

Jessica Wickey, M.S.

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Education

University of Central Florida, College of Innovation and Education Educational Leadership EdD, Higher Education Track	(2022)
University of Central Florida, Rosen College of Hospitality Management Master of Science, Hospitality & Tourism Management Thesis: Guest Satisfaction Analysis of a Casual Dining Restaurant: A Comparison of Tourist VS Non-Tourist Satisfaction Scores	2013
Florida Gulf Coast University, College of Professional Studies Bachelor of Science, Resort & Hospitality Management	2010
Ed Klopfer School of Real Estate Sales Associate Certificate; Residential, Commercial, and Land Sales	2004
Florida Keys Community College Associate in Arts Degree	2001

Higher Education Experience

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

Program Director, Rosen Professional Internships / Instructor, Tourism, Events, and Attractions

Developed, implemented, and administered the following programs:

Leadership Development Workshop Series

Series designed to educate, mentor, and develop students into marketable and hireable leaders facilitated by Presidents, Directors, and Executive level global leaders. From Spring 2017 to the current Spring 2020 semester over 14,000 students have attended the workshops. As part of their professional development on-time arrival and business attire are mandatory to attend each workshop.

***See Appendices for topics and presenters.*

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.
- Over 300 students attended over two seasons.

International Internships Program

- Built relationships and international internships with companies in **Japan, Portugal, Costa Rica, Panama, Spain, Bermuda, and Israel.**
 - **Ritz-Carlton** (*Japan, Israel, and Spain*), Japanese Tourism Association for Shrines and Temples, Takami Bridal, Kafuu Resort, Hotel Granvia, Hotel Rivage Akebono, and Selina Hotels.
- Over 80 students have worked internationally in this program.
- Prepare all VISA applications, and certificate of eligibility for each student.
- Created all marketing materials for international internships.
- Collect data on student's experience working internationally to conduct future research.

Human Trafficking Education and Curriculum

- Collaboration in partnership with United Abolitionist to create human trafficking curriculum specific to the hospitality and tourism industry.
 - Hotels and Lodging, Restaurants, Mega-Events, Transportation, and Spas.
 - Delivered via online modules to 1,000 students each semester
- Partnering with the UCF Center for the Study of Human Trafficking and Modern-Day Slavery and Valencia's School of Public Safety in initiatives.

Responsibilities as Program Director of Internships

2018-Current

- Revitalized and developed all course curriculum, including professional development material.
- Prepare in cooperation with UCF Global all International Agreements and Institutional Reports
- Development and implementation of cooperative education opportunities with employers.
- Creating and facilitating partnerships with faculty and staff.
- Marketing and promoting the internship and experiential learning 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.

HFT 3741 Meeting Management
HFT 2750 The Event Industry
HFT 3700 Tourism Management
HFT 3770 Cruise Line Operations and Management
HFT 3940 Internship I
HFT 4941 Internship II
HFT 4944 Internship III
HFT 4947 Experiential Learning – Disney Internship

Graduate Teaching Assistant

2010 - 2013

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.

Working Academic Papers

- 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
- Human Trafficking Curricula in Hospitality and Tourism Programs in the United States of America: A Quantitative Descriptive Study
- 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

Grants

- **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
 - **Donation of \$605,000 (55 individual copies) of Vectorworks** software for entertainment students
 - Submission of Gilman International Award: nominated as alternate - \$35,000
 - Submission of McCool Award
 - Submission of Coache Award - \$2,500
 - Submission of Marchioli Award - \$5,000
 - Submission of American Express Grant - \$234,000
 - Submission of Hilton Grant - \$2,000,000
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Member and Board Appointments

- **Board Member** with University of Central Florida Center for the Study of Human Trafficking and Modern Slavery
 - **Board Member** with National Academy Foundation, Central Florida Academy of Hospitality & Tourism
 - **Chair:** International Studies Committee, Rosen College of Hospitality Management (2-year appointment)
 - **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.
 - **Member:** Greater Orlando Human Trafficking Task Force
 - **Member:** Parking Committee UCF, 2-year appointment
 - **Member:** We Care Committee, Rosen College
 - **Regional Coordinator** for Twinless Twins International, Southwest Region, 3-year Appointment
 - **Search Committee Member:** for multiple new Faculty and Staff A&P positions
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Presentations in Japan on International Internships

- **American Chamber of Commerce “Hospitality Roundtable” in Kansai, Japan**
 - **Panelist** with Ritz-Carlton Kyoto General Manager and Director of Human Resources and Dr. Tadayuki Hara
 - Discussion on using the UCF Model for International Internships
 - U.S Consulate General, American Chamber of Commerce and Kansai University collaboration
- **Presenter for the Japanese Hotel Association in Tokyo, Japan**

Presentations on Human Trafficking

- **Panelist** on "Hospitality and the Fight Against Human Trafficking" at Florida Attorney General Ashley Moody's Human Trafficking Summit 2020
- **Panelist** for the Human Trafficking Symposium on Public Health in collaboration with the Florida Department of Health and Pasco County Sheriff's Office
- **Panelist** on "Hiding in Plain Sight" hosted by the UCF Police Department on human trafficking initiatives at the Rosen College of Hospitality Management
- **Presenter** for "Human Trafficking – Global Initiatives" in partnership with the World Affairs Council of Central Florida.
 - Delegates from Poland (District Attorney, Judge, Professor, Prosecutor, Public Health)
- **Presenter** for "Combating Trafficking in Persons" in partnership with the World Affairs Council of Central Florida
 - Delegates from Lebanon, Myanmar, Egypt, Saudi Arabia, and Somalia
- **Presenter** for UCF Faculty Senate Strategic Planning Committee on Human Trafficking education

Presentations

- **Panelist** on "Tea with T: I am called to be a Superwomen but Where is My Cape?" as part of UCF's Diversity Week 2020
- **Panelist** on "Tea with T: The Female Voice" as part of UCF's ACE Women's Network and Women's History Month
- **Presenter for ARTS ON!** A Virtual Showcase of Creativity at UCF; UCF Celebrates the Arts 2021
- **Presenter** at the Association of Corporate Travel Planners Educational Conference – "Mentoring for Life"
- **Presenter** for University of Central Florida Professional Boards:
 - Theme Park Advisory Board
 - Event Advisory Board
 - Entertainment Advisory Board

Awards

- **University of Central Florida, Rosen College of Hospitality Management**
 - **Dean's Star Award**, Spring 2019
 - **Faculty Excellence**, "Positively Transforming the Lives of Students" 2018 - 2019
 - **Service Promise Award** for Spring 2018 semester
 - **Teacher** of the Year for 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)
- QPR Suicide Prevention Training
- Responsible Vendors
- S.U.R.F. Alcohol Training Program
- SERVSAFE Food Handlers
- Travel & Tourism Certificate - Sarasota Travel School
- University of Central Florida, Faculty Excellence, Women's Mentoring Group

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

Professional 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
- IAVM - International Association of Venue Managers
- Phi Theta Kappa – National Academic Honor Society
- RULES – Regulate, Unite, Listen, Engage, and Speak (Effective Public Speaking Development, including motivational and educational tutelage)
- SKAL – Tourism Organization

Professional Experience

T.G.I. Friday's

Market Trainer / Director of Training

Jessica Wickey

- 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.

Front of House / Bar Manager:

- 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

- 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

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 - Level Nightclub and N Oxygen Lounge

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.
- Prepared and filed 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

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%.

Volunteer Work

- **Co-Founder/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.

- AIDS Walk
- American Cancer Society
- Camp Boggy Creek (Challenge Ride)
- C.A.R.E.S. (Suicide Prevention Group)
- Dolphin Research Center
- Kaleidoscope Project
- Multiple Sclerosis Foundation
- My Purpose Network
- National Academy Foundation AoHT

- Project Together (UCF Marriage and Family Research Institute)
- Relay for Life
- Ringling Museum
- Sarasota Coastal Clean-up
- Walk for Autism (Autism Speaks)

Appendices

Leadership Development Workshop Series Topics included but not limited to:

- 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 Leadership Workshops included but not limited to:

- 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
- American Traveler
- Holland America, Carnival, Royal Caribbean
- Orange County Convention Center
- Parallon
- Herschend Family Entertainment
- 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 = 14,542 total

- Spring 2017 - 2,136
- Fall 2017 - 2, 345
- Spring 2018 - 2,192
- Fall 2018 – 2,102
- Spring 2019 – 2,061
- Fall 2019 – 1,864
- Spring 2020 – 1,842
- Summer 2020 – 1,072