

Dr. Jessica Wickey Byrd

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Education

University of Central Florida, College of Community Innovation and Education Educational Leadership EdD, Higher Education Track Dissertation: Students' Perceptions of Hospitality and Tourism Internships on Career Pathways: Transformational Versus Transactional Internships	2024
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 Rosen College of Hospitality Management	2013-2014, 2016 - Current
Executive Director, Center for the Study of Human Trafficking and Modern Slavery	2023 - Current

At the Center for the Study of Human Trafficking and Modern Slavery, we are committed to deepening the understanding of the escalating global challenge of human trafficking and modern slavery. Our approach encompasses comprehensive community engagement, rigorous research, focused education, specialized training, as well as offering student fellowships and survivor scholarships. Our goal is not just to study this complex issue but to actively seek and implement solutions.

Key Accomplishments:

- Submitted \$8 million in grants.
- Educated over 5,700 students to identify and report Human Trafficking in their workplaces.
- Published two book chapters, three academic journal articles, and facilitated 25 presentations.
- **Developed Human Trafficking Education and Curriculum in targeted segments of the hospitality and tourism industry: lodging, restaurants, spa/wellness, transportation, and sports.**

Associate Instructor, Tourism, Events, and Attractions Department
Program Director, Rosen Professional Internships
Internship Instructor and Coordinator
Instructor in the Tourism, Events, and Attractions Department

2022 - Current
2018 – Current
2016 – 2018
2016 - 2022

Developed, implemented, and administered the following programs as Program Director:

1. 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 Spring 2024 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. During the pandemic workshops were delivered virtually via ZOOM. All other workshops are in person at the college.

***See Appendices for topics and presenters.*

2. 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

3. International Internships Program

Built relationships and international internships with companies in **France, Japan, Portugal, Costa Rica, Panama, Spain, Bermuda, Australia, Mexico, and Israel.**

Partner companies include:

- **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 100 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

Program Director of Internships Responsibilities:

- Revitalize and develop course curriculum, including professional development material
- Prepare in cooperation with UCF Global all International Agreements and Institutional Reports
- Develop and implement cooperative education opportunities with employers
- Create and facilitate partnerships with faculty and staff
- Marketing and promoting the internship and experiential learning education program to a mass audience.
- Maintain website accuracy, grading all student assignments and submissions, and documenting all student communication

- Assist students in organizing and preparing resumes 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
- Attend Open House, Transfer Orientation, Intro classes, and tabling events to promote Rosen Professional Internships and prepare students to strategically plan their Internship Experience

Associate Instructor – Tourism, Events, and Attractions Department

2016 (Associate 2022) – Current

Legend

Restaurant and Food Services Courses	Event Courses	Entertainment Courses	Hospitality Courses	Senior Living Courses	All degrees	Graduate Students	Quality Course Badge	Study Abroad Component
RF	EV	EN	HS	SL	ALL	GS	QB	SA

Courses Table

Year and Semester	Course Number and Name	Modality	Total Enrollment	*SPI's	Degrees, Badges, and Study Abroad
Summer 2016	HFT 4941 Internship II	M	254	N/A	ALL
Fall 2016	HFT 2949 International Students	W	1	N/A	ALL
	HFT 3741 Meeting Management	F	45	4.36	EV, EM, HS
	HFT 4941 Internship II	M	349	N/A	ALL
	HFT 4949 International Students	W	2	N/A	ALL
Spring 2017	HFT 2750 Event Industry	F	41	4.57	EV, EM, HS, FS
	HFT 4941 Internship II	M	278	N/A	ALL
	HFT 4947 International Internships	W	53	N/A	Disney group
	HFT 4949 International Students	W	1	N/A	ALL
Summer 2017	HFT 3741 Meeting Management	F	26	4.18	EV, EM, HS
	HFT 4941 Internship II	M	299	N/A	ALL
Fall 2017	HFT 2949 International Students	W	12	N/A	ALL
	HFT 3700 Tourism Management	W	78	4.36	EV, EM, HS
	HFT 3741 Meeting Management ** Co-taught to teach a new faculty member	F	44	N/A	EV, EM, HS

	HFT 4941 Internship II	M	369	N/A	ALL
Spring 2018	HFT 2949 International Students	W	4	N/A	ALL
	HFT 3770 Cruise Line Operations Management	F	26	3.76	EV, EM, HS SA
	HFT 4941 Internship II	M	349	N/A	ALL
	HFT 4944 Internship III	M	346	N/A	ALL
	HMG 5949 Graduate Students	W	3	N/A	GS
Summer 2018	HFT 3741 Meeting Management	F	33	4.87	EV, EM, HS
	HFT 4941 Internship II	M	318	N/A	ALL
	HFT 4944 Internship III	M	261	N/A	ALL
	HMG 5949 Graduate Internships	W	2	N/A	GS
Fall 2018	HFT 2949 International Students	W	3	N/A	ALL
	HFT 3741 Meeting Management	F	28	4.69	EV, EM, HS
	HFT 4944 Internship III	M	367	N/A	ALL
	HMG 5949 Graduate Internships	W	4	N/A	GS
Spring 2019	HFT 2949 International Students	W	8	N/A	ALL
	HFT 3770 Cruise Line Operations Management	F	30	4.44	EV, EM, HS SA
	HFT 4944 Internship III	M	313	N/A	ALL
	HFT 4947 International Internships	W	35	N/A	Disney Group
	HMG 5949 Graduate Internships	W	6	N/A	GS
Summer 2019	HFT 2949 International Students	W	0	N/A	ALL
	HFT 4944 Internship III	M	265	N/A	ALL
	HMG 5949 Graduate Internships	W	4	N/A	GS
Fall 2019	HFT 2949 International Students	W	7	5.0	ALL
	HFT 4944 Internship III	M	309	N/A	ALL
	HFT 4944 Internship III	W	0	N/A	ALL
	HMG 5949 Graduate Internships	W	5	N/A	GS
Spring 2020	HFT 2949 International Students	W	4	N/A	ALL
	HFT 4944 Internship III	M	335	N/A	ALL
	HFT 4944 Internship III	W	1	N/A	ALL
	HMG 5949 Graduate Internships	W	3	N/A	GS
Summer 2020	HFT 2949 International Students	W	4	N/A	ALL
	HFT 4944 Internship III	M	195	4.74	ALL
	HFT 4944 Internship III	W	0	N/A	ALL
Fall 2020	HFT 2949 International Students	W	4	N/A	ALL
	HFT 3905 Independent Study	W	1	N/A	HM
	HFT 4944 Internship III	M	302	4.75	ALL
	HFT 4944 Internship III	W	0	N/A	ALL
Spring 2021	HFT 2949 International Students	W	4	N/A	ALL

	HFT 4944 Internship III	M	364	4.68	ALL
	HFT 4944 Internship III	W	1	4.62	ALL
Summer 2021	HFT 2949 International Students	W	3	N/A	ALL
	HFT 4944 Internship III	WB	161	4.69	ALL - QB
	HFT 4944 Internship III	WC	126	4.63	ALL - QB
Fall 2021	HMG 5949 International Students	W	2	N/A	GS
	HFT 4944 Internship III	M	133	4.48	ALL - QB
	HFT 4944 Internship III	W	165	4.64	ALL - QB
Spring 2022	HFT 4944 Internship III	M	105	4.34	ALL - QB
	HFT 4944 Internship III	W	169	4.62	ALL - QB
	HFT 2949 International Students	W	0	N/A	ALL
Summer 2022	HFT 3940 Internship I	W	223	N/A	ALL - QB
	HFT 4941 Internship II	M	41	4.79	ALL - QB
	HFT 2949 International Students	W	4	4.67	ALL - QB
	HFT 4944 Internship III	W	204	4.76	
Fall 2022	HFT 3940 Internship I	M	163	N/A	ALL - QB
	HFT 3940 Internship I	W	149	N/A	ALL - QB
	HFT 4944 Internship III	W	267	4.5	ALL - QB
	HFT 2949 Internship	M	35	4.5	ALL
	HMG 5949 Internship	M	1	N/A	GS
Spring 2023	HFT 3940 Internship I	M	133	4.54	ALL - QB
	HFT 3940 Internship I	W	198	4.64	ALL - QB
	HFT 4944 Internship III	M	22	4.48	ALL - QB
	HFT 4944 Internship III	W	258	4.64	ALL - QB
	HMG 5949 Internship	M	1	N/A	GS
Summer 2023	HFT 3940 Internship I	M	166	4.79	ALL - QB
	HFT 4941 Internship II	W	273	4.83	ALL - QB
	HFT 4944 Internship III	W	231	4.52	ALL - QB
	HFT 4949 Internship	M	18	4.77	ALL - QB
Fall 2023	HFT 4941 Internship II	W	261	4.28	ALL - QB
	HFT 4944 Internship III	W	316	4.30	ALL - QB
	HMG 5949 Internship	M	3	N/A	GS
Spring 2024	HFT 3940 Internship I	M	110		ALL - QB
	HFT 3940 Internship I	W	120		ALL - QB
	HFT 4941 Internship II	W	253		ALL - QB
	HFT 4944 Internship III	W	271		ALL - QB
	HFT 4949 Internship IV	W	11		ALL - QB
	HMG 5949 Internship	M	2		GS
Total Students Taught			10,396	4.43 AVG SPI	

**SPI N/A denotes no data was collected from students, therefore no scores were available

Graduate Teaching Assistant

2010 - 2013

Courses at the Rosen College of Hospitality Management included in my 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 4295 Leadership & Strategic Management

HFT 4755 Theme Parks & Attractions
HFT 4757 Event Management
HFT 4762 Current Practices in the Airline Industry

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.

Publications

1. Co-Author Book: Collins, M., **Wickey, J.**, McGurk, J. (2023). Make it Count! Getting the Most from an Internship Experience. Kendall Hunt, IN PUBLICATION
2. Book Chapter: **Wickey, J.**, Zhang, T., Bufquin, D., Medeiros, M. (2023). Human Trafficking: A System-Wide Public Safety and Community Approach 2nd Ed, Hospitality Management and Tourism: A Progressive Approach in Central Florida Global. <https://doi.org/10.4018/978-1-6684-3926-5.ch012>
3. Journal article: **Wickey, J.**, Fyall, A, Panse, G., & Ronzoni, G. (2023). Mitigating the scale, reach, and impact of human trafficking at major events: a North American perspective. *Event Management Journal*, <https://doi.org/10.3727/152599522X16419948695152>
4. Journal article: Mejia, C. & **Wickey-Byrd, J.** (2023). Boundary crossing, internships, and the hospitality & tourism talent pipeline. *The Journal of Hospitality, Leisure, Sport & Tourism Education*, 33. <https://doi.org/10.1016/j.jhlste.2023.100441>

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
- Hidden within the events industry is Human Trafficking: A case study on mega events in the United States of America
- 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?
- Winter Haven Hotel: Financial Analysis of a Business Enterprise
- Wyndham Grand Bonnet Creek Consultation Project: Food and Beverage Marketing, Opening Team Consulting & Development

Human Trafficking Initiatives

1. Executive Director – UCF Center for the Study of Human Trafficking and Modern Slavery
 2. Member: Greater Orlando Human Trafficking Task Force (GOHTTF)
 3. Co-Chair: GOHTTF Community Outreach Committee
 4. Member: Tri-County Alliance to Combat Trafficking
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- **Book Chapter:** Wickey, J., Zhang, T., Bufquin, D., Medeiros, M. (2023). Human Trafficking: A System-Wide Public Safety and Community Approach 2nd Ed, *Hospitality Management and Tourism: A Progressive Approach in Central Florida* Global. <https://doi.org/10.4018/978-1-6684-3926-5.ch012>
 - **Journal article:** Wickey, J., Fyall, A, Panse, G., & Ronzoni, G. (2023). Mitigating the scale, reach, and impact of human trafficking at major events: a North American perspective. *Event Management Journal*. <https://doi.org/10.3727/152599522X16419948695152>
 - **Invited Presentation:** World Orlando with the World Affairs Council of Central Florida and the International Visitor Leadership Program hosted by the U.S. Department of State, Orlando, FL. May 2024, Topic: *Combating Trafficking in Persons: A Project for Comoros and Madagascar*.
 - **Invited Presentation:** World Orlando with the World Affairs Council of Central Florida and the International Visitor Leadership Program hosted by the U.S. Department of State, Orlando, FL. May 2024, Topic: *Combating Trafficking in Persons: A Project for United Nations Women Tajikistan Program Office*.
 - **Hosted Presentation:** Central Florida Human Trafficking Task Force, Community Outreach Committee, Orlando, FL, April 2024, Topic: Expert Panel Discussion: *Behind the Screens: Illuminating Awareness, Empowering Youth Leaders*.
 - Lares, T.J. and Wickey, J., **Hosted Awards Ceremony:** Polaris Star Awards in partnership with the United Abolitionists, Inc, Orlando, FL, January 2024
 - **Invited Panel Moderator:** 16th Annual Human Trafficking Awareness Day and Film Festival, Orlando, FL, January 2024, Topic: *Human Trafficking in Hospitality and Tourism Specific to Mega-events and the Sports Industry*.
 - **Invited Presentation:** World Orlando with the World Affairs Council of Central Florida and the International Visitor Leadership Program hosted by the U.S. Department of State, Orlando, FL. December 2023, Topic: *Combating Trafficking in Persons: A Project for Guinea-Bissau*.
 - **Hosted Presentation:** Rosen College Spring 2024 Leadership Development Workshop Series, Orlando, FL, January 2024, Topic: Student Panel Discussion: *Human Trafficking in Mega-Events with It's A Penalty and Knights of the RELM*. [Live Stream](#)

- **Hosted Presentation:** Rosen College Fall 2023 Leadership Development Workshop Series, Orlando, FL, October 2023, Topic: Student Panel Discussion: *Human Trafficking Through Grooming, Sugaring, and AI.* [Live Stream](#)
- **Presentation:** Central Florida Human Trafficking Task Force, Community Outreach Committee, Orlando, FL, April 2023, Topic: *Protecting Young People from Online Predators.* [Live Stream](#)
- **Invited Presentation:** World Orlando with the World Affairs Council of Central Florida and the International Visitor Leadership Program hosted by the U.S. Department of State, Orlando, FL. February 2023, Topic: *Combating Trafficking in Persons: A Project for the Near East & North Africa.*
- **Presentation:** Rosen College Spring 2023 Leadership Development Workshop Series, Orlando, FL, January 2023, Topic: *Human Trafficking in Central Florida, a Panel Discussion with Law Enforcement, Educators, and Advocates.* [Live Stream](#)
- Lares, T.J. and Wickey, J., **Hosted Awards Ceremony:** Polaris Star Awards in partnership with the United Abolitionists, Inc, Orlando, FL, January 2023
- **Invited Presentation:** World Orlando with the World Affairs Council of Central Florida and the International Visitor Leadership Program hosted by the U.S. Department of State, Orlando, FL. October 2022, Topic: *UCF Rosen College Prepares Future Leaders to Combat Trafficking Presentation to the “Combating Trafficking in Persons in Kuwait Delegates”.*
- **Presentation:** Rosen College Spring 2022 Leadership Development Workshop Series, Orlando, FL, March 2022, Topic: *Human Trafficking in the Hospitality and Tourism Industry; How Can We Educate Students to Identify and Report Trafficking.*
- **Invited Panel Moderator:** 14th Annual Human Trafficking Awareness Day and Film Festival, Orlando, FL, January 2022, Topic: *Human Trafficking in Hospitality and Tourism.*
- **Invited Panel Presentation:** Events and Social Justice Series in partnership with the University of Surrey, Orlando, FL, January 2022, Topic: *Human Trafficking in Central Florida, a Conversation with Educators and Advocates.*
- Lares, T.J. and Wickey, J., **Hosted Awards Ceremony:** Polaris Star Awards in partnership with the United Abolitionists, Inc, Orlando, FL, January 2022
- **Conference Presentation: Wickey, J., Panse, G. (2021)** Human Trafficking at Major Events: The Need for Effective Mitigation Strategies. *5th International Conference on Events; Making Waves in Africa: Exploring New Frontiers in Festivals and Events*, Cape Town, South Africa, November 2021.
- Lares, T.J. and Wickey, J., **Hosted Training:** Training in partnership with the United Abolitionists, Inc, Orlando, FL, September 2021, Topic: *Lodging Training for Hotel and Resort Workers (Three Sessions)*

- **Presentation:** UCF Rosen College Senior Students studying Communications and Leadership, Orlando, FL, August 2021, Topic: *Human Trafficking in Central Florida*
- **Invited Podcast Speaker:** American Public University, Intellectible Podcast, August 2021.
<https://apuedge.com/combating-human-trafficking-in-the-hospitality-industry/>
- **Invited panel presentation:** Greater New Orleans Human Trafficking Task Force and Junior League Advocates, New Orleans, LA. August 2021, Topic: *Human Trafficking in Hospitality Sectors*.
- Lares, T.J., Wickey, J., **Community Outreach Effort:** United Abolitionists, Inc, Free International, Called 2 Rescue, and Federal, State, and Local Law Enforcement Agencies, Orlando, FL. August 2021, Topic: *Big Search for Missing Children and Victims of Human Trafficking (13 missing children were recovered from 26 missing)*
- **Invited Panel Presentation:** Valencia College and the Peace and Justice Institute, Florida Department of Children and Families, Orlando, FL, June 2021, Topic: *From Tip to Transformation: Sex Trafficking in Central Florida*.
- **Presentation:** Rosen College Teaching Colloquium, Orlando, FL, March 2021, Topic: *Human Trafficking: Teaching our Students to Help in the Fight*.
- **Invited Panel Presentation:** UCF Police Department, Orlando, FL, January 2021, Topic: *Hiding in Plain Sight; Human Trafficking Initiatives at the Rosen College of Hospitality Management*.
- **Invited Panel Presentation:** Florida Attorney General Ashley Moody's Human Trafficking Summit 2020, Orlando, FL, August 2020, Topic: *Hospitality and the Fight Against Human Trafficking*.
- **Invited Presentation:** World Orlando with the World Affairs Council of Central Florida and the International Visitor Leadership Program hosted by the U.S. Department of State, Orlando, FL. February 2020, Topic: *UCF Rosen College Prepares Future Leaders to Combat Trafficking Presentation to the "Combating Trafficking in Persons in Lebanon, Myanmar, Egypt, Saudi Arabia, and Somalia Delegates"*.
- **Invited Presentation:** World Orlando with the World Affairs Council of Central Florida and the International Visitor Leadership Program hosted by the U.S. Department of State, Orlando, FL. December 2019, Topic: *UCF Rosen College Prepares Future Leaders to Combat Trafficking Presentation to the "Combating Trafficking in Poland Delegates"*.
- **Invited Panel Presentation:** Human Trafficking Symposium on Public Health in collaboration with the Florida Department of Health and Pasco County Sheriff's Office, Tampa, FL, August 2019, Topic: *UCF Rosen College of Hospitality Management's Education on Human Trafficking Initiatives*.
- **Invited Presentation:** UCF Faculty Senate Strategic Planning Committee, Orlando, FL, June 2019, Topic: *Human Trafficking Education at the Rosen College of Hospitality Management*

Grants

- **Awarded \$20,000 QEP Grant** for Development of Leadership Workshop Series (*Principal Investigator*) – Internal Grant from UCF
 - **Awarded \$15,000 CRI Grant** for Course Redesign - Internal Grant from UCF
 - **Awarded \$3,500 QEP Grant** for Developing Culturally Competent Hospitality Leaders for Global Opportunities – Internal Grant from UCF
 - **Donation of \$605,000 (55 individual copies) of Vectorworks** software for entertainment students
 - **Donation of \$25,000 (55 individual copies) of Vectorworks BRAIN** software for 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

External

- **Chair (2023-current) of the Central Florida H&T Career Academies Advisory Board** with National Academy Foundation, Central Florida Academy of Hospitality & Tourism **Board Member 2017-2023*
- **Member:** Central Florida Human Trafficking Task Force **2020-current*
 - **Co-Chair:** Community Outreach Committee: CFHTTF **2023-Current*
- **Member:** Tri-County Alliance to Combat Trafficking **2021-current*
- **Regional Coordinator** for Twinless Twins International, Southwest Region, **2017-2023*

Internal (UCF)

- **Chair:** International Studies Committee, Rosen College of Hospitality Management (2-year appointment) **2020-2022*
 - **Vice Chair** from **2018-2020*
- **Chair:** Scholarship Committee, Rosen College of Hospitality Management (2-year appointment) **2023-current*
- **Member:** Parking Committee UCF, 2-year appointment **2019-2021*
 - **Renewed** for 2021-2023
- **Member:** Undergraduate Curriculum Committee **2020-2022*
- **Member:** We Care Committee, Rosen College **2019-current*
- **Search Committee Chair:** Faculty for Internship Instructor and Coordinator **2018*
- **Search Committee:** Faculty for Internship Instructor and Coordinator **2017*
- **Search Committee Co-Chair:** Chair for Tourism, Events, and Attractions Department **2021*
- **Search Committee:** Chair for Tourism, Events, and Attractions Department **2019*

Student

- **Faculty Advisor, Knights of the RELM;** Student Group supporting the HTMS Center **2023-current*
- **Faculty Advisor, UCF Casino Resort Club;** Student Group at Rosen College **2021-current*

- **Faculty Advisor, Pegasus Music Group;** largest Entertainment Management Student Group at Rosen College **2017-current*
- **Faculty Co-Advisor, Sports T.E.A.M. Society;** Student Group focused on Sports Tourism, Events, Entertainment, Awareness, Marketing and Management **2018-current*

Faculty Development

- Summer FTCL 2023
- Teaching Squares; 2020-2021
- UCF Faculty Women’s Mentoring Group; 2016-2017
- Case Study Workshop; 2017

Presentations in Japan on International Internships

2019

- **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**
 - Hoteliers from Japan attended to learn about hiring UCF Rosen College students for their hotel properties across all prefectures.
 - Tokyo, Osaka, Kyoto, Nagoya, Fukuoka, Fukui, Okinawa, Hiroshima, Sendai, Shin-Osaka, Nara hotels

Presentations

2021 – Panelist on “Tea with T: The Female Voice” as part of UCF’s ACE Women’s Network and Women’s History Month

2021 - Presenter for ARTS ON! A Virtual Showcase of Creativity at UCF; UCF Celebrates the Arts 2021

2020 - 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

2020 – Presentation for Rosen Research, Recovery, & Reskill Webinar Series on “Mentoring”

2017 - Presenter at the Association of Corporate Travel Planners Educational Conference – “Mentoring for Life”

2016 – current - Presenter for University of Central Florida Professional Advisory Boards: Theme Park Advisory Board, Event Advisory Board and Entertainment Advisory Board

Competitions: Mentoring, Judging, and Creating

- **2024, 2022, 2020, 2019, 2018 - NAF Hospitality Conference**
 - Judged event and guest services case study competitions for high school students preparing for NAF State Competition
- **2021 - Most Talented Leaders Hospitality Competition**
 - Mentored three undergraduate students and one graduate student for this global competition

- **2020 - Most Talented Leaders Hospitality Competition**
 - Mentored three graduate students for this global competition
- **2021 – 2020 – NAF Life Lessons Virtual Series**
 - Created videos to use for high school students during the pandemic: *College Life, Professionalism, Applying for Jobs, and a “Day in the Life”*

Interviews: Television, News, and Print

2023 – WFTV ABC New Channel 9; House Bill 851 – Should lodging establishments be fined on the second offense of not training their staff to identify human trafficking in the workplace.

<https://www.wftv.com/news/local/9-investigates-sex-trafficking-our-hotels/PRMR2RAO2VD5ROF7Q3YO2WBPBY/>

2021 – Central Florida Lifestyle Magazine; Celebrating the Women Next-door:

<https://www.centralfloridalifestyle.com/orlando-local-stories/celebrating-the-woman-next-door-jessica-wickey-byrd/>

2021 – Zippia; Job Market for Recent Grads: <https://www.zippia.com/hospitality-manager-jobs/trends/#section-professor-273172321967>

2021 – Zippia; Jobs Trend: <https://www.zippia.com/hospitality-manager-jobs/trends/>

2021 - WFTV ABC News Channel 9; Theme Parks: <https://www.wftv.com/news/local/orange-county/construction-ramps-up-new-attractions-central-floridas-major-theme-parks/3LTX2OMDRJEPZNOQPIFPAXF4YI/>

2021 - WFTV ABC News Channel 9; Pandemic and Jobs; When is it time to pivot?

2019 – WFTV ABC News Channel 9; Partnership with UCF Rosen College and United Abolitionists to create human trafficking curriculum for students

2019 - Hotel Ryokan; Editor-in-Chief, Mr. Tatsuya Kanazawa from the Monthly Magazine about UCF Rosen College’s international internship program in Japan

2019 - Okinawa TV; interview with Dr, Tadayuki Hara about UCF Rosen College’s international internship program in Japan

2019 – NHK World News TV; coverage of Doshisha University round table discussing paid internships for students in Japan with Tadayuki Hara, the Ritz-Carlton Osaka and Kyoto; all arranged by the American Chamber of Commerce Osaka

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
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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
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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
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Professional Memberships

- C.E.R.T. (Campus or Community Emergency Response Team) Volunteer
- CMAA – Country Club Managers Association of America
- ESD - Eta Sigma Delta – Hospitality Honor Society
- CFHTTF – Central Florida Human Trafficking Task Force
- GSA – Gay Straight Alliance
- IAVM – International Association of Venue Managers
- PCMA – Professional Convention Management Association
- PTK - 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

- TCA – Tri-County Alliance to Combat Trafficking

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.
- 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
- National Academy Foundation AoHT
- Project Together (UCF Marriage and Family Research Institute)
- Relay for Life
- Ringling Museum
- Sarasota Coastal Clean-up
- Twinless Twins Support Group International
- Walk for Autism (Autism Speaks)

Event Planning

- **Executive Director** for **Walt Disney World Day** at the UCF Rosen College (Spring 2022, Fall 2022, Fall 2023)
 - Planned and executed event for over 1,200 attendees with zero-budget.
 - Arranged eight teams of recruitment (Disney College Program, Disney Professional Internships, Disney Professional Positions, Cast Members)
 - Arranged Minnie Mouse and Mickey Mouse to surprise attendees with a meet and greet.
- **Executive Director** for **Universal Orlando Day** at the UCF Rosen College (Spring 2022, Spring 2023, Spring 2024)
 - Planned and executed event for over 1,200 attendees with zero-budget.
 - Arranged 27 teams of recruitment (Professional Internships and Team Members)
 - Arranged Trolls, Fiona and Shrek, Minions, Prince Julian, and Mardi Gras characters to surprise attendees with a meet and greet.
- **Executive Director** for **Entertainment Festival (ENTERTAINMENT, EXPLORATION, EXPERIENCE FEST)** at the UCF Rosen College (Spring 2023)
 - Planned and executed event for over 400 attendees.
 - Mentored 14 student leaders to plan and execute event with zero-budget.
 - 24 Entertainment Companies recruitment teams, 13 Industry Panelists, 3 Educational Workshops Presenters, 13 Live Performances, and 6 sponsors
- **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.
 - **World Bartender Competitions (Regional)** – TGI Fridays, Florida locations
 - Planned World Bartender Competitions for restaurants
 - Fundraised for Children’s Miracle Network
 - Facilitated speed testing, quality testing, pour testing, and flair competitions
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Professional Experience in Training and Hiring

T.G.I. Friday’s

1996-2016

Market Trainer / Director of Training

- Identified and arranged suitable training solutions for Team Members; assessed regional developmental needs to drive training initiatives to 92% compliance.
- Conducted follow-up of all completed training to evaluate and measure results; modified programs as needed; developed effective training materials utilizing a variety of media.
- Developed and maintained communication to ensure employees had knowledge of events and general information.
- Planned, organized, facilitated, and ordered supplies for Team Member training.
- Exemplified the desired culture and philosophies of the organization.
- Used effective development, coordination and presentation of training and development programs to assist in my responsibility for improving the productivity of all team members.
- Oversaw 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 (more than \$34 million in sales annually).
- Taught coaches’ classes for 17 stores throughout the region developing new leaders.
- Maintained constant communication within the region for all training and certification compliance, between the General Managers, and Training Coordinators.
- Produced compliance audits and spreadsheets weekly for review.
- Coached and trained 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.
- Developed team using dedicated sales goals and contests (\$3,784,000 average annual sales).
- Conducted all hiring for FOH, including interviewing, training, and certifications.
- Responsible for all fiscal duties, for opening and closing shifts.
- Maintained 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.
- Analyzed and planned restaurant sales levels and profitability.
- Organized marketing activities, such as promotional events and discount happy hour items.
- Prepared reports at the end of the shift/week, including staff control, food control and sales.
- Created and executed plans for department sales, profit, and staff development.

- Coordinated the entire operation of the restaurant during scheduled shifts.
- Responded to customer complaints, coached Team Members on guest service survey's
- Ensured that all employees adhered 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

- Conducted all training and training classes for new employees including Front of the House and Back of the House employees.
- Taught coaches classes for new hires and all new management; facilitated 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.
- Conducted all orientation for new hires including SURF testing, Disability testing, SERVSAFE, Food Handlers, and Food and Beverage training.
- Managed daily shifts for all FOH staff while strategizing sales contests, quotas, and team recognition.
- Wrote training schedules for all new employees and assisted 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.

Additional Professional Experience

Prudential Cole, REALTORS

Referral & Relocation

- Coordinated all confidential incoming and outgoing referrals and relocation business.
- Completed Comparative Market Analysis's for all homeowners listing property for sale.
- Developed marketing plans designed to sell quickly and at maximum return for home seller.
- Scheduled 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.
- Prepared profit and loss statements, daily sales reports, and inventory cost sheets.
- Scheduled cleaning duties; follow proper OSHA guidelines and procedures with chemical usage.
- Assimilated fiscal budgets and forecasting for Food & Beverage department; follow occupancy trends to order inventory and schedule staff.
- Worked in collaboration with Catering staff to design menus for events; oversee preparation for all food and beverage during events.
- Monitored purchasing and stewardship for all restaurants; maintain quality output standards.
- Conducted food and beverage training seminars, orientations, and updates.
- Head of the Resort Safety Committee facilitating lowering employee accidents by 40%.

Appendices

Leadership Development Workshop Series Topics included but not limited to:

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

Industry Facilitators for the Leadership Workshops included but not limited to:

4Rivers	Loews Hotels at Universal
Amazon Restaurants	Marriott Vacations Worldwide
American Traveler	Merlin Entertainment
AT&T	Orange County Convention Center
AXIS Events	Orlando Magic
Chick-Fil-A	Parallon
CW Hotels	Red Lobster
Drury Hotels	SeaWorld Parks and Entertainment
Edgefactory	Seminole County Tourism
Entertainment Technology Partners	Staying Sain
Herschend Family Entertainment	Tavistock
Hilton Worldwide	The Breakers Palm Beach
Holland America, Carnival, Royal Caribbean	Universal Destination and Experiences
Kennedy Space Center	Walt Disney World
Latin Grammy's	Westgate Resorts