

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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