

KAREN CHENOA SERGENT

PO Box 1095, Norris, Tennessee | 662-574-8380

karenchenoa@gmail.com | www.linkedin.com/in/karenchenoa/ | www.chenoacreative.com

CAREER SUMMARY

Creative Content Specialist • Art Director • Communication Director

- ***Experienced and strategic design leader, multimedia artist, educator, and visual storyteller with 20 years of experience who uses my skillset to build creative teams and transform content into conversations.***
- *Hardworking team lead who is agile and creative with strong coaching and advocacy instincts that drive success.*
- *Skilled in executing multiple complex projects alongside high-impact partnerships and initiatives that support broader short and long-term brand strategies.*
- *Award-winning design professional with global awareness and proven successes leading in diversity, equity, and inclusion enhancements.*

AREAS OF EXPERTISE

Top Gallup Strengths: Strategic, Achiever, Relator, Arranger, Futuristic

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|----------------------------|-----------------------------|--------------------------|
| ▪ Brand Management | ▪ Engagement Specialist | ▪ Project Management |
| ▪ Communication Strategy | ▪ Graphic Design | ▪ Social Media Marketing |
| ▪ Content Strategy | ▪ Instructional Design | ▪ Strategic Leadership |
| ▪ Creative Direction | ▪ Leadership Development | ▪ Team Building |
| ▪ Creative Team Management | ▪ Organizational Management | ▪ UI / UX |
| ▪ DEI Leadership | ▪ Photography / Videography | ▪ Writing |

EDUCATION

Master of Art, Graphic Design

Savannah College of Art and Design, Savannah, GA

Award-winning portfolio and community engagement work.

Bachelor of Science, Communications

Mississippi University for Women, Columbus, MS

Dual-focus on journalism and public relations with a minor in history.

Continuing Education Courses

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| ● Addressing Unconscious Bias as a Leader | ● Ken Blanchard on Servant Leadership |
| ● Coaching Skills for Leaders and Managers | ● Leadership Foundations: Leadership Styles and Models |
| ● Critical Thinking | ● HighEd Web Leadership Academy |
| ● Transformational Leadership | |
| ● Leadership Foundations | |

CERTIFICATIONS

- Search Engine Optimization (SEO) – UC Davis
- UI / UX Design Specialist - California Institute of the Arts
- Salesforce Sales Operations Specialist – Sales Force Path Stream
- Certified Journalism Educator – National Journalism Educator Association

TECHNICAL SKILLS

- The full Adobe Creative Suite: Photoshop, InDesign, Illustrator, Premiere Pro, Dreamweaver, Acrobat, XD, more.
- Macintosh and PC (Macintosh primarily)
- Microsoft Office Suite: Word, Outlook, PowerPoint, Excel, Office 365, SharePoint, Teams
- Google Applications: Docs, Sheets, Analytics, Data Studio, Classroom, Slides, Analytics
- Other: Studio Arts, Photography, Videography (Nikon/Canon digital SLR/35mm), HTML, CSS, WordPress, Salesforce, Articulate, UI, UX

ADDITIONAL ATTRIBUTES

- Knowledge of printing processes and techniques
- Knowledgeable of accessibility standards
- Well-versed in communication best practices
- Demonstrated ability to serve as a knowledgeable resource to leadership
- Effective communicator

PROFESSIONAL EXPERIENCE

Chenoa Creative, Southeastern USA

Jan 2005 – present

My community outreach and creative freelance business.

Freelance Art Director and Graphic Designer

Owner and founder. This is my freelance passion project, where I use my unique skillsets to support the communities I live, work, and play. I offer creative direction and strategic content consultation, as well as studio and media arts services. (Please see the community service section of my resume for examples of projects and scope).

The University of Tennessee Extension, Family and Consumer Science, Knoxville, TN

April 2018 – Oct 2022

The research-based outreach arm of the University of Tennessee

Creative Content Specialist (Extension Specialist, Information Technology and Communications)

Served as lead for the Creative Content Team and was charged with developing a comprehensive communication strategy that promotes the collective impact story of programs while also strengthening the internal communication systems and workflow in a replicable, measurable, and manageable way.

- Streamlined production processes through the implementation of a project management system across multiple internal teams and executive managers.
- Restructured the internal SharePoint resources site for enhanced user experience while bringing decades of materials up to date with a refreshed design and branded materials.
- Structured and implemented a complete external website rebuild moving from SharePoint to a custom WordPress environment while coordinating alongside Institute technology and marketing teams.
- Provided design and creative oversight to all departmental program brand development, marketing materials, and educational elements from concept to completion.
- Collaborated with executive leadership and campus partners to establish marketing and communication strategy, define objectives, and measure the success of internal and external programs and initiatives.
- Hired, trained, evaluated, and mentored Creative Content team members and worked with them toward professional development opportunities.
- Develops and maintains team and project budgets while determining resource allocation for team personnel, funds, paid marketing, and equipment.
- Effectively addressed and met the unique needs of each community culture, socioeconomic experience, and educational level represented by the people in each of the 95 serviced counties across Tennessee.
- Design and maintain high-quality print, web, and social interfaces, templates, and tools while staying informed of best practices and trends.
- Oversight and guidance of multimedia and E-learning initiatives focused on developing advanced e-learning technologies designed for statewide and nationally available modules.
- Facilitation and establishment of learning opportunities for staff, leadership, and partners. Served as a leader facilitating statewide conferences and professional development in communication, technology, and graphic design. Serve as communication, design, and IT expert for regional and state workshops, retreats, webinars, and programs.

Heritage Academy, Columbus, MS

July 2009 - July 2010, July 2013 - July 2017

*Advanced preparatory school. *(the gap was spent doing freelance creative work at home after the birth of twins)*

Visual and Media Arts Instructor and Program Director

Developed and led a full-scale, award-winning visual and media arts program supported by in-house, student-led retail management and marketing efforts.

- Created visual arts curriculum and coursework, including ceramics, drawing, painting, printmaking, fiber arts, mixed media, design fundamentals, art theory, and art history.
- Ideated, structured, and led the media arts program, Heritage Academy Media (HAM), including journalism, graphic design, videography, and photography skills development using industry-level design software and practices.
- Began a digital WordPress newspaper and led more than 140 student journalists on multiple projects with tight deadlines and careful scheduling considerations.
- Facilitated the creation of yearly content management and governance plans for a student-led newsroom (lab) while leading discussions on story development, content deployment methods, and collaboration methods.
- Created and implemented social media practices while guiding students in reporting and posting as professionals.
- Established an advanced videography production after school program focused on advanced digital storytelling techniques, filming techniques, and advanced editing and production practices.

International Expeditions, Helena, AL
Global tourism and voluntourism company
Art Director

Oct 2007 – Feb 2009

Oversight and development from start to finish of sophisticated, impactful designs to support brand leadership in marketing and advertising on an international stage.

- Implementation of the new company website and branding elements across multiple print and digital formats.
- Conceptualized, designed, and handled pre-production of printed and electronic marketing materials, including email marketing, website, brochures, catalogs, advertisements, and internal and external branding.
- Designed advanced e-marketing materials, including the necessary back-end technologies required for them to track and perform high-level marketing analysis.
- Created adaptable content that adjusts to represent the unique nature and cultures of international destinations and audiences while clearly explaining complex itinerary structures across global destination guides, catalogs and digital marketing platforms.
- Experienced nature traveler, visiting destinations to experience, photograph, and capture traveler stories, culture, and nature involved in expeditions. Select pictures and content creation published in the Galapagos destination guide, the annual travel catalogs, and the website.
- Conducted research to stay informed on issues related to international travel, nature, and culture globally.
- Managed additional design professionals who assisted with deadlines and workload.
- Facilitated a working library of images from around the world representing multiple photographers, destinations, wildlife, and cultures.
- Maintained proficiency in electronic publishing and awareness of publishing techniques, leading to efficiency improvements.

Clark Creative, Savannah, GA
Boutique Graphic Design Agency.

Oct 2006 – May 2007

Business Manager and Graphic Designer

Provided graphic design assistance on a range of digital and print client projects. Performed overall business management services, including customer service, public relations, and account management.

Scuba Diving Magazine, Savannah, GA
International magazine focused on scuba diving adventures.

Jan 2006 – April 2006

Interim Assistant Art Director

Responsible for the layout and design of Scuba Diving Magazine and their annual Dive Into Adventure catalog. Including conceptualizing page layout, choosing and editing images, and advertisement placement.

Columbus First Methodist, Columbus, MS
Local Christian Church

July 2003 – Aug 2005

Communications Director

Public Relations role, responsible for marketing and media relations, creating publicity materials and promoting special events and programs. Copywriter and designer for publications, press releases, advertisements, and web pages. Served as a liaison for division leaders. Managed teams of volunteers and graphic design interns.

WEBSITE EXPERIENCE

Including steps from concept to completion: governance, branding, marketing, content design and development.

- FCS.Tennessee.edu
- SkillUp.Tennessee.edu
- TAFCE.tennessee.edu
- FCS.Tennessee.edu/PFTT
- FCS.Tennessee.edu/matter-of-balance
- FCS.Tennessee.edu/MFFHW
- TEAFCS.Tennessee.edu
- PROMPT.Tennessee.edu
- HealthyFamilies.Tennessee.edu
- Afterschool.Tennessee.edu
- PBforMD.Tennessee.edu
- LeadEdu.Tennessee.edu
- PSEChange.org
- SelfHealth.Tennessee.edu
- SNAPET.tennessee.edu
- VoteforthePig.Tennessee.edu
- WalkAcrossTN.org
- ChenoaCreative.com
- JenniferJordanofficial.com
- IETravel.com
- ColumbusFUMC.org

PREVIOUSLY MANAGED SOCIAL MEDIA CHANNELS

UT Extension FCS: @utextensionfcs, #utextensionfcs

LinkedIn, Twitter, Facebook, Instagram, TikTok, YouTube, Pinterest

Also, manage social recommendations and coordination for 95 county state Extension offices.

AIGA Knoxville: @AIGAknoxville

Facebook, Twitter

Skill Up Tennessee: @SkillUpTN

Facebook

RECENT AWARDS AND HONORS

National Awards:

First Place: Social Media Education; NEAFCS 2022

Second Place: Social Marketing Series; NEAFCS 2022

Third Place: Video/Television; NEAFCS 2022

Third Place: Social Media; NEAFCS May 2021

Silver: Scholarly Poster; ACE April 2021

Bronze: Logo Design; ACE, Apr 2021

Bronze: Marketing Communications Campaign with Budget of \$1k or Above; ACE, Apr 2021

Regional Awards:

First Place: Social Media Education; TEAFCS 2022

Second Place: Social Marketing Series; TEAFCS 2022

Diversity Team Award: UCDA Affinity Group; TN ESP Omega Chapter, 2021

First Place: Video Series; TEAFCS, Feb 2021

Award of Appreciation: logo design; ESP: Tennessee Omega Chapter, Dec 2020

RECENT NATIONAL CONFERENCES AND WORKSHOPS

Sergent, K., Bates, M., Towman, J. & Pickett, C. Cultural Competency Across Extension - *A Roadmap for Administrators*. Presentation at the Extension Leadership Conference, Joint Council of Extension Professionals, Virtually (2022)

Sergent, K., Bowers, A., Urban and Culturally Diverse Audiences Affinity Group Charter and informational presentations. Epsilon Sigma Phi National Conference, Savannah, GA (2021)

Sergent, K., Bowers, A., Madhosingh-Hector, R. & Bates, M. *Rethinking the Extension Toolbox – A Focus on Culturally Diverse Audiences*. Session presentation at the Extension Leadership Conference, Joint Council of Extension Professionals, Virtually (2021)

AFFILIATIONS

Professional Affiliations:

AIGA Knoxville (soon to be AIGA Tennessee), VP and Educational Chair
Professional Organization for design

Epsilon Sigma Phi (ESP)

Honorary Extension Professionals Organization

- National Marketing Committee
- National Urban and Culturally Diverse Audiences Affinity Group, Engagement Chair (former co-chair)
- National Web Design Committee
- Omega (Tennessee) Chapter Board Member, Engagement Chair

National/Tennessee Extension Association of Family and Consumer Sciences

The main organization for Family and Consumer Sciences as a profession.

Community Affiliations:

United Way of Knoxville, Information and Technology Committee

Promotes health, education, and financial stability of every person in every community.

RECENT GRANT ROLES AND PARTNERSHIP RESPONSIBILITIES

Department of Health and Human Sciences:

- Administration on Community Living (Matter of Balance) May 2021
- Chronic Disease Program, May 2021
- SNAP-ED (Tennessee Nutrition Consumer Education Program), April 2018
- Suicide Prevention, 2021

HHS - CDC - Centers for Disease Control and Prevention:

- Tennessee Extension Vaccine Education and Outreach Project, 2021-present
- EXCITE Vaccinate with Confidence, June 2021

HHS - Administration on Community Aging:

- Community Aging Initiative, 2020-present

USDA National Institute of Food and Agriculture:

- Preventing Rural Opioid Misuse Through Partnerships and Training (PROMPT TN), 2019-present
- Time to Talk: Facilitating Cost of Care Conversations, 2020-present

Tennessee Department of Labor:

- SNAP Employment and Training (SNAP ET/SKILL UP Tennessee), 2018-present

Robert Wood Johnson:

- Well Connected Communities, 2019-present
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RECENT COMMITTEE EXPERIENCE

THE UNIVERSITY OF TENNESSEE INSTITUTE OF AGRICULTURE:

Representing UT Extension:

- **Extension Strategic Plan Implementation (2022-2025)**,
 - Goal Team: Fostering greater engagement of diverse communities
- **Visibility Committee**, standing member and state representative
 - Storytelling sub-committee

Representing the Department of Family & Consumer Science:

- **Marketing Committee**, standing member
- **Professional Development Conference 2023**
- **Publications and Peer Review Committee**
- **Supervisory Retreat 2022**, chair
- **Technology and Innovations Leadership Team**, chair
- **Web/IT Committee**, standing member

COMMUNITY EXPERIENCE

Examples:

The Mississippi School for Mathematics and Science, Columbus, MS

Ranked #6 public high school with the #1 ranked faculty in America.

Freelance Art Director and Graphic Designer

I created an alum magazine from concept to completion to drive interest in the school, increase alum relations and establish a more extensive alum database. I serviced the magazine through its 5th year, building a readership of over 75,000. I also worked to streamline their social media presence and created numerous branding and marketing materials.

The Magic City Blues Society, Birmingham, AL

An all-volunteer nonprofit membership association dedicated to the preservation and performance of the blues.

Engagement Specialist and Board Member

Established a branded printed and digital newsletter to promote and bring in blues musicians to the area. The newsletter also supported blues education and general awareness of blues as the first American form of music. I photographed musicians, performances, and venues and traveled to blues festivals and events to capture the heart of this musical art form and bring to life the stories of the living blues legends while we still could. I also sketched a series of charcoal renderings of blues artists that have been sold and auctioned around the southeastern USA.

America's Second Harvest, Savannah, GA

Leader in the effort to end hunger and improve lives.

Photojournalist

Partnered to create a book that juxtaposed realities and assumptions surrounding Savannah's homeless living in tent communities. I was allowed trusted access to photograph the residents and ask questions about who they were, why they were there, and if they would be interested in leaving or why not. The book was printed and freely distributed across Chatham County, Georgia, effectively raising awareness of the realities of these personal experiences and the legalities they faced. This book established a conversation that led to the development of a place for the homeless to groom and have access to phones and computers in a first-step effort to create dignity when applying for work. Additionally, it helped to create more beds in the area to better meet the needs of the homeless.