

# Kelli S. Boling

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## Education

**Ph.D. in Mass Communications** – University of South Carolina (May 2020)

*Certificate in Women & Gender Studies*

**M.M.C. in Integrated Marketing Communications** – University of South Carolina (May 2007)

**B.S. in Business Administration/Marketing** – Winthrop University (May 1999)

## Academic Appointments

### **Assistant Professor**

University of Nebraska-Lincoln

College of Journalism and Mass Communications

August 2021-present

## Research

### Refereed Journal Articles

#### **Published**

**Boling, K. S.** (2022). "I'm not a journalist. I don't think that I necessarily fall under the same rules that they do.": Journalistic ethics in true crime podcast production. *Ethical Space*, 19(3/4 2022), 44-51.

Slakoff, D. C., **Boling, K.S.**, & Tadros, E. (2022). "I just couldn't cope with it, you know? I just couldn't believe that she was gone": The portrayal of co-victims' grief in true crime podcasts about missing (and presumed killed) women. *Journal of Family Violence*. DOI: [10.1007/s10896-022-00471-w](https://doi.org/10.1007/s10896-022-00471-w)

**Boling, K. S.** (2022). "It's that 'There but for the grace of God go I' piece of it": Domestic violence survivors in true crime podcast audiences. *Mass Communication & Society*. DOI: [10.1080/15205436.2022.2061359](https://doi.org/10.1080/15205436.2022.2061359)

Walker, D., & **Boling, K. S.** (2022). Black maternal mortality in the media: How journalists cover a deadly racial disparity. *Journalism*. DOI:[10.1177/14648849211063361](https://doi.org/10.1177/14648849211063361)

Alharbi, K., & **Boling, K. S.** (2022). Saudi women take the wheel: A content analysis of how Saudi Arabian car companies reached women on social media. *Journal of Current Issues & Research in Advertising*, 43(2), 165-184. DOI:[10.1080/10641734.2021.1995543](https://doi.org/10.1080/10641734.2021.1995543)

**Boling, K. S.**, & Walker, D. (2021). How race and gender impact perceived objectivity of broadcast women of color on Twitter. *Social Media + Society*. DOI:[10.1177/20563051211062921](https://doi.org/10.1177/20563051211062921)

**Boling, K. S.,** & Moscovitz, L. M. (2021). Truth, justice, and sexual harassment: A comparative analysis of the Op-Eds in the Hill-Thomas and Ford-Kavanaugh hearings. *Journalism Studies*, 22(16), 2218-2235. [DOI:10.1080/1461670X.2021.1991836](https://doi.org/10.1080/1461670X.2021.1991836)

**Boling, K. S.,** Hull, K., & Moscovitz, L. M. (2021). Missing, or just missed? Mediating loss in the *Missing Richard Simmons* podcast. *Journal of Radio and Audio Media*, 38(2), 254-274. [DOI:10.1080/19376529.2019.1682585](https://doi.org/10.1080/19376529.2019.1682585)

**Boling, K. S.** (2021). “We matter”: The cultural significance of a counter-narrative Black public affairs program in Columbia, S.C. *Journalism History*, 47(4), 353-371. [DOI:10.1080/00947679.2021.1983348](https://doi.org/10.1080/00947679.2021.1983348)

**Boling, K. S.** (2020). #ShePersisted, Mitch: A memetic critical discourse analysis on an attempted Instagram feminist revolution. *Feminist Media Studies*, 20(7), 966-982. [DOI:10.1080/14680777.2019.1620821](https://doi.org/10.1080/14680777.2019.1620821)

**Boling, K. S.** (2019). True crime podcasting: Journalism, justice, or entertainment? *International Radio Journal*, 17(2), 161-178. [DOI: 10.1386/rjao\\_00003\\_1](https://doi.org/10.1386/rjao_00003_1)

**Boling, K. S.,** & Hull, K. (2018). Undisclosed information – *Serial* is My Favorite Murder: Examining motivations in the true crime podcast audience. *Journal of Radio and Audio Media*, 25(1), 92-108. [DOI:10.1080/19376529.2017.1370714](https://doi.org/10.1080/19376529.2017.1370714)

Mortensen, T., Hull, K., & **Boling, K. S.** (2017). Really Social Disaster: An examination of photo sharing on twitter during the #SCFlood. *Visual Communication Quarterly*, 24(4), 219-229. [DOI:10.1080/15551393.2017.1388704](https://doi.org/10.1080/15551393.2017.1388704)

### Under Review

**Boling, K. S.** (R&R). “We can do better. We can be better.”: Journalists, counter-narratives, and advocacy in true crime podcasts on domestic violence. Under review at *Critical Studies in Media Communication*.

## Refereed Book Chapters

### Published

\*Aubrey, A., & **Boling, K. S.,** (In Press). Black, Brown, and Financially Thriving: Redefining Economic Podcasting, in *The Routledge Companion to Business Journalism*.

**Boling, K.** (2023). How the civil rights era brought diversity to television news. In Finneman & Pribanic-Smith (Eds.), *Social Justice, Activism and Diversity in U.S. Media History*. New York: Routledge [DOI:10.4324/9781003299738](https://doi.org/10.4324/9781003299738)

**Boling, K. S.** (In press). Podcasting Pedagogy: The power of sound, participation, and marginalized voices in a virtual classroom in *Podcast Studies: Practice into Theory, Theory into Practice*.

Hull, K., & **Boling, K. S.** (2018). "I was very intoxicated": An Examination of the Image-Repair Discourse of Ryan Lochte Following the 2016 Olympics in *Case Studies in Sport Communication: You Make the Call*.

*\*Graduate Student Co-Author*

## Refereed Conference Presentations

### Accepted

Walsh, J., **Boling, K. S.**, Stamm, J., & Petrotta, B. (2023, August). "Perjurers, rapists, and zealots are ending abortion": Sports journalists' reaction to the loss of abortion rights. Accepted for presentation at the 2023 Association for Journalism and Mass Communication (AEJMC) conference in Washington, D.C.

**Boling, K. S.** (2023, August). "The Supreme Court is poised to overturn #RoeVWade and I'm mad as hell.": A politically charged feminist discourse analysis. Accepted for presentation at the 2023 Association for Journalism and Mass Communication (AEJMC) conference in Washington, D.C.

**Boling, K. S.** (2023, August). Critical pedagogy in a large lecture classroom: Increasing awareness, knowledge, and a desire for change. Accepted for presentation at the 2023 Association for Journalism and Mass Communication (AEJMC) conference in Washington, D.C.

Schlosser, A., Subramanian, R., Kirkpatrick, C., **Boling, K. S.**, Hample, J., & Jones, V. (2023, April). #NarcansavesLives: Strength and Solidarity in Youth Digital Activism in an Overdose Crisis. Accepted for presentation at Harm Reduction International Conference 2023 (HR23) in Melbourne, Australia.

Schlosser, A., Subramanian, R., Kirkpatrick, C., **Boling, K. S.**, Hample, J., & Jones, V. (2023, March). #NarcansavesLives: Digital Assembly and the Social Construction of a Public Health Intervention. Accepted for presentation at the 2023 Health Humanities Consortium Conference in Cleveland, OH.

**Boling, K.S.** (2022, June). "I'm not a journalist. I don't think that I necessarily fall under the same rules that they do.": Journalistic ethics in true crime podcast production. Presented at the 2022 Investigating true crime and the media conference at Newcastle University, UK.

Slakoff, D. C., & **Boling, K.S.** (2021, November). The portrayal of co-victims' grief in true crime podcasts about missing women. Presented at the 2021 American Society of Criminology (ASC) Annual Meeting in Chicago, IL.

**Boling, K.S.** (2021, August). The power of a good story: True crime podcasts and the domestic violence survivors in their audiences. Presented at the 2021 Association for Journalism and Mass Communication (AEJMC) conference in New Orleans, LA.

**Boling, K. S.,** & Walker, D. (2020, August). The impact of race, ethnicity, and gender on perceived objectivity of broadcasters on Twitter. Presented at the 2020 Association for Journalism and Mass Communication (AEJMC) conference in San Francisco, CA.

Walker, D., & **Boling, K. S.** (2020, August). Black maternal mortality in the media: How journalists cover a deadly racial disparity. Presented at the 2020 Association for Journalism and Mass Communication (AEJMC) conference in San Francisco, CA. **First Place Student Paper, Minorities and Communication Division**

**Boling, K. S.,** & Moscovitz, L. M. (2020, August). Truth, justice, and sexual harassment: A comparative analysis of the Op-Eds in the Hill-Thomas and Ford-Kavanaugh hearings. Presented at the 2020 Association for Journalism and Mass Communication (AEJMC) conference in San Francisco, CA.

Alharbi, K., Pardun, C. J., & **Boling, K. S.** (2020, August). Saudi women take the wheel: A content analysis of how Saudi Arabian car companies reached women on social media. Presented at the 2020 Association for Journalism and Mass Communication (AEJMC) conference in San Francisco, CA.

**Boling, K. S.** (2019, August). Lost in translation: The disturbing decision to limit access to audio court files for podcasters. Presented at the 2019 Association for Journalism and Mass Communication (AEJMC) conference in Toronto, Canada. **Third Place Student Paper, Law & Policy Division**

**Boling, K. S.,** Hull, K., & Moscovitz, L. M. (2019, August). Missing, or just missed? Mediating loss in the *Missing Richard Simmons* podcast. Presented at the 2019 Association for Journalism and Mass Communication (AEJMC) conference in Toronto, Canada.

**Boling, K. S.** (2019, May). #ShePersisted, Mitch: A memetic critical discourse analysis on an attempted Instagram feminist revolution. Presented at the annual International Communication Association (ICA) conference in Washington, D.C.

**Boling, K. S.** (2019, March). A “travesty of fundamental fairness” or a “mass moral reckoning”: An analysis of the Op-Ed discourse during the Hill-Thomas and Ford-Kavanaugh hearings. Presented at the annual Association for Journalism and Mass Communication (AEJMC) Southeast Colloquium in Columbia, S.C. **Top Student Paper, Newspaper & Online News Division**

**Boling, K. S.**, Moscovitz, L. M., & Pardun, C. J. (2019, February). Eating for change: How media use and social justice impact consumer perceptions of ethical labels. Presented at the annual Interdisciplinary Conference at Winthrop University, Rock Hill, S.C.

**Boling, K. S.** (2018, August). "We matter": The launching of a counter-narrative Black public affairs program in Columbia, S.C. Presented at the annual Association for Journalism and Mass Communication (AEJMC) conference in Washington, D.C. **Third Place Student Paper, History Division**

**Boling, K. S.** (2018, August). Enjoying crime: Examining disposition theory in the true crime podcast audience. Presented at the annual Association for Journalism and Mass Communication (AEJMC) conference in Washington, D.C.

**Boling, K. S.** (2018, March). "The Bad Guys": Examining Consumer Perceptions and Media Myths about Registered Sex Offenders. Paper presented the annual Association for Journalism and Mass Communication (AEJMC) Southeast Colloquium in Tuscaloosa, AL.

**Boling, K. S.** (2018, March). Lost in translation: The disturbing decision to limit access to audio court files for podcasters. Paper presented the annual Association for Journalism and Mass Communication (AEJMC) Southeast Colloquium in Tuscaloosa, AL. **Top Student Paper, Law and Policy Division**

**Boling, K. S.** (2017, April). True Crime Podcasting: Journalism, Justice, or Entertainment? Paper presented at the Annual Conference for the Broadcast Education Association (BEA) in Las Vegas, NV.

**Boling, K. S.** (2017, April). Understanding the True Crime Podcast Audience: An Exploration of Uses and Gratifications. Paper presented at the annual Discover USC conference in Columbia, SC.

**Boling, K. S.** (2017, August). *Undisclosed* Information – *Serial* is My Favorite Murder: Examining Motivations in the True Crime Podcast Audience. Paper presented at the annual Association for Journalism and Mass Communication (AEJMC) conference in Chicago, IL.

Walker, D., & **Boling, K. S.** (2017, August). "Hands Up, Don't Shoot": Media Portrayals of Race and Responsibility Framing in Police Shootings. Paper presented at the annual Association for Journalism and Mass Communication (AEJMC) conference in Chicago, IL. **Second Place Student Paper, Minorities and Communication Division**

## **Invited Publications**

Pardun, C. J., & **Boling, K. S.** (2020). Caveat Emptor. *Journalism & Communication Monographs*, 22(2), 160-163.

**Boling, K. S.** (Feb. 7, 2022). Cultural significance of a Black public affairs program. *Journalism History*. <https://journalism-history.org/2022/02/07/boling-essay-cultural-significance-of-a-black-public-affairs-program/>

## Teaching and Curriculum Development

### **University of Nebraska – Lincoln, College of Journalism and Mass Communications**

- **ADPR 381:** Served on a committee of three faculty members to develop a required research class for Advertising and Public Relations majors.
- **ADPR 491/391:** The Monarchy and the Media – Study Abroad in London, England 2023
- **ADPR 221:** Strategic writing for advertising and public relations
- **JOMC 222:** Social Justice, Human Rights, and the Media
- **ADPR 283:** Strategy development for advertising and public relations

### **University of South Carolina, School of Journalism and Mass Communications**

- **JOUR 416: Creative Strategy in Advertising,** a junior-level class focusing on converting key insights into effective advertising campaigns.
- **JOUR 311/WGST 311: Women, Minorities and Mass Media,** a sophomore-level elective focusing on the representation of minorities and women in the mass media.
- **JOUR 220: Account Planning,** a sophomore-level class focusing on account planning and data mining for advertising.
- **JOUR 436: PR Writing,** a junior-level class focusing on special areas of writing for public relations.

### **Winthrop University, College of Arts and Sciences, Department of Mass Communication**

- **MCOM 341: Advertising Principles,** a sophomore-level class focusing on introductory advertising concepts.

## Invited Lectures & Guest Speaker

### **University of Nebraska – Lincoln, Osher Lifelong Learning Institute (OLLI)**

- “Academic Freedom and Critical Race Theory” – January 2023

### **University of North Carolina – Chapel Hill**

- “Researching the Audiences of True Crime Podcasts” – January 2023, Dr. Barbara Friedman’s Gender, Race, and Media Class

### **University of Nebraska – Lincoln, College of Journalism and Mass Communications**

- “‘I’m not a journalist. I don’t think that I necessarily fall under the same rules that they do.’: Journalistic ethics in true crime podcast production” – April 2023, UNL Council of Alumni Ambassadors Event
- NHSPA Fall Convention at UNL – October 2022, Podcasting Breakout Session
- “Ethics in True Crime Podcasting” – September 2022, Advanced Audio Content Creation

- “True Crime Podcasting” – April 2022, Podcasting Pop-Up

#### **University of Nebraska – Lincoln, Center for Transformative Teaching (CTT)**

- “5 Reasons to try Perusal” – November 2022, Fall Teaching Symposium

#### **AEJMC Conference Panels**

Dowling, D., Moloney, K., Perdomo, G., Chen, L., & **Boling, K. S.** (2022, August). Narrative journalism across media: Nonfiction ethics and literary aesthetics. Session organized by the International Association for Literary Journalism Studies at the 2022 Association for Education in Journalism and Mass Communication (AEJMC) conference in Detroit, MI.

**Boling, K.**, Jenkins, B., Jennings-Brown, T. Fox, K., & Smith, L. (2021, August). The Black Effect: How podcasting could help diversify our students’ storytelling. Panel conducted at the annual Association for Education in Journalism and Mass Communication (AEJMC) conference in New Orleans, Louisiana.

Bronstein, C., **Boling, K.**, Jenkins, J., Madden, S., & Reynolds, C. (2019, August). #SocialJustice as branded content: The politics of visibility (Panelist). Panel conducted at the annual Association for Education in Journalism and Mass Communication (AEJMC) conference in Toronto, Canada.

#### **Clayton State University, College of Arts & Sciences**

- “Podcasting Pedagogy: True Crime” – July 2020  
(<https://www.youtube.com/watch?v=jo19hvt5yDc>)

#### **Washington and Lee University, Department of Journalism and Mass Communications**

- “Microaggressions” – Media Stereotypes (JOUR 295), May 2020

#### **University of South Carolina, Center for Teaching Excellence, January 2020**

- “Race, Gender, Media, and Reality: Fostering Inclusivity and Empowering Change” – Workshop for graduate students and faculty members, focusing on those participating in the Teaching for Inclusive Excellence certificate program.

#### **University of South Carolina, School of Journalism and Mass Communications**

- “True Crime Podcasting” – JOUR 499, May 2020
- “Feminist Theory and the media” – Minorities, Women and Mass Media (JOUR 311), September 2018
- SIPA Photography Workshop – Invited photography workshop co-host for the 2018 Southern Interscholastic Press Association (SIPA). SIPA is an organization for middle and high school students operated by the University of South Carolina College of Information and Communications.
- “Podcasting Conversation” – Podcasting Panel Discussion (JOUR 499), March 2017
- “Adobe InDesign Review” – Graphics for Visual Communication (JOUR 346), November 2016

## Winthrop University, College of Journalism

- “Campaign Metrics” – Integrated Campaigns (MCOM 456), October 2011

## Media Contributions

- **Newsy** (November 17, 2022): Interviewed for a piece titled “Why Do We Engage With True Crime”: <https://www.newsy.com/stories/why-are-people-so-engaged-with-true-crime/>
- **Quill Magazine** (May 4, 2022): Interviewed for an article about true crime podcasts and journalism: <https://www.quillmag.com/2022/05/04/the-pod-squad/>
- **Nebraska Today** (Jan. 3, 2022): Mentioned in an article about Nebraska netting 450 positive media mentions in 2021: <https://news.unl.edu/newsrooms/today/article/nebraska-nets-450-plus-positive-media-mentions-in-2021/>
- **ACLU podcast, At Liberty** (Nov. 18, 2021): Speaking about true crime and the criminal justice system: <https://www.aclu.org/podcast/my-true-crime-obsession>
- **Washington Post** (Nov. 15, 2021): Speaking about attraction to true crime, <https://www.washingtonpost.com/technology/2021/11/15/rittenhouse-trial-tiktok-livestream/>
- **WBUR/NPR, Here & Now podcast** (Oct. 10, 2021): <https://www.wbur.org/hereandnow/2021/10/01/true-crime-white-women>
- **CBC Radio, Day 6 podcast**, (Sept. 24, 2021): Speaking about true crime in relation to the Gabby Petito case: <https://podcasts.apple.com/ca/podcast/episode-565-covid-19-misinformation-in-alberta-internet/id392629681?i=1000536550467>
- **AP Newswire** interview on the Gabby Petito case in relation to true crime (Sept. 21, 2021): <https://www.theguardian.com/us-news/2021/sep/21/gabby-petito-brian-laundrie-missing-internet-sleuths>
- **TIME Magazine** (April 24, 2020): <https://time.com/5825475/true-crime-victim-families/>

## Service

### Journal Reviewer

- Newspaper Research Journal
- Journal of Communication Inquiry
- Feminist Media Studies
- New Media & Society
- Journal of Radio and Audio Media
- Critical Studies in Media Communication
- Journalism Studies
- Midwest Social Sciences Journal
- Journal of Current Issues & Research in Advertising
- International Journal of Cultural Studies
- International Journal of Communication
- Electronic News



## **AEJMC**

- Commission on the Status of Women – Panel judge evaluating submissions for the Mary Gardner Award for Graduate Student Research (2022)
- Commission on the Status of Women – Co-Research Chair (2019 – 2022)
- Commission on the Status of Women – Co-Newsletter editor (2018 – 2019)
- Commission on the Status of Women – 100th-anniversary Suffrage Committee (2019)
- Commission on the Status of Women – Conference Paper Reviewer (2019)
- Task Force on Graduate Education – A one-year task force designed to determine how to best position AEJMC to serve graduate students and educators. (2018)

## **Dissertation and Theses Committees**

- Doctoral Dissertation Outside Committee Member for Noura Alduaijani, Temple University, “Subtly but steady: Twitter as a cultural repertoire and the empowerment of identity among Kuwait’s Bidoon community” (2023)
- Master’s Thesis Committee Member for Shreyoshi Gosh, University of Nebraska – Lincoln, “Symbolic annihilation and stereotyping of Native American women in news: A content analysis of health, safety, and economic status related news” (2022)
- Master’s Thesis Committee Member for Margaret Nongo-Okojokwu, University of Nebraska – Lincoln, “Earned, Owned, and Paid Media by Female-Owned Oil and Gas Firms in Nigeria: Exploring Factors that helped them Succeed in a Male-Dominated Sector (2022)

## **Undergraduate Honors Student Theses Committees**

- Emma Dostal, “The effect of media in international peace negotiations,” (expected May 2024)
- Trenton Hammond, “Sociology within the Dental Field,” (expected May 2024)
- Jolie Peal, University of Nebraska-Lincoln, “Nebraska women in journalism: The groundbreakers before us and surrounding us,” (2023)

## **University of Nebraska-Lincoln**

- Advertising and Public Relations Search Committee (2022)
- Husker Dialogues Marketing Committee Member (2022 – present)
- Diversity Equity and Inclusion Committee Member (2021 – present)

## **University of South Carolina**

- Public Relations Search Committee – Graduate student member of a faculty search committee for an Associate Professor in Public Relations. (2018)
- Second reader on an Honors Thesis by Ann Sloan Wilson titled: “White women with podcasts: An intersectional analysis of race and gender in the *Crime Junkie* podcast” (2021)

## **Local Service**

- RISE (2022 – present): Volunteer with RISE, a Nebraska organization assisting formerly incarcerated individuals with reentry, personal growth, and success.
- Pop Up Dojo Board of Directors (2019): Pop Up Dojo is a martial arts program in Fort Mill, SC, focusing on martial arts for children with special needs.
- Ambassador/Marshal Hole 7, 2018 Wells Fargo Championship, Quail Hollow Club, Charlotte, NC

## Grants & Awards

**Mass Communications and Society Faculty Research Award (\$10,000)** MC&S Division, 2023 AEJMC National Conference, Washington, D.C.

**College of Journalism and Mass Communications (UNL) Seed Grant (\$5,000)**, 2023, How journalists participated in the online conversation around #RoewWade

**University of Nebraska Medical Center (\$11,550)**, 2022 College of Public Health Innovation Fund, The role of media in birthing provider decision

**University of Nebraska-Lincoln Public Insight Lab**, 2022, How journalists use #roevwade

**University of Nebraska Collaborative Initiative Grant 2021 (\$7,500)**, #NarcansavesLives

**2021 Lillian Lodge Kopenhaver Fellow**, Florida International University, Center for the Advancement of Women in Communication

**First place student paper**, AEJMC Minorities and Communication Division, 2020 AEJMC National Conference, San Francisco, CA (Virtual)

**Kappa Tau Alpha**, Conferred membership into the National Honor Society for Journalism and Mass Communication, April 2020

**Breakthrough Graduate Scholar**, One of 14 graduate students recognized campus-wide for excellence in teaching and research, University of South Carolina, January 2020

**Mass Communications and Society Graduate Research Award**, MC&S Division, 2019 AEJMC National Conference, Toronto, Canada, \$5,000

**Mary Gardner Award for Graduate Student Research**, Commission on the Status of Women, 2019 AEJMC National Conference, Toronto, Canada

**Third place student paper**, AEJMC Law & Policy Division, 2019 AEJMC National Conference, Toronto, Canada.

**The Graduate School at USC Conference Travel Grant Award**, University of South Carolina, Funded \$500, May 2019

**Top Student Paper**, AEJMC Newspaper & Online News Division, 2019 Southeast Colloquium, Columbia, SC

**Third place student paper**, AEJMC History Division, 2018 AEJMC National Conference, Washington, DC

**Excellence in teaching award**, 2018 Graduate student excellence in teaching award, University of South Carolina School of Journalism and Mass Communications, \$500

**Top student paper**, AEJMC Law and Policy Division, 2018 Southeast Colloquium, Tuscaloosa, AL

**Second place student paper**, AEJMC Minorities and Communication Division, 2017 AEJMC National Conference, Chicago, IL

**University of South Carolina Graduate School Fellowship**, University of South Carolina, Funded \$26,000 a year, 2016 - 2019

**The Graduate School at USC Conference Travel Grant Award**, University of South Carolina, Funded \$500, April 2017

## Professional Communications Experience

**Red K Photography, LLC**, Indian Land, SC (September 2004 – May 2016)

### **Owner/Photographer**

- Small business owner and professional photographer specializing in weddings and corporate events

**Red Ventures**, Fort Mill, SC (June 2009 – April 2012)

### **Marketing Manager**

- Managed efforts that drove inbound phone calls into the sales center and generated a positive ROI.
- Managed a team of five creative professionals designing websites, writing copy and executing online campaigns.

**AAA Carolinas**, Charlotte, NC (September 2004 – June 2009)

**Marketing Manager, Brand & Membership** (March 2006 – June 2009)

**Marketing Manager, Car Care & Insurance** (September 2004 – March 2006)

- Managed all marketing efforts related to general brand awareness, membership acquisition and retention for the 1.7-million-member organization
- Coordinated and tracked direct mail efforts of over nine million pieces of mail each year to result in over 282,000 new members annually
- Developed and maintained yearly budget for membership growth across all acquisition and retention channels
- Conducted market research and performed demographic analyses of current and potential customers

**Family Trust Federal Credit Union, Rock Hill, SC (June 1999 – August 2004)**

**AVP Marketing & Public Relations (November 2001 – August 2004)**

**Marketing Director (June 1999 – October 2001)**

- Led and managed the marketing, advertising and promotion of the \$145 million asset credit union including: coordinating advertising efforts with local media, conducting marketing research, and managing the credit union's image in the five branch lobbies.

## Professional Development

**Reflective Practitioner Program through the Center for Transformative Teaching**

University of Nebraska-Lincoln (2021 – 2022)

**New Faculty Development Program**

University of Nebraska-Lincoln (2021 – 2022)

**WOTC 102** from Winthrop University (January 2021)

Online Course Facilitation and Management

**WOTC 101** from Winthrop University (November 2020)

Online Course Design and Development Basics

**Preparing Future Faculty Certificate** from the University of South Carolina (Spring 2018)

Certificate program designed to prepare students to serve in faculty roles by requiring completion of activities in the areas of teaching, research, and service.

**Teaching Online Certificate** from the University of South Carolina (Spring 2018)

An eight-week certificate program designed to prepare graduate students for online class instruction.

## Memberships

**Association for Education in Journalism and Mass Communication (AEJMC)**

2017 – present

**International Communication Association (ICA)**

2019 – 2020