Robert Starks Jr.

Vice President of Learning Initiatives
MaxKnowledge, Inc.

My RSS Feed: http://feeds.feedburner.com/RobertStarksBlog
LinkedIn Profile: http://www.linkedin.com/in/robertstarks
My Company: http://www.maxknowledge.com

Summary

Robert Starks Jr. is the Vice President of Learning Initiatives for Maxknowledge, Inc. and has a background as a Career Coach and Educational Administrator with experience in Alumni Relations, Career Development, and Employer/Community Relations.
Robert is the creator of the blog resource site for job seekers and career professionals known as Careertipster.com.

Robert currently serves on the Arizona Program Committee for the national non-profit, Boys Hope Girls Hope. The committee is responsible for recruiting, evaluating, and selecting appropriate candidates for the residential and community-based programs designed to assist low-income, at-risk, academically capable youth with overcoming obstacles to attend and graduate from college.

Work History

MaxKnowledge, Inc.

Irvine, CA, United States

Vice President of Learning Initiatives

Develop and Implement company's overall social learning strategy enhancing Maxknowledge community learning opportunities through social media. Author professional development training course content in the area of Career Services and facilitate online professional development training sessions. Coordinate and manage all career services courseware projects to completion and manage the largest and only social learning community dedicated to career college professionals - http://thelounge.maxknowledge.com/.

Collins College

Phoenix, AZ, United States — Jan 2008 - Present

Director of Career Services/Alumni Relations Champion

Description
Plan, organize, direct and evaluate career development education strategies and graduate employement reporting. Research and analyze labor market conditions and potential new program offerings to provide guidance on program development that aligns with industry and market trends. Develop, implement and evaluate programs that address student and graduate needs for market readiness. Plan and coordinate events involving community partners, industry, and alumni.

Selected Achievements:

- Career Services team was recognized in 2008, 2009, and 2010 with the Arizona Private School Association Best Placement Practice Award.
- As part of senior management team, helped lead the ACICS accreditation process managing graduate satisfaction, employer satisfaction, employment reporting, and community engagement criteria. ACICS visit resulted in zero findings for the college.
- Initiated employer engagement strategy creating and marketing the Phoenix Developer's Conference with 114 employer participants and 5 free workshops for students, prospective students and faculty. Relationships led to new Advisory Board membership and talent acquisition for 5 adjunct instructor positions. Visit www.phoenixdc.org to see marketing of event.
- Achieved highest employer satisfaction rating in the division of 14 schools from 2011 survey data at 88%

Follow Me on Twitter

Follow Me on Twitter

Stay current with career development trends, employment trends, and topics relating to education and the economy by following me on Twitter.

Robert Starks: Blog

My Blog - Careertipster.com

This blog is a forum to share my experience, passion for education and community, and to help others in the education and career development professions. It can also serve as a demonstration of my writing style. I encourage you to read and comment.

What People Have Said About Robert

"Innovation, integrity, persistence and achievement are the hallmarks of Robert's unique brand of creative leadership." - *Tim Dosemagen, Former Provost/VP of Academics, Collins College*

"Robert is a perceptive leader who understands people and team dynamics, proficient in persuading others. A creative thinker capable of overpowering today's most challenging

- Recognized with the "Above and Beyond" award by Career Education Corporation for exceptional Alumni programming in a division of 14 schools in 2009 and asked to be a presenter for annual conference.

Phoenix, United States — Jan 2007 - Jan 2008

Associate Director of Training & Development

Description
Analyzed performance metrics with Director to identify staff training opportunities to maximize team performance. Trained all new employees and assisted in identifying best practices to implement and standardize for department. Maintained largest caseload of graduates, providing career coaching and job searching assistance. Assisted Director in strategic planning of department goal-setting and performance evaluation.

Selected Achievements:
- Promoted within one year to Director of Career Services.
- Assisted THQ, Inc. with recruiting, screening, and staffing of 150 employees for new QA operation in less than one year (See PR release: http://bit.ly/i6CCYp).

Careertipster.com

United States — Apr 2011 - Present

Founder

- Write articles focused on career development, social media strategy, and topics relevant to higher education. Provide training for career professionals with an emphasis in the private, for-profit sector and act as online Trainer/Facilitator for MaxKnowledge, Inc. Created curriculum for MaxKnowledge Inc. on Developing a Social Media Strategy for Career Centers

G&R Entertainment

Phoenix, AZ, United States — Sep 2001 - Present

Managing Partner

Description
Assist clients in planning and coordinating events in their personal and work lives including wedding receptions, anniversaries, birthday parties, fund raisers, corporate and city events. Manage marketing, event coordinating, client meetings, and contracts/invoices.

Selected Achievements:
- Currently provide all DJ and Master of Ceremonies services for all the City of Tolleson's community events including annual Founder's Day Celebration, 4th of July community celebration, and Christmas light parade and concert.
- Recognized in 2006 by Blessed Sacrament Church for 5 years of community service for annual fundraising event.

Collins College

Phoenix, AZ, United States — Jan 2005 - Jan 2006

Sr. Career Advisor

Description
Provided career training in job search strategies, targeted resume development, personal branding, letter development, interviewing, etc. and assisted graduates in obtaining employment.

Selected Achievements:
- Promoted to Sr. Career Advisor within one year of employment. Ranked 1st of 10 Advisors in department in performance metrics. Ranked 5th among 64 Advisors across the division of 10 schools in first year hired.

situations." - *Joshua Padron, Former President, Collins College*

"Robert is an energetic manager who makes things happen" - *John J. Stachniak, Senior Director of Alumni Affairs, CEC*

- Received “2006 Shining Star Award” for outstanding dedication & commitment to department.
- Recognized as “Employee of the Month” in July of 2006 for contributions to the school’s mission and demonstration of Leadership qualities.

Education

Colorado Technical University

Colorado Springs, CO, United States

Master of Science, Management

Arizona State University

Tempe, AZ, United States

Bachelor of Science, Marketing

Arizona State University

Tempe, AZ, United States

Minor, Sociology

Honors/Awards

- 2010 Best Placement Practice Award â”,*Arizona Private School Association*
- 2009 Above & Beyond Award for Alumni Programming â”,*Career Education Corporation*
- 2009 Best Placement Practice Award â”,*Arizona Private School Association*
- 2008 Best Placement Practice Award â”,*Arizona Private School Association*
- 2008 School of the Year â”,Arizona Private School Association â”,*Member of Senior Management*
- 2006 Shining Star Award for Outstanding Dedication & Commitment â”,*Collins College*
- 2006 Employee of the Month â”,*Collins College*

Professional Affiliations/Community Involvement

- Arizona Career Development Association â”,*Director of Media & Technology (Former Membership Chair)*
- Guest Panelist Speaker for Presentation on Alumni Community Development â”, *2011 APSCU Conference*
- National Career Development Association â”,*Member*
- National Association of Colleges and Employers â”,*Member*
- Boys Hope Girls Hope of Arizona (BHGH) â”,*Program Committee Member*
- Table Captain for 2010 Success Starts with Hope fundraiser â”,*BHGH Arizona*
- 2009 Volunteer Career Coach â”,*American Humanics Phoenix Conference*
- Guest Presenter and Table Captain at 2008 Success Starts with Hope Fundraiser â”,*BHGH Arizona*

Video Portfolio

2009 Collins College Holiday Alumni Mixer

Coordinated and planned 1st Alumni Association Award Mixer partnering with employer community, alumni, staff, & students.

Collins College Career Services Video

Coordinated site visits with employer partners with a production team of 4 to create video marketing tool to promote Career Services department and use at all orientations.

Alumni Video: Create Your Own Luck

Coordinated alumni interviews to create marketing video to motivate/inspire students by providing advice directly from successful alumni.

Collins College: Community Service Program

This video highlights some of the non-profit partnerships developed that allow experiential learning opportunities for students while performing a community service. These partnerships create paid jobs through a federal work study program while benefiting the community and assisting non-profits achieve their mission.

Phoenix Developer's Conference

Partnered with Digital Dream Forge and planned, coordinated, and executed first Phoenix-wide Game Developer's Conference with over 200 guests in attendance in 2010.

Skills

Social Media (Expert)

3-4 Years Experience, (Currently in use)

Accustomed to using social media for Marketing, CRM, and personal branding as it relates to career development, event promotion, department branding, and word-of-mouth marketing.

Internet Marketing/Branding

(Intermediate)

<1 Years Experience, (Currently in use)

Understand Search Engine Optimization (SEO) process and practices to increase web traffic, Google Analytics management and data interpretation, and Social Media Optimization (SMO). Intermediate experience in writing optimized web content, creating email ad copy, link building, Generating PPC Campaigns, Blogging, managing multiple social media channels, and measuring ROI of social media tactics aligned with overall strategy.

Educational Administration

(Rockstar)

5-6 Years Experience, (Currently in use)

Set department standards and goals and establish the policies and procedures required to achieve them. Supervise and coach support staff and develop programs, train and motivate career advisors, administer recordkeeping, prepare budgets, and perform many other duties. Manage relations with parents, prospective and current students, employers, and the community.

Staff Management & Development

(Rockstar)

5-6 Years Experience, (Currently in use)

Coaching and collaborative management style with experience managing support staff and volunteers. Formally recognized on multiple occasions for managing high performance, diverse teams that produce superior results.

Public Speaking (Rockstar)

10+ Years Experience, (Currently in use)

Excellent public speaking ability having experience with audiences over 5000+ at public events for municipalities, formal engagements, as well as motivational/persuasive presentations and classroom workshop facilitation.

Recruitment, Screening, Hiring

(Rockstar)

5-6 Years Experience, (Currently in use)

Expert at recruitment and employee screening process to make ideal matches between organizational needs and candidate qualities/skills/achievements to provide staffing solutions that add value to organizations.

Accreditation Process

(Advanced)

3-4 Years Experience, (Currently in use)

Understand College Accreditation process for ACICS and ACCSC with specialized knowledge in Career Services function overseeing graduate and employer satisfaction studies, continued employment assistance, community service involvement, and student learning outcomes.

Strategic Planning & Management

(Expert)

5-6 Years Experience, (Currently in use)

Practice Action Learning style of management providing flexibility in designing continous interventions to overcome challenges and maximize results, practicing foresight to anticipate and prevent problems from occuring through proactive interventions. Proficient at strategy implementation and measurement of results.

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