, social, and email content as well as aiding in the distribution newsletter and video content. I can develop and execute content strategies for traditional and digital marketing channels, as well as use analytics to determine the best way to engage users, increase retention, and measure brand awareness. My favorite thing is to create or use existing brands to show a company's strengths across all their social media platforms. Personally, I have been able to build up a video marketing platform for business awareness. My strength is using creativity and art to bring awareness to a company by optimizing their brand and aesthetic.

## academic history

Armstrong State University, Savannah, Georgia

M.ED | ADULT EDUCATION & HUMAN RESOURCES MANAGEMENT

South University, Savannah, Georgia

BACHELOR OF SCIENCE | LEGAL STUDIES