

Kyle S. Hartmann

Kyle.S.Hartmann@gmail.com

[linkedin.com/in/kyleshartmann](https://www.linkedin.com/in/kyleshartmann)

SUMMARY

Strategic and collaborative higher education professional with over a decade of experience in university-level event management, public relations, donor engagement, and academic outreach. Demonstrated success in leading cross-functional teams, developing science-based educational programs, and enhancing institutional visibility through innovative communications and branding. Skilled in managing complex operations and fostering stakeholder relationships across academic, administrative, and external communities.

EDUCATION

Rutgers, The State University of New Jersey

New Brunswick, NJ

Master of Communication and Media

Rutgers University - School of Communication & Information

Anticipated Graduation Spring 2028

Bachelor of Arts

Rutgers University - School of Arts & Science

May 2013

Major in Women and Gender Studies - Double Minor in Political Science and Critical Sexuality Studies

WORK EXPERIENCE

Rutgers University: Rutgers Equine Science Center

New Brunswick, NJ

December 2023 - Present

Manager of Special Events & Programs

- Liaise between the Center, the public, the media, and the School of Environmental and Biological Sciences.
- Execute the Center's capstone and ad-hoc large-scale events as the main project manager; overseeing event operations, resource allocations, and analysis of overall program effectiveness.
- Coordinate and implement special events; including VIP, donor, and Rutgers University Board for Equine Advancement events; strengthening stakeholder engagement and buy-in.
- Increase the Center's visibility to a state, national, and international audience; simultaneously examining audience engagement, university brand recognition, and how applicable the Center's mission is to the public via surveys.
- Work directly with Rutgers Communications and Marketing team and University Brand, Marketing and Creative Services on projects such as photo shoots, press releases, and media access to amplify the Center's research and extension activities.
- Work with Center faculty, graduate students, and undergraduate students to develop educational programs and initiatives grounded in science-based research, such as the "Equine Science 4 Kids" online portal.
- Supervise, mentor, and teach undergraduate and graduate students about graphic design and how to present high-level research to a layperson audience.
- Provide independent support for all aspects of the Center's daily operations.
- Maintain full scope of duties previously held across positions of Public Relations Specialist, Graphic Designer, and Administrative Assistant.

Rutgers University: Rutgers Equine Science Center

New Brunswick, NJ

April 2015 - December 2023

Public Relations Specialist

- Managed publicity and fundraising for multiple Center scholarship programs and awards.
- Developed and maintained the Center's "brand" using multiple social media and print projects.
- Created various materials, such as the Center's annual report, "The Rutgers University Equine Science Quarterly" newsletter, and educational and promotional materials.
- Designed and managed content for the Center's website and various social media accounts.
- Coordinated and executed strategic communications and event promotion for the Center using numerous approaches, including press releases, newsletters, fact sheets, and the Center's annual report.

Rutgers University: Rutgers Equine Science Center

New Brunswick, NJ

September 2014 - April 2015

Graphic Designer & Administrative Assistant

- Oversaw branding redesign and implementation, and coordinated social media marketing initiatives.
- Created the Center's annual budget and managed budget implementation for the fiscal year.
- Conducted day-to-day Center operations and acted as a clearing house for all Center information.

Rutgers University: Office of the Dean of Students & Student Affairs Business Office

New Brunswick, NJ

June 2013 - February 2014

Special Projects Coordinator: Assistant to the Senior Dean of Students & Senior Case Manager

- Performed audit of resources spent on media, marketing, and communications for the Vice-Chancellor of Student Affairs.
- Served as a delegate for the Office of the Dean of Students to various university-wide committee meetings.
- Administered division-wide one-on-one trainings for staff on the use of website content management system.

AWARDS

SEBS/NJAES Excellence Award - Staff Excellence

School of Environmental and Biological Sciences & the New Jersey Agricultural Experiment Station

November 2021

Rutgers Cooperative Extension Award for Excellence - Support Staff

Rutgers University Cooperative Extension

December 2017

CERTIFICATIONS

Rutgers University Communicator Certificate

Rutgers University Communications and Marketing

June 2019

TRAININGS & WORKSHOPS

Fundraising During The Covid-19 Pandemic

"Rapid Fire" presentation at the 2021 Equine Science Society Symposium

June 2021

Presentation on fundraising and how to use fundraising platforms to promote initiatives and programs.

SCIENTIFIC PUBLICATIONS

Journal Articles

Ellen M Rankins, Boluwatife E Faremi, Kyle Hartmann, ..., Heart rate variability responses of horses and veterans with post-traumatic stress disorder to ground-based adaptive horsemanship lessons: a pilot study, *Translational Animal Science*, Volume 9, 2025, txaf019, <https://doi.org/10.1093/tas/txaf019>.

Alisa C. Herbst, Kyle S. Hartmann, ..., 2022 Equine community needs assessment survey, *Journal of Equine Veterinary Science*, Volume 142, 2024, <https://doi.org/10.1016/j.jevs.2024.105193>.

Kyle S. Hartmann, ..., Rutgers Equine Science Center Industry Needs Assessment Survey 2016, *Journal of Equine Veterinary Science*, Volume 48, 2017, <https://doi.org/10.1016/j.jevs.2016.07.002>.

VOLUNTEER WORK

Rutgers University: Center for Social Justice Education & LGBT Communities

New Brunswick, NJ

February 2014 - May 2014

Northeast LGBT Conference Coordinator

SPECIALIZED SKILLS

- Event Planning & Facilitation
- Project Management
- Strategic Planning
- Marketing & Communications
- Photography & Videography
- Graphic Design
- Social Media
- Fundraising & Stewardship
- Designing and Facilitating Trainings & Workshops
- Website Design & Management
- Adobe Creative Cloud (Photoshop, InDesign, Bridge, Illustrator)
- Microsoft 365 Office Suite (Word, PowerPoint, Excel, Outlook)