

# JASON W. KARPf

## Adjunct Instructor

Public Relations • Marketing • Communication • Nonprofit Management

805-558-9000 • jason@jasonkarpf.com

### SUMMARY

- Extensive background in adult learning and online education.
- 10+ years experience as university lecturer, on-campus and online.
- 20+ years experience in public relations, marketing, communication and writing.
- Winner, Award of Excellence, Public Relations Society of America, Los Angeles chapter.
- Four-time champion on TV game show “Jeopardy!”

### ACADEMIC EXPERIENCE

#### Adjunct Instructor

#### Multiple Colleges/Universities, 2011-Present

Teaching and developing courses in PR, marketing and communication. Teaching or taught recurrent sections of listed courses. Schools include Azusa Pacific University—University College, Golden Gate University, LeTourneau University, Mid-America Christian University, North Central University, Northwest Nazarene University, Southern New Hampshire University, Southwestern College, UC Santa Barbara Extension, University of Denver—University College, Washington State University.

- ADV263, Advertising Copy and Design
- BSAD394, Marketing
- BSNS3223, Business Communication
- BSNS3510, Principles of Marketing
- BUAD2503, Business and Professional Communications
- BUS225, Introduction to Entrepreneurship
- BUSI4333, Grant Writing
- BUSI4343, Fundraising
- COMM220, Public Speaking
- COMM425, Principles of Advertising
- COMM433, Freelance Writing
- COM301, Professional Communication
- COM227, Public Relations
- COM452, Public Relations Campaign Planning Seminar
- COMM105, Introduction to Public Communication
- COMM1113, Fundamentals of Public Speaking
- COMM2803, Writing for Mass and Social Media
- COMM3233 Law and Ethics for Public Relations
- COMM3603, Media Effects
- COMM4145, Writing for Public Relations (Master’s level)
- COMM4150, Reputation Management (Master’s level)
- COMM4326, Digital Campaign Management (Master’s level)
- COMM4327, Writing for the Web (Master’s level)
- HCAD6541, Marketing for Healthcare Nonprofits (Master’s level)

## **ACADEMIC EXPERIENCE, Cont.**

- HCMG4333, Marketing Healthcare Services
- HES4000, Healthcare Organizational Management
- LEAD300, Leadership Communication
- MAN105, Marketing
- MAN333, Advanced Marketing
- MAR1011, Introduction to Marketing
- MBA6300, Strategic Marketing for Healthcare Organizations (Master's level)
- MBAC6303, Marketing Management (Master's level)
- MGMT4403, Marketing Concepts and Applications
- MGMT5233, Marketing Analysis and Strategy (Master's level)
- MKT113, Introduction to Marketing
- MKT226, Services Marketing
- MKTG3773, Marketing Principles
- MKTG506, Marketing Strategy (Master's level)
- MKTG561, New Product Marketing (Master's level)
- MRKT110, Principles of Marketing
- MRKT319, Principles of Marketing and Advertising
- MRKT350, Salesmanship
- PR320, Contemporary Public Relations (Master's level)
- SPC2300, Fundamentals of Interpersonal Communication
- X409.65, Principles of Marketing

### **Faculty Team Lead**

#### **Southern New Hampshire University, 2013-2014**

Guided and supported assigned team of online instructors. Critiqued classroom presence and communication. Mentored faculty toward achieving expectations. Addressed instructional and technical issues. Acted as liaison between instructors and administration.

### **Course/Program Developer**

#### **Multiple Colleges/Universities, 2011-Present**

Creating and revamping courses; writing syllabi and selecting textbooks and materials. Serving on task forces to develop degree/certificate programs. Schools include LeTourneau University, Southern New Hampshire University, University of Denver. Courses include:

- ADV263, Advertising Copy and Design
- BSNS3220, Business Communications
- BSNS3510, Principles of Marketing
- COM452, Public Relations Campaign Planning Seminar
- COMM2113, Media, Culture and Social Influence
- COMM2803, Writing for Mass and Social Media
- COMM3233 Law and Ethics for Public Relations
- COMM4150, Online Reputation Management (Master's level)
- COMM4327, Writing for the Web (Master's level)
- HCAD6541, Marketing for Healthcare Nonprofits (Master's level)
- HCMG4333, Marketing Healthcare Services (Master's level)
- MBAC6303, Marketing Management (Master's level)
- MKTG3773, Marketing Principles

## **Guest Lecturer**

### **Multiple Colleges/Universities, 2004-Present**

Lecturing to public relations and marketing classes at colleges and universities. Presenting on-ground and online (live and asynchronous). Judging students' final projects. Schools include Cal State Channel Islands, Cal State Northridge, Pepperdine University, University of Denver.

## **WORK EXPERIENCE**

### **JASON KARPF—St. Michael, MN**

#### **Independent Consultant, 2017-Present**

Serving nationwide clientele as nonprofit/PR/marketing consultant. Services include grant writing, strategic planning, media relations, social media, marketing communications, Web content.

### **HOPE 4 YOUTH—Anoka, MN**

#### **Director of Development, 2017**

Oversaw fundraising for this nonprofit dedicated to eliminating youth homelessness in the north metro suburbs of the Twin Cities. Managed portfolio of corporate, individual, foundation and government donors. Conducted presentations and participated in task forces. Supervised development staff.

### **AMERICAN RED CROSS—Camarillo, CA (2014-2017)**

#### **Director, Donor Development, 2017**

Managed blended portfolio of individual donors, corporations and foundations. Developed and executed ongoing strategy for qualifying donors through extensive donor discovery. Retained and grew donor contributions as well as recapturing previous donors. Collaborated with other departments and development staff at national office to create customized solicitation strategies. Conferred with members of regional development team to escalate identified prospects to solicitation level. Maintained donor records in region and/or district database (Salesforce.) Participated in disaster relief fundraising projects including Hurricane Harvey.

Additional duties:

Grants—Served as regional grant specialist, developing chapter, regional and inter-regional grant proposals. Conducted stewardship and reporting duties on awarded grants.

Board Relations—Worked with executive director in recruiting new board members. Served on board development committee. Guided board members in development activities including fact-finding, networking and proposal development.

#### **Director, Foundation Relations, 2014-2017**

Managed foundation portfolio and developing fundraising strategies. Researched foundation prospects to identify grant opportunities. Assessed regional programs to determine alignment with grantmaker goals. Coordinated with regional development team, divisional development specialists, and other departments to develop and implement grant seeking programs. Upon receiving grants, oversaw relations with grantmakers, reporting grant implementation and program outcomes.

#### **Regional Communicator, 2014**

Directed external and internal communications for three-county region. Created and implemented integrated marketing communication campaigns encompassing public relations, social media, advertising, direct marketing, digital marketing, multimedia, executive communications, staff/volunteer communications. Managed disaster public affairs.

### **JASON KARPF—Thousand Oaks, CA**

#### **Independent Consultant, 2008-2014**

Served nationwide clientele as PR/marketing communications consultant. Services included strategic planning, media relations, social media, marketing communications, Web content.

**PROSPECT MORTGAGE—Sherman Oaks, CA**

**Assistant Vice President, Marketing Communications, 2007-2008**

Executed internal and external communications duties for this national lending company. Conducted marketing training for new hires. Wrote/edited multiple internal publications.

**MUSTANG MARKETING—Thousand Oaks, CA**

**Director, Strategic Marketing, 2004-2007**

Created strategic plans and written deliverables. Supervised all public relations services. Performed business development for company. Major accounts included J.D. Power, Santa Barbara Zoo.

**TELLEM-GRODY PUBLIC RELATIONS—Los Angeles, CA**

**Vice President, 2003-2004**

Created strategic plans and written deliverables. Performed media relations. Major accounts included Santa Barbara DA's office, the Michael Jackson trial. Received Award of Excellence, PRSA-LA.

**CAPSTONE TURBINE CORPORATION—Chatsworth, CA**

**Communications Specialist, 2001-2002**

**PATRICK MARKETING GROUP—Calabasas, CA**

**PR Account Manager; Marketing Communications Consultant, 2000-2001**

**PRUDENTIAL CALIFORNIA REALTY—Thousand Oaks, CA**

**Marketing/PR Consultant; Trainer; Sales, 1996-2000**

**EDUCATION**

**UNIVERSITY OF DENVER**

Master of Professional Studies: Organizational and Professional Communication, PR/Marketing specialty

***Achievements***

- Commendation for 4.0 GPA

**UNIVERSITY OF PHOENIX**

Bachelor of Science: Business/Marketing

**LOS ANGELES PIERCE COLLEGE**

Associate of Arts: Liberal Arts and Science; emphasis, Business Administration

**PURCHASE COLLEGE, STATE UNIVERSITY OF NEW YORK**

Certificate: Nonprofit Management

**GROVE SCHOOL OF MUSIC**

Certificate: Composing and Arranging

**List of Published Works Available Upon Request.**