



Jennifer L. Lafferty

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PROFESSIONAL SUMMARY

Ambitious and energetic professional with 20+ years of combined experience in finance, management, administration, communications, training and marketing. Previous experience includes communications, logistical coordination, design and marketing, budget oversight and operation of an institutional-wide training program consisting of 600+ participants, 90+ presenters and 70+ internal staff, along with office management, financial operation, independent representation and training for a financial services firm with \$60+ million in assets under management and 50+ licensed representatives. Current experience includes reporting and financial analysis with multiple tools and platforms, management and point of contact for unit's risk management information system, preparation of graphs, visual aids and presentation material, training program development, and website management.

EDUCATION

Michigan State University, East Lansing, Michigan

Master of Arts in Strategic Communication + Digital Media Certificate, December 2023

Michigan State University, East Lansing, Michigan

Bachelor of Arts in Finance, December 2003

PROFESSIONAL EXPERIENCE

Michigan State University, Office of Risk Management and Insurance, East Lansing, Michigan
Analyst

2020 – Current

Analyst for the Office of Risk Management and Insurance (RMI) at Michigan State University (MSU). Responsible for reducing risks and minimizing the impact of losses on individuals and the university. Primary duties include reporting, creating presentations, visual aids and written communications, developing training material and utilizing the university's learning management system, maintaining unit website and listserv, and using Microsoft Forms and Power Automate to streamline procedures.

- Create new reports and prepare studies based on claims and exposure data which serve as the basis for operational and financial decisions designed to reduce risks faced by the University
- Create and modify existing reports, graphs/visuals and presentations to inform decision making on risk related issues
- Assist with management, tracking and renewal of 40+ insurance policies and service agreements for the University, along with monthly financial reporting of loss runs, open claims and aggregate impairments for 7 different lines of coverage
- Perform regular data integrity analyses within information system to assess quality and consistency
- Serve as the primary department resource for the unit's risk management information system which includes negotiation of contract terms and conditions, upgrades, training, help desk support services, development of standard and custom reports, vendor management, financial transactions and resolution of system issues
- Serve as liaison to MSU IT Services for resolution on internal office issues along with external vendor issues
- Develop close working relationships with MSU departments to support their risk management needs and gather necessary underwriting information in a timely manner
- Develop and implement training program for all MSU employees with driving responsibilities in University vehicles
- Use Microsoft Forms and Power Automate to streamline several different processes utilized by the campus community
- Maintain content on unit website to ensure accuracy, consistency, accessibility and adherence to MSU brand standards
- Complete critical internal department duties in a back-up staff role when necessary to ensure consistently excellent service delivery to the campus community

Michigan State University, Sponsored Programs Administration, East Lansing, Michigan
Training and Educational Program Coordinator II

2014 – 2020

Training and Educational Coordinator for Sponsored Programs Administration (SPA) at Michigan State University. Responsible for internal unit and university-wide communication and collaboration of certified research administration training series, in addition to design and creation of print and digital material, marketing, website management, and financial oversight.

- Created and developed content for MSU's certified research administrator training program for 600+ participants and 90+ presenters, including 25 annual in-seat sessions (20–120+ attendees per session) and eLearning courses for support staff, as well as internal unit training sessions and events, and all related correspondence to staff and university
- Served as committee chair of university-wide research administration training network of central research administration support staff, college and department representatives and leaders, executive management, and compliance offices
- Collaborated with unit Assistant Vice President, Directors, Management, and Support Staff on multiple projects, reports, metrics, data findings, and budget and strategic planning to improve organizational processes and provide business solutions
- Maintained content on multiple external websites and unit intranet using HTML and SharePoint, ensuring accuracy, consistency, accessibility and adherence to brand standards
- Designed and created correspondence and tools for campus use such as listserv announcements and communications, informational and graphic training documents, system viewer guides, and video training resources
- Communicated with event venues, catering contacts, training vendors and campus resources to secure locations and equipment, and process accurate legal contracts and financial billing
- Collaborated with presenters, instructional designers, video professionals and information technologists to establish effective and creative online learning environments in MSU's learning management system with course and learning objectives, videos, resources and assessments
- Moderated training sessions including emceeing, operating audiovisual equipment and Zoom sessions, and presenting content when necessary, and collecting post event evaluation data to ensure training progression, usage and applicability are adequate
- Developed and communicated process and timeline to management and staff for semiannual department newsletter; and designed, formatted, edited and finalized content for university distribution
- Produced video training and digital media and marketing material, including developing specific plans and timelines for each project; filming, editing and formatting using Canon equipment, Camtasia, and other related equipment and software; and ensuring accessibility for all users as well as maintaining a library of recorded webinars and live seminars
- Assisted with designing new employee training plan, corresponding events, and onboarding program, and participation on planning committees for annual team building and appreciation events; as well as unit representative for annual faculty and staff educational and informational events, and coordination of federal contracting courses and webinar programs through external vendors
- Assisted with creation and implementation of new electronic registration system for training series which included course catalog data entry and maintenance, registration, presentation material upload/access, and attendance and certification tracking

Michigan State University, Office of Sponsored Programs, East Lansing, Michigan

2012 – 2014

Sponsored Programs Administrator I

Administrator/Accountant for MSU's Office of Sponsored Programs. Responsible for assisting faculty and administrators with federal and non-federal grant proposal preparation and submission. Reviewed budgets, financial compliance requirements and legal language to ensure accuracy and adherence with University policies and sponsoring agency guidelines while maintaining positive customer service relationships. Ensured all internal transmittals and requirements were completed, and submitted external applications per sponsor guidelines when applicable.

- Maintained effective oral and written communication skills, offering assistance and guidance to department administrators, faculty, and colleagues in reviewing funding solicitations, budgets, accompanying documents, and proposal submissions
- Reviewed federal, state, international, non-profit and foundation organization budgets and proposals for budget variables, calculation correctness, legal language acceptability, and the presence of authorizing signatures in order to ensure completeness and accuracy, and adherence to all University policies
- Responsible for recording, monitoring and approving grant proposals through internal portal system and activity log
- Shared responsibility of central email inbox during department restructure in addition to normal job responsibilities
- Completed additional project of updating and correcting all state and federal sponsor data in MSU's internal grantor management system, and became the designated alternate contact for creating new sponsor entries in this system
- Utilized internal and external training opportunities to continually improve skills, knowledge and customer service
- Event planning committee member for annual team building and recognition events

The Country Club of Lansing, Lansing, Michigan

2007 – 2012

Communications Director and Member Services Manager

Communications Director and Member Services Manager for private country club. Responsible for management of member services staff, communications, marketing, training procedures, department budget maintenance, and management plans for overall company goals.

- Managed member services operations and staff including interviewing, training, scheduling, and monitoring tasks
- Served as Executive Assistant to President and Chief Operating Officer which included meeting preparation, executive management communication, development and implementation of new member and employee strategies, and organization and supervision of bi-annual employee events
- Executed duties for the Board of Directors including meeting coordination, participation, record keeping, and reporting while maintaining security and confidentiality
- Responsible for all company communication including website, social media, email correspondence, member newsletter design and dissemination, and creation of specialized communication plans
- Designed, printed and disseminated original, creative advertising and graphic marketing material using MS Word, Excel, Publisher

and PowerPoint for internal and external distribution

- Collaborated with Marketing Director to provide prospective member tours, new member applications, credit verifications, email and phone communication, member event support, and marketing material design for internal and external promotion

Kevin Imhoff & Associates/Primerica Financial Services and HBW Financial & Insurance Services, Lansing, Michigan *2002 – 2011*
Office Manager & Independent Representative

Expanded job responsibilities from general office assistant to office manager for multi-million dollar financial services office. Responsible for financial analysis, client communication and service, direct agent assistance and training, and coordination of all office activities and events. Maintained consistency of operations, positive client interaction, and direct executive support. Also assisted clients with personalized financial analyses as an independent licensed representative to provide strategies and solutions for short-term and long-term investments, retirement planning, life insurance, and debt reduction.

- Developed streamlined office policies and reporting, and tracked financial trends to improve customer service and client relations
- Managed office staff, and mentored and trained agents on effective communication and financial plan preparation and guidance while maintaining ethical standards and following state and federal compliance regulations
- Utilized life insurance license, mortgage broker license and securities licenses to provide specific products and services to clients
- Reviewed client documents and contracts for completeness, accuracy and suitability
- Coordinator and presenter for internal team training events, financial education seminars for clients, and external marketing events, including creation of agendas, invitations and presentations, securing locations, accommodations and catering, assembling volunteers, and participant follow-up
- Instructor for financial planning and budgeting courses for MSU Federal Credit Union, MSU Women's Resource Center, MSU Evening College (East Lansing and Grand Rapids), and Mason and Okemos Community Education programs

Parker's Landing Apartments/Gillespie Group, Portland, Michigan *2002 – 2004*
Leasing Agent

Responsible for operations of 96-unit apartment community including daily functions and procedures of leasing office, financial record keeping and input, marketing and communication, and interaction with residents, maintenance team, vendors and community.

- Processed monthly rental payments including billing system entry and bank deposits, along with lease preparation and signing
- Recurring communication and problem solving with residents, vendors, and colleagues; and regular interaction with prospectives
- Organized and filed all paperwork and legal documents, and completed marketing logs for all phone and in-person communication