

# KAREN CHENOA SERGENT

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## Career Summary

- **Strategic:** Expertise in leveraging data-driven insights to develop forward-thinking content strategies that align with long-term organizational goals, reflecting a deep understanding of market trends and opportunities for innovation.
- **Achiever:** A proven track record of executing complex projects and initiatives, transforming ideas into measurable successes through dedication and a results-oriented approach.
- **Relator:** Builds strong, empathetic relationships with team members and stakeholders, focusing on user-centric design to enhance manageability and engagement in technology tools and content.
- **Arranger:** Skilled in orchestrating resources and team dynamics to optimize productivity and efficiency, adept at managing change and facilitating cross-functional collaboration for project success.
- **Futuristic:** Visionary in driving initiatives that promote diversity, equity, and inclusion, with a commitment to creating content and strategies that anticipate and shape future trends and needs.

## Professional Experience

**The University of Tennessee**, Knoxville, TN *(March 2023 – Present)*

**Digital Content Strategist**, *Office of Communication and Marketing*

- Pioneered a campus-wide digital transformation by spearheading the strategic development, coordination, and launch of the University of Tennessee Knoxville's inaugural intranet.
- Fostered an environment of collaboration and innovation across 46 academic and administrative units, ensuring alignment and integration of efforts between the Office of Communications and Marketing and the Office of Innovative Technology, significantly enhancing cross-departmental cooperation and content management processes.
- Implemented project management and content strategy practices, contributing to an enhanced digital environment that supports the university's mission and operational objectives.
- Successfully launched the intranet to an audience of 24,000, with early analytics indicating strong initial engagement and interest across campus. Spearheaded the project over an ambitious 12-month timeline to completion, highlighting effective strategy, planning, and execution.

**The University of Tennessee**, Knoxville, TN *(April 2018 – Oct 2022)*

**Creative Content Specialist**, *Department of Family and Consumer Sciences*

- Developed and implemented a comprehensive digital transformation strategy, including creating a custom intranet for internal communications, and connecting Extension staff and agents across all 96 counties in Tennessee. This platform housed an extensive range of educational resources. Collaborated with faculty subject matter experts to transform their curriculum into accessible learning sets available digitally, in print, and through hybrid formats, significantly enhancing the educational outreach and accessibility of Extension programs.
- Led the development and execution of an external WordPress site, providing pivotal resources in five key knowledge areas: home, health, finance, nutrition, and family.
- Spearheaded the creative and communications strategies for multiple federal and state grant-funded initiatives, ensuring cohesive branding and effective marketing across all platforms. Managed the lifecycle of diverse projects, from ideation to execution, demonstrating exceptional project management and strategic planning skills.
- Oversaw the management of 19 websites and 8 social media accounts, leading to marked improvements in online presence and user engagement.

- Directed the creative and technical development of web and print packages, elevating program identities and ensuring consistent branding across all media.
- Mastered editorial content, delivered writing and editing projects, and led the creation of visual narratives through videography and photography, enhancing digital storytelling and audience engagement.
- Developed innovative e-learning modules, adapting in-person learning activities to digital formats, and executed targeted email marketing campaigns to reach and engage diverse audiences effectively.

**Southern New Hampshire University**, Global/Online

**Adjunct Faculty – Graphic Design and Media Arts UX/UI** (*March 2023 – Present*)

Educate and mentor students in cutting-edge design principles and technologies, emphasizing UX/UI and web development, preparing them for real-world applications, and reinforcing the importance of design thinking in creating user-centered digital experiences.

**Chenoa Creative**, Southeastern USA

**Freelance Art Director and Graphic Designer** (*Jan 2005 – Present*)

Established a creative consultancy delivering strategic content, brand development, and design services. Enhanced community engagement and brand recognition for a diverse client base through innovative marketing strategies and compelling visual storytelling.

**Heritage Academy**, Columbus, MS

**Program Director and Visual and Media Arts Instructor** (*July 2009 - July 2010, July 2013 - July 2017*)

Developed and led an award-winning visual and media arts program, incorporating digital storytelling, graphic design, and media production into student curricula.

**International Expeditions**, Helena, AL

**Art Director** (*2007 – 2009*)

Led brand and marketing design for global tourism, overseeing website redevelopment and creating marketing materials that enhanced global brand presence.

**Clark Creative**, Savannah, GA

**Business Manager and Graphic Designer** (*2006 – 2007*)

Managed business operations and contributed to design projects, enhancing client engagement and project success.

**Scuba Diving Magazine**, Savannah, GA

**Interim Assistant Art Director** (*2006*)

Directed layout and design for magazine issues and annual catalogs, improving visual storytelling and reader engagement.

**Columbus First Methodist**, Columbus, MS

**Communications Director** (*2003 – 2005*)

Led marketing and communications, significantly increasing event participation and community engagement through effective media strategies

## 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.*

**Certifications**

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

**Proficiencies**

- **Design & Creative Software:** Adobe Creative Suite, Studio Arts, Photography, Videography
- **Web Development & Design:** HTML, CSS, WordPress, UI/UX
- **Productivity & Collaboration Tools:** Microsoft Office Suite, Google Applications, Asana, Trello
- **CRM & Learning Management:** Salesforce, Artic

**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