TEXAS STATE VITA
(with Fine Arts components)

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I. Academic/Professional Background

A. Name: Jeanette Lewis

Title: Instructor, University Seminar and Fundamentals of Communication

B. Educational Background

Degree	*Year*	*University*	*Major*
Master of Business Administration	1994–1995	Texas Christian University	Business Administration
Bachelor of Science	1990-1994	Texas Christian University	Fashion Merchandizing

C. University Experience

Fundamentals of Communication Professor, 2025–present
Texas State University, San Marcos, TX

- Instruct multiple sections of over 25 students per section
- Encourage and motivate students to communicate openly and to speak up when struggling
- Lecture and present material in an engaging style where student participation becomes the norm
- Administer grades and feedback while helping students see that grades do not define them
- Create a connection and safe environment so that communication and interaction become the norm
- Continually seek out new ways to keep students engaged and interested in the learning process
- Teach the 5 Principles of Communication (Awareness, Verbal & Nonverbal Messages, Listening, Adapting)
- Help students develop basic verbal and nonverbal communication skills across interpersonal, small group, and public speaking contexts
- Assist students with informative and group persuasive presentation skills

University Seminar Professor, 2018–present
Texas State University, San Marcos, TX

- Instruct multiple sections of over 25 students per section
- Teach a wide array of topics including Time Management, Note Taking, Test Taking, Mental Wellness, Addiction, Public Speaking, and Advising/Counseling resources
- Guide students on their journey toward finding a major and career path
- Inspire students to stay the course and see the big picture of a university education
- Bring awareness to key university resources and explain the university's support functions
- Assist freshmen in their transition to Texas State University
- Teach students how to develop skills and relationships for success

- Apply practical learning skills, concepts, and services that promote students' academic success
- Identify common challenges of university life and strategies to succeed at Texas State
- Encourage and motivate students to communicate openly and to speak up when struggling
- Lecture and present material in an engaging style where student participation becomes the norm
- Administer grades and feedback while helping students see that grades do not define them
- Create an open, inclusive environment encouraging integration into the Texas State community and beyond

D. Relevant Professional Experience

Marketing Liaison and Director
Fyzical Therapy and Balance Centers, Grapevine, TX — July 2024–August 2025

- Managed client relationships and acted as point of contact between doctor offices and the team
- Gathered feedback from offices and ensured needs were reflected through marketing strategies
- Set up meetings and presentations to educate offices and introduce them to the PT team
- Set social media goals and objectives and monitored performance
- Developed and edited PowerPoints for group presentations
- Oversee development of marketing materials, including new content and design
- Formulated procedures and promotional materials to create a consistent role for future Liaisons
- Established timelines and milestones for marketing initiatives
- Increased referrals over 25% in six months, targeting 50% growth by end of 2025
- Developed and identified new routes and offices to visit based on referral generation potential
- Monitored campaign performance making adjustments as needed
- Responded to and resolved client/office questions
- Developed training manuals to help the Clinic Director run the office more efficiently
- Controlled expenses and monitored marketing budget with cost-effective ideas
- Collaborated with local organizations and created volunteer events to educate the public
- Converted referred patients into long-term patients through positive interactions

Director of Hot Yoga Teacher Training and Yoga Instructor
The Yoga Lab — 2017–Present | Red Dawg Hot Yoga, San Marcos, TX — 2015–2019

- Lead Hot 26 teacher training, guiding trainees through anatomy, dialogue, and presentation skills required to become a successful yoga teacher
- Coach teacher trainees through learning the extensive dialogue
- Teach trainees public speaking and teaching skills to provide an effective, engaging, and safe class
- Guide trainees through all aspects of alignment to keep students safe
- Instruct group classes of 10–25 students per class
- Create environment of healing and wellness through movement with correct form and alignment
- Lead workshops for all levels, from beginners to advanced, including injuries or chronic issues
- Provide continuing guidance and critique of new teachers to improve credibility and knowledge
- Provide professional counsel to the owner on studio ownership issues

Business Owner
Bikram Hot Yoga Studios of Albuquerque, Albuquerque, NM — 2007–2015

- Founded and operated the city's first hot yoga studio
- Expanded to a second location after two years by building a passionate instructor team, defining operating procedures, and running effective marketing campaigns that grew the client base more than 50% year over year, with retention rates over 25% above the industry average

- Managed a staff of over 40 people offering more than 50 classes per week, generating annual sales of $750k+
- Set teacher goals and objectives and monitored performance through reviews
- Developed and trained new teachers, provided coaching, and directed team training
- Increased sales and customer base; developed pricing schedules, sales policies, and procedures; purchased and merchandised inventory; analyzed data to identify sales opportunities
- Formulated policies and procedures, developed promotional materials, and controlled expenses and budgets
- Collaborated with local organizations on fundraising and events to help women and children in need
- Taught yoga classes averaging 30 students per class
- Created a free kids' yoga class on Saturdays and a childcare program for members during classes
- Developed yoga teacher training and advanced workshop programs
- Established corporate wellness partnerships bringing yoga into the workplace
- Planned annual events for over 150 people
- Sold the business for a profit

Salesperson/Director
BeautiControl Cosmetics, Albuquerque, NM — 2000–2006
- Accomplished salesperson for a leading skin care company
- Awarded top 5 national seller in first year and promoted to director within 18 months by recruiting and leading a motivated team of image consultants
- Conducted corporate training for new consultants and spoke at the annual national convention on delivering effective sales presentations
- Created a new selling format that was adopted and implemented company-wide

Business Manager
Manning Florist, Albuquerque, NM — 1998–2000
- Managed staff for optimum performance and prepared financial reports for the owner
- Implemented new business software and standard operating procedures for receivables and payables, improving cash flow
- Cultivated customer relationships by ensuring consistent, quality service
- Evaluated business processes and systems for opportunities to improve the bottom line

Project Assistant and Trainer
Summit Electric Supply, Albuquerque, NM — 1995–1998
- Worked on various projects reporting directly to the CEO
- Collaborated with HR to create a new business dress code and warehouse, delivery, and counter uniforms
- Led computer training for all employees at 15+ locations on business software systems
- Served as Corporate Communications Editor, managing press releases and Executive Presentations
- Planned and hosted annual corporate executive meetings
- Coordinated event planning for sales conferences, customer training, and employee orientation
- Managed key projects and timelines for the CEO and Executive Leadership

E. Other Professional Credentials (licensure, certification, etc.)
- E-RYT 500 Teacher through Yoga Alliance (over 2,500 hours of teaching and training)

- Bikram Yoga Teacher Training Certification
- Brave New Leaders Program, Brené Brown
- Certified Health Coach through Dr. Sears Wellness Institute

II. TEACHING

A. Teaching Honors and Awards: N/A

B. Courses Taught:
- Fundamentals of Communication
- University Seminar

III. SCHOLARLY/CREATIVE – N/A

IV. SERVICE

A. Institutional

1. University:
- Assisted the Center for Productive Communications at Texas Christian University, helping students with public speaking, 1993–1995
- Member, faculty orchestra and Strolling Strings, Texas Christian University, 1992–1994

2. College: N/A

3. Department/School:
- Developed and led public speaking workshops for the teaching staff at Cottonwood Montessori School, Albuquerque, NM; tutored students on public speaking skills on a volunteer basis, 2013–2015

B. Professional:
- President, Business Networking International, 2002–2004
- Toastmasters' International member and past President, Albuquerque, NM chapter

C. Community:
- Founded a new Al-Anon meeting and served as General Representative, 2017
- Created an Alateen meeting for the New Braunfels, TX area, 2017–2019
- Sponsor of new members in Al-Anon recovery, 2015–Present

D. Organization Memberships:
- Toastmasters International
- Business Networking International
- Yoga Alliance

E. Service Honors and Awards:
- Top 5 Salesperson, *BeautiControl Cosmetics,* 2001