

Shay Jahen Dublin Merritté

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EDUCATION

The Ohio State University

Doctor of Dental Surgery

Masters in Business Administration: Marketing Strategy + Innovation Management

Anticipated May 2024

2011

Washington University in St. Louis

Bachelors of Fine Arts: Communication Design

2009

TEACHING EXPERIENCE

Columbus College of Art and Design, Columbus, OH

2016 – 2017

Adjunct Instructor Business Math

- Co-created curriculum to teach basic math and business principals to art and design students, including tests, quizzes, homework and in class materials.
- Taught twice weekly classes on math and business topics to class of 30 students, graded materials and provided feedback, held office hours once a week

EMPLOYMENT EXPERIENCE

The Ohio State University, Columbus, OH

2016 – 2020

CFAES Knowledge Exchange, **Communications Program Manager**

Drug Enforcement And Policy Center, **Public Engagement Specialist**

Ohio Education Research Center, **Communications Specialist**

Center for Higher Education Enterprise, **Communications Specialist**

- Managed the development and communications efforts of the CFAES Knowledge Exchange and related projects targeting August 2020 launch with a \$3 Million budget.
- Oversaw the development and deployment of the CHEE, OERC and DEPC websites and CHEE app.
- Hired, trained, and managed part-time and full-time communications assistants.
- Designed infographics, publications, press releases, presentations, videos and articles for diverse audiences from national publication to state agencies and intra-university groups.
- Managed centers' social media and email campaigns.
- Responsible for all other creative and communications initiatives.

Pursuit + Christmisc, Columbus, OH

2011 – 2016

Co-Founder + Chief Creative Officer

- Led all marketing, creative and operations activities including brand creation, product development, retail design, operational infrastructure, and e-commerce activities.
- Grew annual revenues from \$0 - \$600,000 in 3 years and \$1,000,000 2 years later through omni-channel marketing strategies.

American Greetings, Cleveland, OH

2011 – 2013

Creative Developer

- Formalized division's innovation practice by creating best practices for user-centered design research methods and toolkits for digital innovation groups.
- Developed and presented monthly white papers and other thought leadership analyzing consumer technology and industry trends to senior management.

Resource (Now IBM iX), Columbus, OH

2011

Social Media Marketing Intern

- Co-created a social marketing playbook presenting best practices for the major and developing social networks, made available to all 400 employees.
- Built interactive innovation commercialization worksheet and developed implementation plan to capture associates' ideas and quickly develop next steps in the commercialization process.

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MILITARY EXPERIENCE

United States Army Reserves 2021 – Present
2nd Lieutenant Attached to Army Medical Professional Management Command

SERVICE EXPERIENCE

Creative Control Fest, Columbus, OH 2015 – 2020
Volunteer Board Member

The Creative Control Fest is an annual series of events in Central Ohio that brings together the creative community that is often overlooked. The goal is to showcase the diversity of race, religion, gender, orientation and more of successful creatives in the Midwest and beyond. As a volunteer board member, I've worked on developing marketing plans for the annual events, setting up before, during, and after events, and coordinating speakers and panelists.

DKMS, Columbus + Cleveland, OH 2013 – Present
Bone Marrow Donor + Donor Registrar

After becoming an anonymous bone marrow donor to a child in 2013, I have organized several donor registration events, including setting up informational tables at events and companies, distributing registration kits and recruiting potential donors, personally registering more than 200 cheek swabs.

The Graham School, Columbus, OH 2014 – 2017
Volunteer Mentor

Mentored several high school seniors who were interested in fashion, design, and entrepreneurship. Every week for a school year we would meet to discuss goals and ambitions and I would train them in job skills relevant to their passions. I would develop projects for my mentees to work on to help put their passions to work and prepare a portfolio for future education and employment after high school.

St.Louis Jewish Muslim Day of Service, St.Louis, MO 2011– Present
Volunteer

The St.Louis Jewish Muslim Day of Service is an annual day of service that takes place on Christmas day for people who do not celebrate the Christmas Holiday but want to embody the spirit of the season and give back to the community. I've participated in a variety of volunteer opportunities over the last 9 years on this day of service from working in a food bank to serving cookies to first responders who have to work on the holiday to delivering welcome packages to recent immigrants.

STUDENT LEADERSHIP

Co-President Alpha Omega, The Ohio State University 2022 – 2023
Treasurer SNDA, The Ohio State University 2022 – 2023
Vice President, SEAD (Service, Education & Advocacy in Dentistry), The Ohio State University 2019 – 2020
President, Innovation Fisher, The Ohio State University 2010 – 2011
VP Marketing, Association of Marketing Professionals, The Ohio State University 2010 – 2011
President, St.Louis AIGA Student Chapter, Washington University in St.Louis 2008 – 2009
VP Marketing , WashU Filmboard, Washington University in St.Louis 2007 – 2009