

## EDUCATION

M.A., Communication / Organizational Communication Studies - University of Oklahoma

B.A., Journalism / News Writing - University of Oklahoma

NREMT, Emergency Medical Technician - Great Plain Technology Center

## SUMMARY OF QUALIFICATIONS

- More than 27 years of experience in the fields of radio, television, and communication
- Twenty-one years teaching higher education courses in communication and media studies
- Expertise include web and print content development, public speaking, and project management
- Tech-savvy and strategic communication leader possessing exceptional writing and editing skills
- Successful at building relationships and working with administrators, faculty, staff, students, alumni, community leaders and the media
- Experience and proven success in employee hiring, recruiting, development and motivation to achieve maximum efficiency and effectiveness

## TECHNOLOGY

**Software:** Wrike (Project Management), Adobe Photoshop, Illustrator, Audition, Microsoft Office Suite (Word, Access, Excel, PowerPoint), Google Apps (Google+, Drive, Docs), Blackboard, Digitalchalk

**Web/Multimedia:** Dreamweaver (web design), content management systems (Wordpress), Radio Automation (BE, AudioVault), search engine optimization, create webinars, web server administration, video and photo editing

### University Courses Taught

- New Media
- Introduction to Mass Communication
- Media Management
- Professional Development
- Business and Professional Communication
- Communication Internships
- Public Speaking - Principles of Communication
- Broadcast Announcing
- Advanced Radio and Audio Production
- Radio Lab

### Professional Writing

- News Press Releases to local and statewide media
- Newspaper articles for Oklahoma Daily
- Quarterly newsletter for KCCU Radio
- Design brochures, pamphlets, folders and leaflets
- Write and produce public service announcements
- Write and edit white papers on Telecommunication issues

## EMPLOYMENT

### Cameron University

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#### **Adjunct Instructor, Communication Department**

**1994-2007 & 2018-Present**

Adjunct Instructor for the Communication Department. Courses include: Principles of Communication and Fundamentals of Speech.

#### **Program Director KCCU Radio**

**1991-2007**

Responsible for content of all programs to include: news, shows, promos, underwriting. Oversee the daily operation of the seven-network of radio stations in Oklahoma and Texas. Design and manage webpage. Instructor/supervised students enrolled at radio station: Broadcast Announcing, Radio Production, Broadcast Internship, and Advanced Audio Production.

### Elgin Fire Department

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#### **Volunteer Firefighter/EMT**

**2012-Present**

Structural Firefighter 1 eligible. National Registered Emergency Medical Technician. Past departments: East Rockaway New York and Kiowa Kansas.

### Radiofrequency Safety International (RSI, Corp.)

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#### **Director of Marketing and Business Development**

**2015-2016**

Responsible for the Marketing, Advertisement and Public Relations of RSI Corp. Supervise the marketing team to help strategize and execute promotional materials, product launches, and social media contents through e-marketing

campaigns. Accountable for comment moderation, consumer interaction, and diffusing any online issues (complaints, returns, etc.). Utilize a research-based, consumer-driven model to plan and design functional company website that meet target audience needs. Organize media events and community projects.

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## **Mercyhurst University**

### **Chair, Communication Department**

**2011-2012**

Supervise and conduct academic advisement, student recruitment, and retention for the communication department. Coordinate trimester course schedules for the communication department. Oversee the design of advertising materials for community brochures. Manage annual budget, approval of financial transactions, and charge account. Conduct classroom faculty observations & merit-academic performance evaluations. Evaluate transfer student courses.

### **Instructor, Communication Department**

**2007-2012**

Taught lower and upper division Communication courses during a trimester schedule. Courses include: New Media, Media Management, Media Convergence, Communication in Society, Professional Development, and radio-lab.

### **Director of Broadcasting WMCE Radio**

**2007-2012**

Operate and manage radio station. Train students in use of production and broadcast equipment, computers and software. Plan annual budget, analyze audience, and prepare grants. Maintain station's public inspection files, EEO reports and other standards set by the university and the Federal Communications Commission.

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## **KSWO TV 7**

### **TV Reporter**

**1986-1991**

Write and edit news stories for 6 P.M. and 10 P.M. newscasts. News Reporter for live television remote broadcasts. Assign and develop news stories. Cover all news areas: military, city, county, state government, school board meetings, police department, law (courthouse and trials), features, documentaries, and business.

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## **KSWO Radio 1380**

### **Radio News Director**

**1978-1981 and 1985-1989**

News and Information Director for commercial radio station. Report and anchor local and state newscasts. Develop and produce local news/public affair features, assist with morning call-in talk show, conduct interviews, write and edit material for broadcast, conduct field investigations, produce actualities and reports for the state news network.