

HEATHER ROTHBAUER-WANISH, PH.D.

9411 40th Street | Colfax, WI 54730 | 715.559.6378 | heather@feather-communications.com | [LinkedIn Profile](#)

EXPERIENCED BUSINESS COMMUNICATION LECTURER

Proactive, motivated, and leadership-oriented business professional with a proven track record of delivering exceptional learning experiences via face-to-face teaching, online courses, and hybrid classes. Demonstrated ability to work with a variety of learning management systems, including Canvas, Blackboard, D2L, and E360. Capable of meeting all teaching objectives, designing classroom strategies, and working independently. Ability to design online courses that drive student interest, cultivate discussions, and intertwine with current events.

QUALIFICATIONS

Student Engagement | Course Objective Design | Exceptional Communication Skills | Complex Problem Solving
Highly-Organized and Detailed | Forward-Thinking Approach | Mentoring and Coaching | Adaptability and Flexibility
Relationship-Building | Critical Decision-Making | Continuous Learning | Entrepreneurial Mindset | Diligent Work Ethic

STUDENT FEEDBACK

"Heather is very **helpful, understanding**, and kind. I never felt talked down to when I asked a question. She is incredibly **knowledgeable on the subject matter.**"

"She **made class interesting and engaging**. She didn't just have us sit in front of a PowerPoint the whole class, but had **activities and prompts for us** to work with to better learn the material."

"She gave us **great real-life examples** and **used her own experience** to help us."

"She **kept the class interesting and interactive**. She was very realistic about writing and the business world. She was also very easy to talk to and connect with. **Heather was an amazing teacher** and I'd highly recommend her to anyone."

TEACHING HISTORY

UNIVERSITY OF WISCONSIN-EAU CLAIRE

Adjunct Professor – Business Communication

Eau Claire, WI

Fall 2018 – Present

Teach *Business Writing* (BCOM 206) to multiple sections each semester, offering coaching and mentoring on the creation of letters, memos, emails, reports, and social media messages. Teach *Business Presentations* (BCOM 207), outlining methods for providing interesting and dynamic presentations that are aligned with audience needs. Verify all students understand the importance of remaining professional through written, verbal, and technology communication.

Additional experience includes the delivery of a *Resume Bootcamp* for MBA students through the University of Wisconsin Consortium as well as undergraduate teaching for *Diversity, Equity, and Inclusion in the Workplace* (BSAD 300) at UWEC.

LAKELAND UNIVERSITY

Adjunct Professor – Business

Sheboygan, WI

January 2012 – August 2019

Taught *Business Professional Rhetoric*, *Principles of Business*, and *Organizational Effectiveness*. Developed syllabi based upon Lakeland University standards, and maintained an open and dynamic classroom environment. Created course materials for in-classroom experience and via BlendEd program (online). Effectively led students attending in-person and through virtual technologies.

UNIVERSITY OF WISCONSIN-EAU CLAIRE

Visiting Assistant Professor – Marketing

Eau Claire, WI

Spring 2013

Developed course information for two sections of *Marketing Management* and one section of *Communications and Promotions* courses. Ensured all course materials were ready for face-to-face interaction and through D2L.

- Developed relationships with local businesses to provide hands-on experience for students, creating partnerships between student groups and approximately 20 local businesses.
- Coordinated student projects, supervised all project documentation, and followed-up with businesses.

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CHIPPEWA VALLEY TECHNICAL COLLEGE

Eau Claire, WI

Adjunct Business Management Instructor

January 2012 – April 2016

Taught *Principles of Management*, *Introduction to Business*, and *Business Ethics* courses. Developed course syllabi and determined course objectives. Created dynamic and creative exams, course materials, and discussions that incorporate current events. Utilized Blackboard and E360 platforms to design face-to-face, hybrid, and online courses.

GLOBE UNIVERSITY

Eau Claire, WI

Business Program Chair

July 2008 – January 2012

Recruited, interviewed, and hired adjunct faculty to instruct in the business program. Developed unique methods for incorporating current events in classroom discussion. Courses taught included: *Organizational Behavior*, *Marketing*, *Consumer Behavior*, *Marketing Strategy*, *Fraud Examination*, *Entrepreneurship*, *Capstone: Business Administration*.

- Earned recognition as Globe University-Eau Claire's Faculty Member of the Year for 2008.
- Provided advising to the DECA chapter and oversaw competitive events during competitions.
- Served as an integral curriculum committee member for Eau Claire campus; provided documentation to Network Dean of Business at corporate headquarters.
- Recruited local community members to serve on Program Advisory Committee.

ENTREPRENEURIAL EXPERIENCE

FEATHER COMMUNICATIONS

Colfax, WI

Founder | Owner

January 2008 – Present

Successfully built a freelance writing business as a Certified Professional Resume Writer. Establish rapport with a wide variety of clients throughout the United States and beyond to build dynamic, targeted, and professional resume, cover letters, and LinkedIn profiles for today's marketplace. Build expertise within the resume writing field, utilizing writing experience, relationship-building abilities, and networking skills to solidify a positive reputation within the industry.

- Provide feedback and ideas for well-known publications, resulting in features in *MSN*, *CareerSidekick*, *The Ladders*, *The Telegraph*, *Ms. Career Girl*, *Career Resource Institute*, *Monster*, and *The Penny Hoarder*.
- Selected to provide presentations at the National Resume Writers' Association Annual Conferences on four separate occasions, including in Denver, Charlotte, North Carolina, the Bahamas, and Colorado Springs.
- Currently maintain a 30 five-star Google review rating from a diverse client base.

EDUCATION

Doctorate (Ph.D.) – Organization and Management, *Emphasis in Leadership*, Capella University

Dissertation: Leadership Style in Economic Development: An Ex Post Facto Study

Master of Business Administration, Lakeland University

Bachelor of Business Administration – Management, *Minor – Spanish*, University of Wisconsin-Eau Claire

Advanced Business Communication Certificate

AFFILIATIONS

Professional Associate of Resume Writers and Career Coaches | Certified Professional Resume Writer

National Resume Writers' Association | Polka Dot Powerhouse – Legacy Leader and Member