

candyrice

Organizational Leadership Expert

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Skills

Subject Matter Expertise in
Organizational Psychology + Business
Online Curriculum Development
Teaching + Grading (APA Mastery)
Software Training + Assessment
Systems Improvement
Proactive Critical/Strategic Thinking
Student Success-Focused
Digital Communication Professional
Technology Geek (LMS, Video chat, Cloud)
Deadline-Oriented
Effective without Supervision
Adaptable, Change-Oriented
Adobe Creative Suite + Lightroom
eCollege | MS Office | HTML + CSS

Highlights

Quality Matters™ certified to review online college courses
Published author of scholarly, peer-reviewed research on Baby Boomer Recareering
Managed public + media relations for 20-team college athletic department
Coached college volleyball and basketball teams
Proven **small business owner**
College educator for 9 years
Consulted or operated in numerous industries spanning business consulting, marketing, post-secondary education, college athletics, antiques, web + graphic design, photography, and software training
Member of **Golden Key International Honour Society**

Education

PhD in Organizational Leadership | University of the Rockies | Denver, CO | 4.0 GPA | Online
Dissertation: Later-Life Recareering by Well-Educated Baby Boomer Professionals: A Phenomenological Study.
MBA in Leadership | Liberty University | Lynchburg, VA | 3.5 GPA | Online
Bachelor of Arts in Theology | Pillsbury College | Owatonna, MN | 3.5 GPA

Quality Matters™ | Certified Peer Reviewer for online college courses
Master's studies in Instructional Technology, 12 credits | Clarion University | Clarion, PA | 4.0 GPA

Professional Experience

CANDY RICE CONSULTING | Based in San Marcos, TX. Global projects.
Leadership, Strategy, and Organizational Psychology Expert. 2015–Present

Refocused, rebranded, and restarted my consulting practice. The first project was doing leadership advising and strategic planning for a secondary boys' school in Galway, Ireland for 10 months. Other projects have included strategic advice and website design for a genomics-integrated medical practice in Austin and my current project, which includes idea generation, leadership advising, job fit assessment, and special projects for a private school just outside Atlanta. I help organizations optimize challenges, implement change, and plan for the future through leadership coaching and the application of business, marketing, and organizational psychology systems and best practices.

- Conduct organizational audits, coach the President of the organization, develop or revise operations systems, advise marketing and PR efforts, implement change initiatives, and develop multi-year strategic plans for organizational growth
- Springwood School, Alabama | Provide strategic planning for new revenue stream projected to produce more than \$5.3M profit over the next 10 years, with minimal investment. Develop new structure for school leadership.
- St. Mary's College, Ireland | Developed 5-year strategic plan to generate new revenue of more than €2M annually from existing infrastructure. Trained administrators in the use of new technology.

SABBATICAL | Austin, TX

PhD in Organizational Leadership. 2011–2015

Became very sick with Lyme Disease and shut down my consulting practice to focus on staying alive and then regaining my health. Despite my ill health, I began and completed an online PhD in Organizational Leadership, which is all about the psychology of leadership and work. I also continued to acquire new skills and knowledge by doing freelance consulting and design projects.

- Earned a PhD in Organizational Leadership online. Navigated eCollege learning management system and interacted with administration, classmates, and professors through the framework as well as by email and phone.
- Conducted academic research on recareering by Baby Boomers, and published an article about it in the peer-reviewed *Journal of Psychological Issues in Organizational Culture*.
- Consulted with 1 client, built 6 websites, designed 5 logos and 7 book covers, and took senior and business portraits.

ALO, CANDY RICE CONSULTING, INNOVATIVE IMAGEMAKERS (i²), CANDY RICE DESIGN | Denver, CO Business & Marketing Consultant, Professional Photographer, Web & Graphic Designer. 2007–2011

Managed marketing communications for a lead generation company in the construction industry (ALO) until it suddenly went bankrupt. Picked up the pieces and started a website and graphic design company (Candy Rice Design) and began teaching Denver corporate employees at the Community College of Denver. One year later I co-founded an educational association for professional portrait and wedding photographers (Innovative Imagemakers, or i²) and ran both businesses simultaneously for 2 years. Around 2009, Candy Rice Design became Candy Rice Consulting as I took on more business and marketing consulting work and fewer design projects.

- Candy Rice Consulting: Developed revolutionary concierge consulting services for small business owners, delivering a consistent message across all strategic planning, communication development, and marketing efforts.
- Innovative Imagemakers (i²): Planned, marketed, and facilitated 18 hands-on educational events annually across the Colorado Front Range area. Prepared and delivered numerous webinars for professional photographers across the United States.
- Candy Rice Design: Designed and developed numerous websites, designed logos and marketing collateral pieces for print and digital use. Taught 14 courses in Adobe Creative Suite and Social Media for Business at Community College of Denver.
- American Leads Originator (ALO): Steered marketing strategy and wrote copy for direct mail campaign (b2c), related website, and online survey

HIRAM COLLEGE (private liberal arts, NCAA III) | Hiram, OH

Director of Sport Marketing, Sports Information Director, Director of Event Management. 2004–2006

Joined the college as the Interim Office Manager for the athletic department. Rapidly promoted to a 3-responsibility, dual-report position the college created for me.

- Started the college's first sport marketing office, improved home game attendance by 300% and changed perception of the department through promotions, print and digital efforts, innovative use of new technologies such as streaming live radio game coverage online, and superior customer service.
- As the only female Sports Information Director in the state of Ohio, I recalibrated the way game management, statistical coverage, and public/media relations were done for 20 varsity sports and the athletic department, through a ground-breaking student training project that lasted 2 years and involved 16 staff members I hired and trained.
- Project manager for 6 athletics fundraisers and helped produce Commencement and 4 alumni events.
- Balanced \$500K budget and organized most successful fundraiser in department history (profit increase of 300%).

Other Work Experience

CANDY RICE PHOTOGRAPHY | Grove City, PA. Professional photographer. 2001–2003

GREEN MOUNTAIN COLLEGE | Poultney, VT. Senior Woman Administrator, Head Volleyball Coach. 1999–2000

NO SWEAT COMPUTER CONSULTING | Kansas City, MO & Williamstown, MA. Software Trainer & Author. 1999–2000

VATTEROTT COLLEGE | Kansas City, MO. Business Software Instructor. 1997–1998

OWATONNA TOOL COMPANY (SP^x) | Owatonna, MN. Human Resources Generalist. 1996–1996

Publications

Research article in peer-reviewed Journal of Psychological Issues in Organizational Culture, 2015.

Travel article in Otter Tail County magazine, 2014.

Social media article series (coauthor) in Connections magazine, 2010.

Monthly Business & Marketing Newsletters, 2007-2010.

Sport, architecture, product, and portrait photographs in national magazines, 2004-2011.

Human interest feature articles in NCAA News magazine, 2004-2006.

Community Service

Goodwill Industries School Retention Program

Worked with 9th and 12th grade students in Denver public schools. 2009-2010.

Learning Ally Recording for the Blind & Dyslexic

Read and recorded textbooks for hearing-impaired in Austin. 2010-2011.

Achievements

Member of Who's Who in American Colleges & Universities, 1993.

NCCAA All-American in Basketball, 1993.

NCCAA Academic All-American in Volleyball and Basketball, 1993.

Additional Professional Highlights

LEADERSHIP & MANAGEMENT:

- I was the Director of a Sports Marketing program for an NCAA Division III college with 20 varsity sports teams.
 - Started the program from nothing with a zero \$ budget and revolutionized how athletics were viewed by those at the college as well as those in conference (NCAC) schools and the media.
 - Directed all public and media relations for the entire athletic department.
 - Developed and implemented successful marketing strategies in print, digital, and online channels.
 - Interviewed and hired part-time adult professionals and nearly 20 students to assist in both departments. Fired student workers who were not performing.
- Simultaneously, I was the Director of Sports Information for that same NCAA Division III college with 20 varsity sports teams.
 - Created 4 student work teams with team leaders who peer-led, peer-taught their teams with direction from me. Provided work schedules and job descriptions/tasks for the staff of two separate departments.
 - Managed a college football press box, complete with media, catering, and team support.
 - Identified and secured outside halftime entertainment groups for all home football and basketball games.
 - Started an online, live streaming radio service for fans/media unable to attend men's or women's basketball games (including choosing coaches and student-athletes for pre-recorded interviews, post-game interviews).
 - Designed and produced comprehensive media guides for all 20 sports each year, with correct and updated statistics and records. Researched, corrected, and updated institutional records for the 100+ year history of the athletic program.
- I was the Senior Woman Administrator and Compliance Director for an NCAA Division II college.
 - Assisted in institutional self-study efforts during the transition from NAIA to NCAA.
 - Prepared specific training schedules to meet full compliance within a 2-year timeframe.
- I was the Head Coach of a scholarship volleyball program at an NCAA Division II college.
 - Conducted the various activities associated with the role, including recruiting, budget management, logistics management, team building, and psychological/skill development.

CONSULTING:

- I have been an organizational, business, and marketing consultant for 5 years, with domestic and international clients.
 - Advised numerous business owners, ranging from solopreneurs to those with up to 30 employees.
 - Developed strategic marketing plan for prominent antiques dealer in Denver and professional portrait and wedding photographers across the U.S.
 - Provided strategic business planning advice to Hollywood actor and former Assistant U.S. Attorney.
 - Developed best-practice, proven strategies for growing my clients' businesses and improving their marketing (particularly online). Advised them in personnel matters and regarding job fit for their employees.
 - Developed a 5-year strategic plan for a secondary boys' school in Ireland, including a plan for international boarding.
 - Conducted an organizational audit of the entire school and made specific recommendations relevant to each category of the analysis.
 - Provided leadership advice to the Headmaster and helped install new systems.
 - Developed first-ever job descriptions for school leadership positions, including Headmaster, Vice-Headmaster, and Senior Teacher Administrators. Advised the Headmaster in matters related to hiring his replacement as well as other senior leadership replacements.
 - Served as project manager and technology advisor for the strategy, development, and completion of a new school website integrated with a new school app to improve messaging and utility for administrators, teachers, and parents.

EDUCATION:

- **Online College/University:**
 - I earned certification as a Quality Matters™ Peer Reviewer of undergraduate and graduate courses at accredited universities nationwide.
 - I was an online student at both the master's and doctoral levels.
 - I partnered with Tim in developing curriculum for master's and doctoral courses for 2 accredited universities.
 - Provided strategy advice, advice for relating with students, colleagues, and administrators.
 - Provided technology advice for his various projects within 6 universities.
- **On-Campus College/University:**
 - I taught on-campus courses, undergrad and continuing education, for 7 accredited colleges across the U.S.
 - I developed curriculum for 3 colleges, and earned 12 master's credits in Instructional Design.
 - I followed, observed, and helped out for 23 years in Tim's athletics career.
 - As a college student-athlete, I have leadership experience as a 2-year member of the Athletes in Ministry (AIM) Team, 3-year captain for 2 sports each year, and in leading the women's basketball team to the school's only district championship.
 - As a college student, I have leadership experience in the areas of music (member of the traveling music team for 3 years) and class government (2 years).
- **Adult Business Learners:**
 - I taught expensive and lengthy workshops to business owners.
 - I taught on-site software courses at businesses across the U.S.
- **Traditional High School:**
 - I have taught on-campus courses in Theology and Spanish for 1 Christian school.

BUSINESS:

- I started a total of 4 businesses, each with zero \$ budgets. These businesses spanned 5 industries, including business consulting, post-secondary education, web & graphic design, photography (professional association with educational workshops; sports & portraits), and software training.
 - Gained expert-level skills in each of these industries by teaching myself.
 - Planned and developed websites for each business.
 - Designed and produced all print and digital branding and marketing materials.
 - Served as visionary leader, strategic planner, salesperson, bookkeeper, customer happiness officer, marketer, communications director, technology officer, and everything else.
 - Wrote, designed, and produced monthly digital marketing newsletters sent clients.
 - Wrote and maintained 3 blogs.
- I co-founded an association for professional photographers.
 - Wrote, designed, and produced a monthly digital magazine for the association members.