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*Education*

**University of Central Florida, Rosen College of Hospitality Management** **2013**  
Master of Science, Hospitality & Tourism Management

**Thesis:** Guest Satisfaction Analysis of a Casual Dining Restaurant: A Comparison of Tourist VS Non-Tourist Satisfaction Scores

**Florida Gulf Coast University, College of Professional Studies** **2010**  
Bachelor of Science, Resort & Hospitality Management

**Ed Klopfer School of Real Estate** **2004**  
Sales Associate Certificate; Residential, Commercial, and Land Sales

**Florida Keys Community College** **1998**  
Associate in Arts Degree

**Sarasota Travel School** **1995**  
Travel & Tourism Certificate

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*Teaching Experience*

**University of Central Florida** **2013-2014, 2016 - Current**  
**Rosen College of Hospitality Management**

***Program Director, Rosen Professional Internships*** **2018 - Current**

***Instructor / Internship Coordinator*** **2016 - 2018**

**HFT 3940 Internship I; HFT 4941 Internship II; HFT 4944 Internship III**

- **Faculty Member of the Year AWARD** for 2016-2017
- **Teacher of the Year AWARD** for 2017 – 2018
- **Faculty Advisor, Pegasus Music Group;** largest Entertainment Management Student Group at Rosen College.
- **Faculty Advisor, Sports T.E.A.M. Society;** Student Group focused on Sports Tourism, Events, Entertainment, Awareness, Marketing and Management.
- Revitalized and developed all course curriculum, including professional development material.
- Developed and implemented the **Leadership Development Workshop Series**
  - Series designed to educate, mentor, and develop students into marketable and hireable leaders.

## Topics include:

- Personal Branding – Who AM I?
- Characteristics of a Leader
- How to be Successful in the Entertainment Industry
- Sports Entertainment and Success
- Loyalty to your Employer – Longevity for YOUR Career
- Accountability in the Workplace – Own YOUR Mistakes
- Safety Leadership: Risk Management in Theme Parks
- Networking, Utilizing Social Media and Professional Associations
- Multi-generations in the Workplace
- Talent Development and Music Distribution
- Cruise Industry: The Nomadic Life of Choosing a Seagoing Lifestyle
- Professionalism, including Attire, Communication, Time Management and Social Media
- Professional Development – FIVE Year strategic plan; do you have one?
- Employer panels for Entertainment Management, Event Management, Lodging, Restaurants, Theme Parks
- Interviewing and Preparation, Choosing the Right Candidate and Salary Negotiation
- Leadership and Professional Development – What is my Elevator speech?
- Managing Change in Myself and Others
- Leading is NOT Managing
- Setting Expectations and Delivering Feedback
- Relocation and Recruitment: How being Mobile Can Drive YOUR Career
- Empathy in the Workplace

## Industry Facilitators for the Workshops include:

- Hilton Worldwide
- Walt Disney World
- SeaWorld Parks and Entertainment
- Merlin Entertainment
- Axis Events
- Orlando Magic
- Seminole County Tourism
- The Breakers Palm Beach
- AT&T
- CW Hotels
- Loews Hotels
- ARDA
- American Traveler
- Holland America, Carnival, Royal Caribbean
- Orange County Convention Center
- Parallon
- Herschend Family Entertainment
- Integrated Insight
- Chick-Fil-A
- Marriott Vacations Worldwide
- Amazon Restaurants
- Staying Sain
- Tavistock
- Kennedy Space Center
- Westgate Resorts
- Entertainment Technology Partners
- Drury Hotels
- Edgefactory
- Red Lobster

## Student Attendance in Leadership Workshops = 10,836 total

- Spring 2017 - 2,136
- Fall 2017 - 2,345
- Spring 2018 - 2,192
- Fall 2018 – 2,102
- Spring 2019 – 2,061

- Developed the initiative, “**Rosen College, Orlando Magic Nights**”
  - In partnership with the Orlando Magic, student attend selected games, a Special Session with Magic Leaders, Tour of the Amway Center, and Courtside Seats for a one-hour warmup before the venue opens to the public.
  - Orlando Magic hosts a Leadership Session with students.

**Topics Include:**

The Business of Basketball, Special Events with the Magic, Operations, Food and Beverage with Levy, Sales: Ticketing and Group Sales, Innovation, Marketing.

**2016 - 2017 Season**

**107** students

attended four games

**2017 – 2018 Season**

**222** students

attended four games

**2018 – 2019 Season**

**110** students

attended two games

- Development and implementation of cooperative education opportunities with employers.
- Creating and facilitating partnerships with faculty and staff.
- Marketing and promoting the internship and cooperative education program to a mass audience.
- Maintaining website accuracy, grading all student assignments and submissions, and documenting all student communication.
- Assist students in organizing and preparing resume’s and cover letters; advice and motivation for successful interviewing skills and techniques; preparation with mock interviews and elevator speeches.
- Communicate and administer proper internship guidelines; coach and foster student internships and jobs in collaboration with degree.
- Assimilate reports, power points, meeting notes, emails, and all other forms of communication for Rosen Professional Internships.
- Conduct orientation seminars, career development workshops, and employer site visits.
- Attend industry board and panel meetings to remain up-to-date on all new industry trends, while networking with the hospitality industry, obtaining jobs and contacts for future student internships.
- Prepare student registration forms for late add; prepare international student forms in compliance with ISC, OIS, and Academic Services regulations and guidelines.
- Attend Open House, Transfer Orientation, Intro classes, and tabling events to promote Rosen Professional Internships and prepare students to strategically plan their Internship Experience.

***Instructor – Tourism, Events, and Attractions Department***

**2016 - Current**

- HFT 3741 Meeting Management
- HFT 2750 The Event Industry
- HFT 3700 Tourism Management
- HFT 3770 Cruise Line Operations and Management
- HFT 4947 Experiential Learning – Disney Internships

***Graduate Teaching Assistant***

Hospitality courses at the Rosen College of Hospitality Management included in GTA portfolio:

- HFT 2254 Lodging Operations
- HFT 2500 Hospitality and Tourism Marketing
- HFT 2750 The Event Industry
- HFT 3263 Restaurant Management
- HFT 3443 Event Technology
- HFT 3373 Event Design Production & Technology
- HFT 3512 Event Promotion
- HFT 3741 Meeting Management
- HFT 3940 Internship I
- HFT 4295 Leadership & Strategic Management
- HFT 4755 Theme Parks & Attractions
- HFT 4757 Event Management
- HFT 4762 Current Practices in the Airline Industry
- HFT 4941 Internship II
- HFT 4944 Internship III
- HFT 4947 Experiential Learning – Disney Internships

***Graduate Teaching Assistant duties included:***

- Managing and grading all web courses student activities and assignments.
- All email, phone, and webcourse communication with students.
- Preparing and designing homework including reading materials, assignments, quizzes, exams, research projects, research papers, and presentations.
- Providing feedback for students, and meeting with them for additional tutoring or assistance with assignments and projects.
- Creating and revising syllabi, announcements, and calendar events.
- Maintaining website accuracy and overall course structure while building webcourses from the previous Blackboard system to the new Webcourses system; including designing page layouts, uploading all documents, creating new pages, modules, groups, and assignments.
- Proctoring exams; follow-up with post-exam discussions.
- One-on-one meetings with students needing assistance with assignments; specifically research papers, research presentations, budgets, timelines, and ProSim software.

***Graduate Assistant***

**2012-2013**

- Assisted in editing a collegiate textbook containing 13 chapters on “Introduction to Hospitality & Tourism Management”.
- Provide supplemental support in writing case studies for the Chair of the department at the University of Central Florida, the Rosen College of Hospitality Management.
- Aided in review of all Capstone class final projects and papers; this included Leadership & Development portfolios, five year plans for graduates, and preparation for graduate school.

***Graduate Researcher***

**2010-2013**

- During the longitudinal study over 20 months I assisted in collecting data at multiple locations in Orlando, Florida and Washington DC.
- Scheduled meetings for collecting the data, corresponding with and meeting with proper collaborators at each location.
- After data collection, under the tutelage of the professor, we analyzed the results collected for accuracy, discrepancies, and coded all data.
- Concluding with a full literature review and assimilated results into an article for publication.

**Hong Kong Polytechnic University**

**2014**

***Researcher (Virtual)***

- Data collection for HKPU over a six-month period, including face-to-face interviews, recorded phone interviews, and research for an article for publication.

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***Professional Experience***

**T.G.I. Friday's**

**1996-2016**

***Market Trainer / Director of Training***

**2014-2016**

***Market Trainer Duties:***

- Identify and arrange suitable training solutions for Team Members; assess regional developmental needs to drive training initiatives.
- Conduct follow-up of all completed training to evaluate and measure results; modify programs as needed; develop effective training materials utilizing a variety of media.
- Develop trainer development programs and coach others involved in training efforts, providing effective growth and development opportunities.
- Develop and maintain communications to ensure employees have knowledge of events and general information.
- Plan, organize, facilitate and order supplies for Team Member training.
- Exemplify the desired culture and philosophies of the organization. Work effectively as a Team Member with other members of management.
- Using effective development, coordination and presentation of training and development programs assists in my responsibility for improving the productivity of all team members.
- Oversee training compliance for nine casual dining restaurants in the Central Florida region; six of the nine stores have high volume sales in a primarily tourist driven market.
- Teach coaches classes for 17 stores throughout the region.
- Maintain constant communication within the region for all training and certification compliance, between the General Managers, and Training Coordinators.
- Produce compliance audits and spreadsheets weekly for review.
- Coach and train new Training Coordinators in the region.

## ***Manager Duties:***

**2014-2016**

- Direct supervisor for all FOH Team Members. Manage staff and provide them with feedback.
- Develop team using dedicated sales goals and contests.
- Conduct all hiring for FOH, including interviewing, training, and certifications.
- Responsible for all fiscal duties, for opening and closing shifts.
- Maintain brand standards each day, holding the utmost emphasis on recipe knowledge for consistency in product.
- Responsible for the business performance of the restaurant; held accountable to maintain labor performance under 13% BOH and 8% FOH per shift.
- Analyze and plan restaurant sales levels and profitability.
- Organize marketing activities, such as promotional events and discount happy hour items.
- Prepare reports at the end of the shift/week, including staff control, food control and sales.
- Create and execute plans for department sales, profit and staff development.
- Coordinate the entire operation of the restaurant during scheduled shifts.
- Respond to customer complaints; coach Team Members on guest service survey's
- Ensure that all employees adhere to the company's uniform standards.
- Meet and greet customers creating a comfortable environment in which to drive return guests, and loyalty programs

## ***Training Coordinator; FOH Supervisor***

**1996-2014**

- Conduct all training and training classes for new employees including Front of the House and Back of the House employees.
- Teach coaches classes for new hires and all new management; facilitate workshops with role playing exercises, quizzes, exams, training, and final validation.
- Converted all paper training materials onto the online training platform Stripes U; evaluated and revised platform to decrease new hire training computer time.
- Weekly liquor, beer, and wine inventory, ordering and scheduling.
- Conduct all orientation for new hires including SURF testing, Disability testing, SERVSAFE, Food Handlers, and Food and Beverage training.
- Manage daily shifts for all FOH staff while strategizing sales contests, quotas, and team recognition.
- Write training schedules for all new employees and assist in new menu implementation training.
- Validated to work all FOH positions including Key Shift (Supervisor), Bartender, Server, and Support Staff.
- New store opener (NSO) for locations throughout North America.

## **Prudential Cole, REALTORS**

**2007-2010**

### ***Referral & Relocation***

- Coordinate all confidential incoming and outgoing referrals and relocation business.
- Complete Comparative Market Analysis's for all homeowners listing property for sale.
- Develop marketing plans designed to sell quickly and at maximum return for home seller.
- Schedule home inspections, termite pest inspections, and appraisals.
- Maintained seven websites, designing and tailoring each site for optimal viewing
- Created all virtual tours, photos, and videos for marketing

- Designed and planned all print and web marketing, media releases, open houses, and sales events.
- Managed 25 sales associates and one property manager, while assisting the broker with over \$11 million dollars in yearly home sales and listings.
- Prepared Sales Listing Agreements, Short Sale Buyer Agreements, Purchase Contracts, Purchase Agreements, and other addendums in compliance with NAR guidelines and regulations.

### **Ark of Miami**

**2000-2002**

#### ***Assistant Director of Sales***

- Coordinated large private functions for two venues; a six story 4,000-person venue and a one story 550-person venue.
- Prepare and file all permitting requirements from the city and county, including parking, fire, off site catering, zoning, and marquee signage.
- Staffing for each event with servers, bartenders, entertainment, security, doormen, and sanitation staff.
- Cue calling for beauty pageants, fashion shows, concerts, and comedy performances.
- Catering overview including customizing food and drink menus.
- Events included: HBO KO Nation live boxing broadcast, Latin Grammy Billboard party, HTV annual parties, Miss Miami USA Pageant, AT&T Sales parties, PEPSI commercials, Cirque de Soleil performances, multiple corporate events, and numerous private events.

### **Pier House Resort & Caribbean Spa**

**1998-2000**

#### ***Assistant Food & Beverage Manager***

- All operations for five bars and three restaurants.
- Scheduling for over 150 employees; floor managing and organizational charts for staffing.
- Opening and closing of multiple restaurants daily; reconciliation of POS revenue.
- Prepare profit and loss statements, daily sales reports, and inventory cost sheets.
- Schedule cleaning duties; follow proper OSHA guidelines and procedures with chemical usage.
- Assimilate fiscal budgets and forecasting for Food & Beverage department; follow occupancy trends to order inventory and schedule staff.
- Work in collaboration with Catering staff to design menus for events; oversee preparation for all food and beverage during events.
- Monitor purchasing and stewardship for all restaurants; maintain quality output standards.
- Conduct food and beverage training seminars, orientations, and updates.
- Head of the Resort Safety Committee facilitating lowering employee accidents by 40%.

### ***Working Academic Papers and Presentations***

- **Awarded \$20,000 QEP Grant for Development of Leadership Workshop Series (Principle Investigator)**
- **Awarded \$3,500 QEP Grant for Developing Culturally Competent Hospitality Leaders for Global Opportunities**
- **A Discussion on Crisis and Disaster Management in Hospitality and Tourism**

- A Discussion on Mergers & Acquisitions in the Hospitality & Tourism Industry: Is there a relationship between post acquisitions retained managers and demonstrated adaptability to change?
  - A Strategic Case Study Analysis: Disneyland Paris
  - Does Size Really Matter? An Exploratory Research into Restaurant Portion Sizes and Culinary Presentation
  - Guest Satisfaction Analysis of a Casual Dining Restaurant: A Comparison of Tourist VS Non-Tourist Satisfaction Scores
  - Loss Prevention in Hospitality: Safety, Security, and Surveillance
  - Quality Service Employee Training: Measuring the Quality of Training for Service-Oriented Employees
  - Review of a Strategic Management Book: Business Stripped Bare: Adventures of a Global Entrepreneur
  - Tourist's motivation for visiting the Sistine Chapel: Religious, cultural or both?
  - Virgin Hotels Acquire Chicago's Old Dearborn Bank Building for Conversion to the 250-room Virgin Hotel Chicago; Expects to Open fall 2013
  - Winter Haven Hotel: Financial Analysis of a Business Enterprise
  - Wyndham Grand Bonnet Creek Consultation Project: Food and Beverage Marketing, Opening Team Consulting & Development
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### *Academic, Professional, and Community Involvement*

- **Board Member** with National Academy Foundation, Central Florida Academy of Hospitality & Tourism
- **Board Member** with The Purpose Network
- **Co-Chair** for the **Kaleidoscope Project**, an organization under: **C.A.R.E.S.** (Community Awareness in Recognizing and Educating on Suicide Prevention)
  - Suicide prevention group focused on helping GLBT youth and adult prevention.
  - Organized fundraising walks, talent shows, auctions, and golf tournaments.
  - Facilitated committee meetings and volunteer efforts.
- **Event Coordinator** for Florida Gulf Coast University, Alliance of the Arts fundraiser, "Bruce Gora-A Night to Remember".
  - Included organizing 75 student volunteers, parking for event attendees and volunteers, food, beverage, and entertainment.
  - The attendees were expected to be around 400; total attendees were over 1,000.
  - This was the largest fundraiser to date for the Alliance of the Arts.
  - Over \$100,000 in funds was raised; assisting in the start-up of the Bruce T. Gora Photography Scholarship.
- **Presenter** at the Association of Corporate Travel Planners Educational Conference – "Mentoring for Life"
- **Presenter** for University of Central Florida **Theme Park Advisory Board, Event Advisory Board, Entertainment Advisory Board**
- **Regional Coordinator** for Twinless Twins International, Southwest Region, 3 Year Appointment
- **Search Committee Member** for new Faculty and Staff A&P positions



## *Awards*

- **University of Central Florida**
  - **Faculty Excellence Life at UCF Award for Women Faculty** “Positively Transforming the Lives of Students” 2018-2019
- **University of Central Florida, Rosen College of Hospitality Management**
  - **Dean’s Star Award** for Spring 2019
  - **Service Promise Award** for Spring 2018 semester
  - **Teacher** of the Year for Tourism, Events Department 2017-2018
  - **Faculty Member** of the Year for 2016-2017
  - **Outstanding Graduate Teaching Assistant** for 2013-2014
- **TGI Friday’s**
  - Employee of the Year (1996, 1997)

## *Certificates*

- C.E.R.T. (Campus or Community Emergency Response Team) Certification
- C.P.F.H. (Certified Professional Food Handler)
- Certified Interviewer (UCF Human Resources Certification)
- Responsible Vendors
- S.U.R.F. Alcohol Training Program
- SERVSAFE Food Handlers

## *Computer Skills*

- **ADL 5000 Certified** online teaching and instruction for Webcourses
- Adobe Acrobat and Photoshop
- Canvas and Webcourses (OLD Blackboard)
- **IDL 6543 Certified** online development of WEB content, and teach fully online courses
- Lucero, Aris, Cobol, Q-Basic, and Pascal
- Microsoft Word, Excel, Access, Outlook, Power Point and Publisher
- Micros, POS, and Aloha
- Multiple Listing Service (MLS) and Visual Tours (Virtual Tours designing program)
- Place Pro and Webcourses
- People Fluent, NCR, MYHR, and Sailor
- **Qualtrics** - Qualitative and Quantitative Data Analysis
- **SPSS** – Linear and Multivariate Regression, Descriptive Statistics in Research and Qualitative and Quantitative Data Analysis
- System one and Apollo

## *Memberships*

- C.E.R.T. (Campus or Community Emergency Response Team) Volunteer
- CMAA – Country Club Managers Association of America
- Eta Sigma Delta – Hospitality Honor Society
- GSA – Gay Straight Alliance
- International Association of Venue Managers (IAVM)

- Phi Theta Kappa – National Academic Honor Society
- RULES – Regulate, Unite, Listen, Engage, and Speak (Effective Public Speaking Development, including motivational and educational tutelage)

***Volunteer Work***

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| <ul style="list-style-type: none"> <li>• AIDS Walk</li> <li>• American Cancer Society</li> <li>• Camp Boggy Creek (Challenge Ride)</li> <li>• C.A.R.E.S. (Suicide Prevention Group)</li> <li>• Dolphin Research Center</li> <li>• Kaleidoscope Project</li> <li>• Multiple Sclerosis Foundation</li> <li>• My Purpose Network</li> </ul> | <ul style="list-style-type: none"> <li>• National Academy Foundation AoHT</li> <li>• Project Together (UCF Marriage and Family Research Institute)</li> <li>• Relay for Life</li> <li>• Ringling Museum</li> <li>• Sarasota Coastal Clean-up</li> <li>• United Against Poverty</li> <li>• Walk for Autism (Autism Speaks)</li> </ul> |
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***Professional References***

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