

Shay-Jahen Dublin Merritté

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EDUCATION

The Ohio State University

Doctor of Dental Surgery

2020 – 2024

Masters in Business Administration: Marketing Strategy + Innovation Management

2009 – 2011

Washington University in St.Louis

Bachelors of Fine Arts: Communication Design

2005 – 2009

DENTAL EXPERIENCE

Mercy Hospital St.Louis, Columbus, OH

2024 – Anticipated finish June 2025

General Practice Resident

- Provided comprehensive clinical dentistry in a private practice setting, with additional training in molar endodontics, implantology, pediatrics, and surgical extraction of impacted 3rd molars.
- Treated patients in the operating room who were under general anesthesia.
- Took dental clinic and hospital emergency department call monthly.
- Had 4 months of external rotations including oral maxillofacial surgery, anesthesiology, emergency medicine, head and neck oncology, psychiatry, and radiology.

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, and 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, DEPC websites, and CHEE app.
- Hired, trained, and managed part 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

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- methods and toolkits for digital innovation groups.
- Developed and presented monthly consumer and technology insight reports 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.

MILITARY EXPERIENCE

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

SERVICE EXPERIENCE

Young Jewish Columbus, Columbus, OH 2021 – 2023

Volunteer Committee Member

Young Jewish Columbus is a group that tries to engage Columbus's Jewish young adults under 40 in activities to build a committee. The volunteer committee comes together monthly to develop and execute volunteer events around the city to benefit the community at large. I specifically found and engaged people who were new to the city to invite them to volunteer events and help them meet new and established members of Young Jewish Columbus.

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 wide variety of creative work being created by diverse populations of 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 – 2020

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.

STUDENT LEADERSHIP

Merchandise Chair- OSU Triathlon Club Team, The Ohio State University 2022 – 2023

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