

# JILLIAN L. WENBURG, PHD

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## EDUCATION

University of Missouri-Kansas City, Kansas City, Missouri  
**Doctor of Philosophy - Interdisciplinary Ph.D. – English/History** **2009-2015**  
**2015**

University of Nebraska-Kearney, Kearney, Nebraska  
**Master of Arts - English** **2005-2006**  
**Bachelor of Arts - English** **2002-2005**  
Major: English Literature, Minor: Journalism  
Honors: Summa Cum Laude

## EMPLOYMENT

Crux KC

**Client CMO** **March 2024- Present**  
**Client CMO/Senior Account Director** **November 2023-February 2024**  
**Senior Account Director/ Senior Writer** **February 2023-October 2023**  
**Account Director/Senior Writer** **July 2022-January 2023**

- Client CMO managing over 11 clients or \$1 million in revenue with digital spends of up to \$1.2 million
- Serve as day-to-day point of contact for multiple clients and assist in the creation and communication of a marketing strategy to support each client's business goals.
- Manage Account Director/Manager and oversee work from specialty teams
- Create fresh, original blog content as well as leverage use of AI and SEMRush to create SEO blogs.
- Conduct interviews and research additional information to write in-depth case studies.
- Compose compelling and effective website copy.
- Work with the Crux digital team to create social media content for a variety of clients and online platforms.
- Create compelling marketing copy in alignment with brand positioning and messaging.
- Write and edit press releases and pitch stories to mainstream media outlets and trade publications.
- Develop and maintain relationships with journalists and editors on a local and national level, as appropriate.
- Seek publicity opportunities, including distributing company news, scheduling media interviews, or setting up speaking engagements.
- Assist in the preparation of award submissions, including writing and editing.
- Produce multimedia content (videos, slideshows, infographics, presentations, etc.) to promote client services and events.
- Optimize content using SEO best practices and stay updated with industry trends.
- Track multiple clients' retainer allotments and vendor budgets.

Park University, Parkville, Missouri

**Interim Director of Digital Learning** **October 2021-July 2022**

- Project management for online courses at Park University. Implemented scheduling; consultant on courses.
- Oversaw course management for three colleges and designed courses to meet faculty needs.
- Implemented design sprint development process and spearheaded Faculty Assisted Design process.
- Created training programs regarding process and programs.
- Liaison to Academic Affairs, Library, textbook publishers, and Faculty Administrative Support Team.
- Developed efficient after-action reporting for course development.

Park University, Parkville, Missouri

**Independent Contractor- Instructional Designer**  
**Instructional Designer**

**January- September 2023**  
**2020- July 2022**

- Developed courses for online instruction, completed maintenance on existing syllabi, and participated in campus education about online design.

Fort Lewis College, Durango, Colorado

**Assistant Professor – English Department**  
**Lecturer- Writing Program**

**2018- 2020**  
**2011- 2018**

- Developed course syllabi, participated actively in department and college service.
- Developed hybrid and online courses.

Rural Designs, L.L.C., Kansas City, Missouri

**Owner, Creative Director, Designer**

**2007-present**

- Owner of graphic, publication, and website design business.
- Completes press releases, marketing, grant writing, web design, and copy editing. Maintains all websites, server space, domain registration.
- Customer service and marketing expertise.

## **TECHNOLOGY AND SKILLS**

Adobe Creative Suite including Photoshop and Dreamweaver

Adobe Spark/Adobe Creative Express

Articulate Rise

Articulate Replay

Blackboard LMS

Camtasia

Canvas LMS

EdPuzzle

Genial.ly

Google Applications

HubSpot (Sales, Marketing, and CMS hubs)

Jasper AI, Gemini

MS Office including Word, Outlook, Excel and PowerPoint

PowToons

SEMRush

WordPress

## SELECTED PUBLICATIONS

“Come Together, Right Now: Online Classroom Community”  
Paper presentation at the Pop Culture and American Culture Association  
*Education Panel*

**April 2022**

Mari Sandoz’s Research and Writing Methodology  
Mari Sandoz Symposium, Lincoln, Nebraska

**September 2021**

“Informed Practice to Foster Community in the Digital Classroom”  
Educational Technologies, Summer Institute on Distance  
Learning and Instructional Technology (SIDLIT)

**July 2021**

“Don’t Mind If You Won’t Find My Work Salable—I Won’t”:  
Mari Sandoz’s Research and Writing Methodology,  
Paper presentation at the Pop Culture and American Culture Association  
American Literature Panel

**June 2021**

“Retrain your Brain: Use of Mindfulness Tools for Improved Health”  
Kansas City Professional Development Council, Kansas City, MO

**May 2021**

## LINKS TO PREVIOUS WORK

- [RURALDESIGNS.COM](http://RURALDESIGNS.COM)
- [JILLIANWENBURG.COM](http://JILLIANWENBURG.COM)

## CERTIFICATIONS & TRAININGS

C-Suite Executive Training  
Google Educator Certificate  
CPR Certified  
QPR Certified  
Yoga Teacher Training, RYT-200 certification, Vimana training

**January 2023- June 2023**  
**July 2021**  
**current through March 2025**  
**through January 2025**  
**Summer 2014, 2015**