

Jane Pate

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In 2016, I made a big, deliberate career change so that I could help bring the principles of sustainability into practice. I am passionate about this work. It is inspired by growing up on a farm where I learned to love our environment and hate waste.

To make this change, I studied like a fiend to earn my LEED AP ID+C credential, went to HVAC school, and sat for the Fitwel Ambassador exam. This training, coupled with my experience in communications, marketing, management and event coordination, allows me to work in the sustainability field in many capacities--from sales to marketing to project service.

Experience

December 2016 to June 15, 2019

Memphis Regional Office Manager, Entegriety, Memphis, Tennessee

Position eliminated due to company restructuring. Non-compete agreement voided by company.

In this role, I shared the importance of energy efficiency in buildings and operations with the community, current clients (FedEx, Nike, St. Jude Children's Research Hospital and Methodist Le Bonheur) and potential clients. My work included researching projects and opportunities, setting up and attending initial qualification meetings, representing Entegriety at trade shows, attending industry-related meetings, representing Entegriety at OAC and other meetings as needed, and making marketing presentations. I also managed the day-to-day operations of the Memphis office and assisted with the LEED documentation for several projects.

Through this work, I have developed many key relationships and hold many positions that enable me to effectively work in the sustainability community. I sit on the USGBC Tennessee Market Leadership Advisory Board, I am a part of the Team Green Zone reboot group, I serve as Sustainability chair for BOMA Memphis, and I have been named to the newly formed University of Memphis Fogleman College of Business Sustainability Research Board. I also contributed to the Memphis Area Climate Action Plan's Energy Sector recommendations. Other memberships include the Tennessee Advance Energy Business Council (TAEBC) and the Tennessee Valley Authority (TVA) Preferred Partners Network (PPN). I represented Entegriety at AIA Memphis, BOMA Memphis, IFMA Memphis, and Tennessee Renewable Energy Economic Development Council (TREEDC), along with the Bartlett, Millington, Germantown, Dyersburg/Dyer County and Obion County Chambers of Commerce.

August 2013 to December 2016

Digital portfolio of communications work available at www.jane-pate.squarespace.com

Editorial and Design Specialist, University of Tennessee Health Science Center (UTHSC), Memphis, Tennessee

As a member of the UTHSC Marketing and Communications department, I served as editor and designer of the alumni magazines for the colleges of Pharmacy and Dentistry. I also created marketing and admissions materials as assigned, served as a back-up photographer, produced the yearbook, coordinated UT Day on the Hill, made branding presentations to the UTHSC faculty, staff and students, created video productions and assisted with social media postings.

Successes:

- Reviewed all administrative and fiscal policies that relate to communications work and coordinated their update.
- Overhauled the formats for Dentistry and Pharmacy magazines and while doing so established new editorial procedures for the production of the magazines.
- Served as the coordinator for the work group charged with producing the UTHSC Branding Standards and Graphic Identity Guide.
- Received two gold MarCom awards and two gold Hermes awards for my magazine work.
- Was awarded the Imhotep Award by the Student Government Association Executive Council. This is the highest honor UTHSC students can give a staff member, and it is only given in years the students believe someone merits the distinction.

January 2006 to January 2013

Public Information Director and Alumni Coordinator, Dyersburg State Community College (DSCC), Dyersburg, Tennessee

Successes:

- Growth - According to the Fall 2011 Enrollment Fact Book produced by the Tennessee Board of Regents (TBR), DSCC was ranked as its fastest growing institution over the 10-year period from Fall 2001 to 2011. During this time, I developed and implemented a consistent marketing and advertising program and the introduction of graphic identity and branding standards that contributed to this growth.
- Events - I coordinated five fund- and friend-raising golf tournaments, established a regular meeting schedule for the DSCC Alumni Association Board and put into place an on-going program of work. (In October 2012, the DSCC Alumni Association membership presented me with a special Distinguished Service Award for these and other efforts.) I worked in the planning, publicity, and production of many key events, including the TBR meeting on the Dyersburg campus, the college's 40th anniversary celebration, President Karen Bowyer's 25th anniversary celebration, three ground breakings, and three building openings. I also worked with WMC-TV to bring its live weather broadcast and Weather Road Show to DSCC four times and brought the Tennessee Titans Caravan to the Dyersburg campus.

- Communications and IT - I worked on the first and a second complete rework of the college's website, the implementation of the Acalog digital catalog. During 2012, I updated the emergency notification plan used by the college. I was a part of the Rave emergency notification system implementation group and produced a college-wide emergency training program.

Primary responsibilities:

- Planned, organized and executed strong community relations, media relations and marketing programs throughout the seven-county area served by the college.
- Planned and coordinated the program of work for the Alumni Association, including membership recruitment and retention, along with the activities of its board.
- Oversaw the production of all key college publications. More than 200 different printed pieces were produced in 2012.
- Produced and executed both the creative and media plan for college recruitment and retention.
- Worked with different departments to promote specific programs and events.
- Wrote and issued media advisories and press releases. In 2012 alone, this totaled more than 150.

Additional responsibilities:

- Chair of the Communications Emergency Response Team. I wrote our Communications Emergency Plan Book and worked to establish emergency communications procedures.
- College Photographer. I took photos at most college events (over 100 events in 2012) and set up the college's digital photo archives.
- Social Media Coordinator. I monitored and posted to the college's Facebook page and worked with others in evaluating and using social media in appropriate and effective ways.
- Event Planner. I oversaw the planning and set up all sorts of presentations including Chamber of Commerce events, agricultural fairs, academic affairs, dinners and receptions, and seminars.

Instructor. From January 2006 to May 2008, I taught basic writing in DSCC's Developmental Writing program.

July 2003 to December 2005

Jane Pate Vondy Marketing, Advertising and Print Publication, Burlington, North Carolina

I established this business to produce innovative marketing plans coupled with creative work for local clients. With the aid of three employees, I developed long-term strategies, and then executed them through effective communications channels. This included broadcast and print media production and placement, website announcements, print and e-newsletter production and distribution, public relations initiatives, event and trade show planning and set up, and grass roots communications endeavors. My primary clients were Alamance Bank, United Way of Alamance County, Spa Sublime, and Glen Raven, Inc.

August to December 2005

Adjunct Instructor, Elon University, Elon College, North Carolina

I taught speech and rhetoric in Elon's School of Communications.

Education

- Master of Arts in Liberal Studies, Duke University, Durham, North Carolina
- Bachelor of Science in Communications, Advertising Concentration, University of Tennessee, Knoxville, Tennessee
- To satisfy personal interests, I began work toward my certificate in sustainability through the Harvard University Extension School.

Technology

- In addition to SnapCount, Salesforce, Pro-Core, Slack, Trello and Microsoft Office programs, I am proficient in Adobe InDesign and Photoshop. I have worked in the Dataliant planning and reporting, Luminis portal, Acalog and Drupal content management and the Banner ERP systems.
- I have worked in many different types of media production, including print and video.

Certifications

- LEED AP ID+C
- Fitwel Ambassador

Seminars

- Trane Basic HVAC Course
- Adobe Max 2014, 2015
- Emergency Communications
- Social Media
- Paper and the Printed Image
- How to Buy Printing
- Photography
- Proofreading and Editing
- Powerful Presentations

Communications Awards

- Hermes, Gold 2015 and 2016
- MarCom, Gold 2014 and 2015
- CASE
- TCPRA
- PICA

Honors

- UTHSC Imhotep Award
- DSCC Alumni Association Distinguished Service Award