

# JEMALYN ANNE GRIFFIN

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## Professional Experience

**University of Nebraska - Lincoln: *Advertising & Public Relations Assistant Professor of Practice*** 2018-Present

### ***Leadership & Administrative Roles***

#### **Advertising and Public Relations (ADPR) Major Chair (2022-Present)**

- Organizes and facilitates monthly meetings with ADPR faculty to discuss academic affairs, curriculum changes, and related topics. Represents the faculty on the College Executive Committee.

#### **Jacht Agency Executive Director (2019-Present)**

- Oversee client relations, business and strategy development and account management for Jacht Agency. Jacht is a student-run agency and premiere program at the University of Nebraska - Lincoln attracting more than 100 students each academic year and more than 30 paying clients each academic year. Services and departments include: Brand Strategy, Copywriting, Diversity, Equity and Inclusion, Graphic Design, Human Relations, Social Media, Public Relations, Videography and Web Development. Visit Jacht.Agency for more information.
- Develops, implements and oversees Executive Leadership Program at Jacht Agency for six director-level roles within the agency. Organizes and plans quarterly and bi-annual strategic planning retreats. Builds and maintains client relationships across the country.

#### **Experience Lab Co-Director (2020-2023)**

- Directed and implemented top strategic priorities for the UNL College of Journalism and Mass Communication, which initiated a practicum for a college-wide experiential learning program. Worked to identify major-related experiential learning opportunities across the college and establish multi-semester, multi-credit student-led practicum programs. I also worked with administration and colleagues to engage faculty in practicum administration and developed student leaders to serve as the editors, producers and student leads across the practicum programs.
- Engaged with industry partners as professionals in residence (PIRs) to design real-world learning experiences in the practicum, mentor students, and evaluate portfolios. Worked with the Dean's Office and student leaders to create a centralized web portal for the learning lab including all practicum areas.

#### **Buoy Student-Run Agency Director (2020-2022)**

- Oversee client relations, business and strategy development, and account management for Buoy. This newly developed student-run agency attracted more than 40 students since the program launch and more than 8 mission-driven clients that aim to make a direct impact on the state of Nebraska through its communication efforts.

#### **Interim Graduate Chair (2019-2020)**

- Managed all graduate degrees, majors, specializations, minors and certificate programs in the college. Facilitated the agenda and deliberations of the Graduate Policies and Procedures Committee and assisted the college to grow professional graduate programs online. Developed integrated media communications campaign and key message matrix to further segment and target key audiences across the nation through digital and traditional marketing. The campaign led to 13,058 unique impressions and resulted in reaching more than 5,400 individuals.

### ***Teaching Responsibilities & Pedagogical Contributions***

### **The Social Media Landscape - JOMC 462/862**

- Proposed & developed a new course that introduces students to the idea of social influence and how social trends are changing the way information flows into society. Through Socratic-based discussions, students will discover the impact of social media on global political and social change movements.

### **Branding Yourself in Today's Market - JOMC 491/891**

- Proposed & developed an online synchronous pop-up course that explores strategies for students to better understand how to brand themselves in today's market. Students learn how to formulate their own value proposition and convey their knowledge, skills and abilities to prospective employers.

### **Social Media Theory and Practice - ADPR 466/866**

- This asynchronous course offers an in-depth exploration of social media theories and practices. Students learn about prominent communication theories and apply them to social media research, content analyses and develop a strategic social media plan for a real-world organization.

### **Digital Content Strategy - ADPR 362**

- Explores the digital advertising and content landscape with the goal of informing students on how to identify, develop, execute and analyze effective digital content strategies for businesses, brands and organizations.

### **Digital Insights and Analytics - ADPR 434/834**

- Students learn key elements of the digital communication landscape and how various channels can be utilized to analyze audiences, connect with brands and ultimately make informed decisions based on data.

### **Strategic Writing for Advertising and Public Relations - ADPR 221**

- Introduces students to advertising and public relations writing styles and techniques to develop effective, goal-oriented communications designed for diverse audiences, tactics and media. This course spans objective news-style writing to digital storytelling, persuasive ad copywriting and promotional direct marketing.

### **Research and Strategy Development for Advertising and Public Relations - ADPR 283**

- Provide students with the fundamental skills needed to conduct research, analyze, evaluate, develop and write an integrated marketing communications (IMC) plan. This class will build on the integrated marketing communications model, which includes advertising but goes beyond to include many types of promotional communication. In this new environment, strategic thinking and good writing remain critical skills. Thus, strategy development and articulation of that strategy through writing are the main focus of this course.

### **Harvard University (Cambridge): *Professional Development Programs***

2018-2022

- Co-Developed Digital Content Marketing Workshop for Harvard Professional Development Participants. The program targets middle managers at B2B and B2C companies. Participants learn to build a digital content marketing plan based on research and audience needs. Additionally, participants learn to executive and evaluate content strategies based on industry benchmarks in the digital content space in order to reach their strategic business objectives.

### **Harvard University (Cambridge): *Harvard Summer School Instructor***

2018-2022

- MGMT S-6655 – Social Media Management: Students learn the mechanism of social influence and how social media trends are changing the way information flows in our society so that they comfortably utilize and effectively leverage emerging social media in the future. Students learn to apply social media management skills and knowledge of social channels to conduct a social media analysis. In addition, students discuss the use of social media in crises, gain an understanding of setting social media policy, and review ethical and privacy issues surrounding social media marketing.

### **Harvard University (Cambridge): *Director of Content and Digital Marketing***

2017-2018

- Served as a key member in the Office of Strategic Growth Initiatives at Harvard's Division of Continuing Education

(DCE). Responsible for directing online marketing and advertising efforts that support an integrated brand strategy, creating and managing website content to support the pillars of DCE, including Harvard Summer School, Harvard Extension School, Harvard Professional Development Programs, and Harvard's Institute for Learning in Retirement.

- Worked with the marketing directors and external strategic partners to allocate an advertising budget of approximately \$3.5M through the most effective channels as supported by data.
- Supervised content marketing team, web development team, and social and email marketing team.
- Defined the marketing services organization and function. Developed digital, content, and web roles, and clearly outlined responsibilities. Established and led a team of content contributors.
- Directed and collaborated with cross-functional groups including an advertising agency and vendors, school/program marketing, creative services, and email operations to ensure digital content is leveraged to drive the most impact for the business.
- Developed and delivered periodic quantitative and qualitative reports on optimization of the marketing funnel, campaign results, and return on investment for content and digital marketing campaigns.

#### **Harvard University (Cambridge): Assistant Director of Content and Program Marketing**

*2016-2017*

- Served as a key member in the Office of Strategic Growth Initiatives at Harvard's Division of Continuing Education (DCE). Developed overall content strategy and measurement plan, focusing on creating a positive and consistent UX by defining target audiences and dissemination strategies. Managed team of program brand marketing specialists, editorial staff, freelance writers and proofreaders.
- Engaged internal team members and stakeholders to identify appropriate content that supports the overall strategy and organizational goals. Works with program marketing specialists to create program-specific content plans.
- Measured effectiveness of content strategy to meet needs through informal interviews with product marketing specialists and key internal stakeholders. Works closely with the web development team and vendors on page and template development, microsites, landing pages, and testing strategies.
- Stayed current on trends in digital advertising, UX, and content marketing and content strategy to help position DCE as a leader in the space. Worked alongside vendor and senior editor to develop a sound SEO strategy that can be monitored, measured, and optimized according to industry best practices. Collaborated with a digital marketing team to develop integrated digital strategies and multichannel dissemination plans. Analyzes the performance of SEO campaigns by identifying strategic opportunities and optimizing content to reach department goals.
- Organized Salesforce implementation of program-specific student journeys and event campaigns, working towards a customized lead nurturing process for prospective students entering the marketing funnel.

#### **University of Nebraska - Lincoln (Lincoln): Advertising & Public Relations Adjunct Professor**

*2015-2018*

- ADPR 466/866 – Social Media Theory & Practice: Designed curriculum for asynchronous courses that offers an in-depth exploration of social media theories and practices. Students start with understanding prominent theories applied in social media practice and then apply these theories in conducting social media research, executing a social media content analysis, and developing a strategic social media plan for a real-world organization.
- ADPR 329/429 – Student-Run Agency: Acted as Interim Director for the College of Journalism Mass Communications course, Jacht Ad Lab, a student-run full-service advertising/public relations agency that serves local and national clients, including Pinnacle Bank Arena.

#### **University of Nebraska - Lincoln (Lincoln): Marketing and Communications Director**

*2015-2016*

- Promoted from Assistant Director of Graduate Recruitment in 2016. Responsible for graduate recruitment outreach and marketing. Guided strategy for branding and marketing graduate programs to aid student recruitment efforts and maintain the Strategic Plan for graduate recruitment.
- Led social media team, overseeing communication activities on Facebook, Twitter and LinkedIn. Developed inquiry-to-enrollment communication campaigns.

- Managed and delivered print and web marketing materials. Supported marketing and outreach efforts of graduate student development, McNair Scholars Program and other Graduate Studies' programs.
- Gathered, evaluated, and shared critical data and national trends in recruiting and marketing to inform decisions.
- Collaborated with University departments to maintain relationships with other organizations and institutions for the purpose of enhancing graduate recruitment at UNL.
- Represented the University by traveling to local, regional and national graduate fairs, conferences and other related recruitment events.

**University of Nebraska - Lincoln (Lincoln): Assistant Director of Recruitment**

**2013 - 2015**

- Responsible for all undergraduate recruitment marketing and public relations initiatives in the Hixson-Lied College of Fine and Performing Arts. Served as project manager for all recruitment promotional materials, printed brochures and booth giveaways. Implemented a data- driven strategic plan for the college.
- Represented college at all recruitment events across the country. Initiated & maintained positive relationships with the local/national fine arts community. Traveled to 5+ cities annually to establish relationships with key stakeholders, including prospective families, educators and non-profit organizations.
- In 2014, increased undergraduate enrollment within the Hixson-Lied College of Fine & Performing Arts by 6%. In 2015, increased undergrad enrollment by 9% and Out-of-State enrollment deposits by 39%.
- Established annual partnership with Upward Bound, an organization servicing historically low-income, first- generation, minority students. Partnership included a 3-part series of college preparatory activities. Hired, trained, and deployed 30 brand ambassadors to assist with 100+ recruitment and community events throughout the academic year.
- Within a 6-month period, acted as project manager for an all-inclusive website (arts.unl.edu) with more than 1,000 subpages and an entirely new peer-to-peer recruitment marketing strategy, utilizing Research, Planning, Implementation & Evaluation (RPIE). In 1 year, the integrated media communications campaign won 6 awards from the American Advertising Federation, American Marketing Association and Council for Advancement and Support of Education in the categories of digital marketing campaign, marketing videos, and website design.

**Rock San Diego & Rock Academy (San Diego): Public Relations Manager**

**2011-2013**

- San Diego's largest church and 19<sup>th</sup> largest church in the nation. More than 12,300 people attended the Rock's five Sunday services. Pastor Miles McPherson, former NFL player, started church in 2000.
- Managed the recruitment/retention of 40+ volunteers and 4-6 interns per semester. Trained volunteers on photo, social media and professional practices. Distributed 2+ press releases per month. Coordinated media requests and interviews for more than 100 ministries and Rock Academy. Drafted speaking points and briefed spokespeople.
- Developed strategic goals for the PR Internship Program. Pitched stories to local/national media, averaging 1 hit/week. Organized 10-12 annual events catering to 25,000+ constituents in San Diego.

**Public Relations Society of America Foundation, Inc. (New York): Public Relations Department**

**2011**

Developed strategic campaigns to increase awareness via media relations, social media outreach and donor relations.

**California Healthcare Institute (La Jolla): Department of Communications**

**2011**

Acted as liaison between Sr. Director of Communications and staff to disseminate biotech & healthcare news briefs.

**Moore Media Relations (San Diego): Independent Public Relations Consultant**

**2011**

Conducted Internet research, compiled media lists, targeted pitches, and administered projects for hi-tech clients.

**Sharp HealthCare (San Diego): Weight Management & Health Education Clerical Assistant**

**2008-2011**

Organized charts, prepared clinics for 30-75 patients on a daily basis and trained staff in standard clinical procedure.

**New-York Historical Society (New York): Department of Communications** 2007

Assisted the Vice-President of Communications in research, sales, outreach and community relations' efforts.

## Education

**San Diego State University (San Diego, California)** 2011

Degree: Bachelor of Arts degree in journalism with an emphasis in public relations, specialization in intercultural communication.

**University of Nebraska – Lincoln (Lincoln, Nebraska)** 2017

Degree: Master of Arts degree in integrated media communications

**University of Nebraska – Lincoln (Lincoln, Nebraska)** *Ph.D. Student*

Ph.D. Student in Educational Administration with an emphasis in Higher Education & Leadership

## Academic and Professional Affiliations

**UNL Entrepreneurship Campus Fellow** 2023-Present

Appointed as a fellow to enhance visibility and impact of college's entrepreneurship efforts by curating and communicating available classes, co-curricular, and extra-curricular events relevant to entrepreneurship from a central location that students can easily access.

**UNL Faculty Mentoring Success Committee** 2023-Present

Appointed to serve on a university-wide committee through Faculty Affairs and the Office of Diversity and Inclusion to develop guidelines for faculty mentoring at UNL.

**CoJMC Executive Committee** 2022-Present

Appointed to serve on the CoJMC Committee to advise the dean on the business and general welfare of the college. Meets monthly to provide review and feedback on proposals on college operations.

**Public Relations Society of America Educators Academy** 2022-Present

Elected to serve on the PRSA Educators Academy national committee to aid in industry communications efforts.

**Public Relations Student Society of America: Nationally Affiliated Student-Run Firm** 2021-Present

Led and managed a team of students to become nationally affiliated, which represents the most accomplished and successful Student-run Firms operated by [PRSSA Chapters](#). Firms with this designation have successfully gone through an [application process](#) to ensure the firm is soundly based in three areas: a solid PRSSA/PRSA connection, a high level of professionalism, and an effective structure.

**CoJMC Strategic Planning Committee** 2021-2022

Appointed to serve on the CoJMC Committee to execute and implement the Strategic Plan on behalf of the college. Committee oversees implementation of the college's strategic plan and assesses the progress of the college toward achieving its goals.

**UNL CoJMC Strategic Plan - External Relations Chair** 2020-2021

Appointed by the Dean to serve on the CoJMC Committee to lead a cohort of college stakeholders and develop a 5-year external relations strategy for the college.

**Creating Informed Learners in the Classroom (CILC)** 2019-2021

Admitted into the Creating Informed Learners in the Classroom program, which is a partnership between Purdue University, the University of Arizona, and the University of Nebraska, Lincoln to create or enhance student projects and learning activities that teach students information strategies to help them succeed in the course and beyond. I partnered with

librarian Signe Boudreau to have students identify a brand campaign or social/political movement and analyze the overall impact of social media through an in-depth content analysis.

**First Gen Nebraska: Office of EVC's Advisory Board**

2019-2021

Nominated to be part of the First Generation Nebraska Advisory Board to provide feedback to the Office of the Executive Vice Chancellor regarding how to best support first generation students, staff, and faculty. In addition, board members commit to active participation in First GenNebraska events and pledge to co-lead/support first gen initiatives. The term of service is for two consecutive academic years for academic college representatives.

**Public Relations Society of America: Faculty Advisor**

2018-2021

Serve as the sole Faculty Advisor for the UNL Collegiate Chapter of PRSSA. This requires me to attend weekly PRSSA Meetings for general membership, weekly Executive Board Meetings, and facilitate two Student Leadership Retreats. In 2020, I also received the 2020 New Advisor of the Year Award for PRSSA, which is a university-wide recognition. PRSSA also won five regional awards through the Public Relations Society of America Nebraska Chapter. The Student Chapter won awards in the following categories: Outstanding Community or Nonprofit Event; Outstanding Strategy to Address a Problem; Outstanding Social Media or Electronic Media Outreach Campaign; Outstanding Relationship-Building Project; Outstanding PRSSA Mentor Program; and Outstanding Newsletter.

**Husker Dialogues: Marketing and Communications Co-Chair**

2019-2020

Co-chaired committee of students, faculty and staff to promote Husker Dialogues and engage key stakeholders.

**American Marketing Association: Executive Board Member**

2019-2020

College Relations Board Member; Liaison to UNL College of Business AMA Student Chapter

**UNL CoJMC Diversity & Inclusion Committee**

2018-2019

Nominated to serve on the CoJMC Committee to develop diversity and inclusion programming for the college.

**UNL Bateman Co-Advisor**

2018-2019

Served as co-advisor to a national public relations student competition through the Public Relations Society of America. Students earned an Honorable Mention as a result of the national campaign.

**LinkedIn Education Connect Summit: Harvard DCE Representative**

October 2017

Invited to participate at the Education Connect Summit focusing on "The New ROI" organized by LinkedIn in New York City on behalf of the Harvard University Division of Continuing Education.

**Social Media Strategies Summit for Higher Education (SMSS): Session Presenter**

2015-2017

Committed to presenting "Social media, Content Generation and Monitoring Tools to Help Streamline Your Marketing Programs" at the SMSS for Higher Education in Boston, MA. Presented a successful integrated marketing communications case study on behalf of the Hixson-Lied College of Fine and Performing Arts at the SMSS for Higher Education in Boston, MA.

**EduWeb Conference: Session Presenter**

August 2017

Presented a Content & Email Marketing presentation titled "Let's Get Niche: A Segmented Approach to Content Marketing" on behalf of the Office of Strategic Growth Initiatives at Harvard University DCE.

**Harvard University Executive Education Summit: Session Presenter**

October 2016

Presented a professional marketing presentation titled "Enterprise Social Media" on behalf of the Office of Strategic Growth Initiatives at Harvard University Division of Continuing Education.

**Public Relations Society of America: Public Relations Mentor (UNL Chapter)**

2015-2016

Served as mentor to University of Nebraska Advertising and Public Relations students during the academic year, providing professional development and leadership mentoring.



**Social Media Strategies Summit for Higher Education (SMSS): Session Presenter** 2015

Co-presented session surrounding peer-to-peer integrated communications campaign to reach prospective students through on-campus student influencers.

**Diversity Leadership Symposia: Session Presenter** November 2015

Presented sessions to underrepresented students in Nebraska on the unique perspective and challenges of first generation students in higher education. Conducted a session workshop on creating a safe and inclusive culture.

**Multicultural Young Professionals Network: Marketing & Communications Chair** 2014-2016

Appointed to oversee marketing and communications for the newly established Nebraska network, targeting young professionals of color residing in Lincoln, Nebraska. The network's goal is to provide development opportunities and a platform for multicultural professionals to share common trends and questions.

**UNL College of Journalism and Mass Communications: Advisor & Guest Lecturer** 2014-2016

Served as 2015 & 2016 Bateman Competition Advisor, providing constructive criticism and feedback on a comprehensive public relations campaign targeting national public housing organizations. Guest lecturer for ADPR 891: Crisis Communications Course and presented a case study, as well as organized a class activity for approximately 20 students on behalf of Professor Dane Kiambi, Ph.D.

**Public Relations Student Society of America: National Committee VP of Member Services** 2010-2011

Educated 10,000+ members to apply for PRSSA scholarships and awards. Promoted and ensured participation in PRSSA competitions. Maintained current sponsorship relationships and expanded new Chapter recruitment to include diverse populations.

**San Diego State University Educational Opportunity Program (EOP): Board Member** 2008-2010

Served the EOP board by traveling to underrepresented neighborhood schools in San Diego to discuss the challenges of being a first-generation student and equipping students to apply for 4-year universities.

**Public Relations Student Society of America: 2008-2009 National Conference Co-Director** 2008-2009

Collaborated with a committee of students to raise over \$20,000 in sponsorships and in-kind donations. Planned socials and coordinated professional development workshops for 1000+ participants.

## Honors, Awards and Industry Recognition

**2023 CoJMC Inclusive Excellence Award Nominee**

Nominated by colleagues to receive the inaugural CoJMC Inclusive Excellence Award, which recognizes a faculty or staff member who creates a climate that emphasizes, prioritizes and expands inclusive excellence and diversity in the college.

**2023 CoJMC Kudos Awards**

Nominated by colleagues and received the following Kudos awards: "We believe in hard work" recognition (March & May); "We solve real problems" recognition (April).

**2023 American Marketing PRISM Awards**

Served as Jacht Executive Director to the student-run agency, which won PRISM Awards in the following categories: Logo Design; Print Multifold Brochure; Short-Form Video; Diversity, Equity & Inclusion; Animation/Motion Graphics and Short-form Video.

**2022 Public Relations PRSA Paper Anvils**

Served as Jacht Executive Director to the student-run agency, which won the following: Outstanding Branding Campaign; Outstanding Campus Event; Outstanding Chapter Project.

### **2022 Betsy Plank Center for Excellence in Public Relations - Dr. Bruce Berger Mentorship Award (Mentee)**

San Diego State University alumna presentation to Dr. Bey-Ling Sha, Mentor recipient of award in Chicago.

### **2022 CoJMC Kudos Awards**

Nominated by colleagues and received the following Kudos awards: "Our students do from day one" recognition; "We are an inclusive community" recognition; "We nurture curious and creative minds" recognition.

### **2021 Nebraska Today International Women's Mentorship Recognition**

Nominated by PRSSA Chapter President to receive surprise mentorship recognition during International Women's Month and published in Nebraska Today.

### **2021 PRSA Paper Anvil Awards**

Served as Jacht Executive Director to student-run agency, which won the following: Outstanding Brand Campaign; Outstanding Campus Event; Outstanding Community or Nonprofit Event; Outstanding Social Media Campaign; Outstanding Strategy to Address a Problem; Outstanding Video.

### **2020 University of Nebraska Impact Awards - Outstanding New Advisor**

#### **2020 PRSA Paper Anvil Awards**

Served as PRSSA Faculty Advisor to UNL PRSSA Chapter, which won the following: Outstanding Community or Nonprofit Event; Outstanding Strategy to Address a Problem; Outstanding Social Media Campaign; Outstanding Relationship Building Project; Outstanding Newsletter; Outstanding Video; Outstanding Branding Campaign); 2019-2020 UNL Outstanding RSO Advisor of the Year.

#### **2019 PRSA Paper Anvil Awards**

Served as PRSSA Faculty Advisor to UNL PRSSA Chapter. The Chapter won Outstanding Branding Campaign; Outstanding Community or Nonprofit Event; Outstanding Professional Development; Outstanding PRSSA Chapter Project; Outstanding Classroom Campaign; Outstanding Strategy to Address a Problem; Outstanding Relationship Building Project.

### **2017 Harvard University Office of Strategic and Growth Initiatives "Above and Beyond" Award**

### **2014 American Advertising Federation Silver ADDY Award (Marketing Campaign)**

### **2014 American Marketing Association PRISM Award (Website Design)**

### **2014 American Marketing Association MERIT Awards (Non-Profit Website & Marketing Video)**

### **2014 Council for Advancement and Support of Education (CASE) Silver Award**

### **2013 PRSA San Diego's Featured Member**

### **2012 AOL's Patch.com "30 Under 30" San Diego Leadership Award**

### **2011 Vice Chancellor for Student Affairs "Quest for the Best" Award Recipient**

### **2010 PRSA's Glen Broom Scholarship Recipient**



## Invited Presentations, Trainings & Workshops

### **Nebraska Optometric Leadership Institute Class**

May 2023

Class Title - "Personal Branding, Communications & Strengths-based Management"

### **Do More Good National Conference**

March 2023

Conference Title - "The ROI of Why"

### **DECA High School Social Media Workshop**

February 2023

Session Title - "Adulting 101: Your Personal Brand"

### **Faculty Innovation and Exploration Panelist**

January 2023

Session Title - "Student Mentorship Success Tips"

### **Allo Communications Public Speaking Workshop**

December 2022

Session Title - "Public Speaking 101"

### **Experience Lab Panel for CoJMC Prospective Students**

November 2022

Session Title - "Experience Lab Panel"

### **Public Relations Student Society of America International Conference**

November 2022

Session Title - "Student-Run Firm Advisor Workshop"

### **Public Relations Student Society of America International Conference**

November 2022

Session Title - "Student-Run Firm Workshop"

### **UNL Academic Leader Workshop**

July 2022

Appointed by Dean to attend a series of capital campaign and development workshops hosted by the Chancellor's Office.

### **Quill & Scroll Keynote Speaker**

April 2022

Session Title - "Content Creation in Today's World"

### **UPC Nebraska Networking Workshop**

February 2022

Session Title - "Networking 101"

### **UNL Academic Leader Workshop**

January 2022

Appointed by Dean to attend a series of capital campaign and development workshops hosted by the Chancellor's Office.

### **UNL Honors Program Guest Lecturer**

November 2021

Session Title - "From Presidents to Protesters: Leadership and Change in the United States"

### **Youth Leadership Lincoln**

September 2021

Session Title - "Mental Health & Social Media"

### **4-H Big Red Media Camp**

June 2021

Session Title - "Branding Yourself with Social Media"

**Nebraska FBLA State Leadership Conference**

April 2021

Session Title - "Branding Yourself with Social Media"

**Youth Leadership Lincoln Day: Health and Life Beyond High School**

April 2021

Session Title - "Mental Health & Social Media"

**Lincoln Cornhusker Marriott "Level Up" Conference: Mainstage Speaker**

April 2021

Session Title - "Developing a Social Media Plan on a Shoestring Budget"

**AAPI Faculty Community Session: Faculty Facilitator**

March 2021

Session sponsored by the UNL Vice Chancellor of Diversity & Inclusion

**Creating Informed Learners in the Classroom (CILC): Faculty Presenter**

2020-2021

Course Presenter - "Social Media & The Digital Landscape"

**Harvard Professional Development Program: Workshop Facilitator**

November 2020

Workshop Title - "Digital Content Marketing Workshop"

**National First Gen Celebration Week: Faculty Co-Presenter**

November 2020

Session Title - "First Gen Nebraska 'Unlikely' Discussion"

**Downtown Lincoln Association: Workshop Co-Facilitator**

October 2020

Title - Digital Marketing 101 Pandemic Edition

**William H. Thompson Scholars: Faculty Presenter**

October 2020

Session Title - "Building My Brand"

**Downtown Lincoln Association: Workshop Co-Facilitator**

October 2020

Title - Social Media 101 Pandemic Edition

**Husker Dialogues: Marketing Communications Chair & Faculty Facilitator**

September 2020

Husker Dialogues Lead Session Dates: 9/10 & 9/17

**PRSA Nebraska Ethics Month: Keynote Speaker**

September 2020

Session Title - "Social Media, Ethics, and the PR Landscape"

**Nebraska CASA Association: Workshop Facilitator**

August 2020

Session Title - "Developing a Social Media Plan on a Shoestring Budget"

**UNL CoJMC Ad Club - Faculty Presenter**

March 2020

Session Title - "Adulting 101: Your Personal Brand"

**Nebraska College Preparatory Academy (NCPA): Workshop Facilitator**

February 2020

Session Title - "Developing Your Personal Brand"

**UNO PRSSA Diversity Panel - Faculty Presenter**

February 2020

Session Title: "Diversity in Advertising & Public Relations"

**UNL CoJMC Graduate Student Workshop - Faculty Facilitator**

January 2020

Workshop Title: "Managing Expectations Up, Down & Across"

**Swanson Russell Agency Retreat: Professional Workshop Facilitator**

December 2019

Professional Development Workshop Title - "Strategy Development"

**American Marketing Association: VP of Collegiate Relations**

November 2019

Session- "AMA Networking Night" at the UNL College of Business

**UNL PRSSA Chapter Meeting: Workshop Facilitator**

September 2019

Title - "Adulting 101: Building Your Brand"

**Future Huskers Event: CoJMC Faculty Presenter**

July 2019

Title - "Student-Run Agency"

**Upward Bound Social Media Workshop: Faculty Facilitator**

June 2019

Session Title - "Developing Your Personal Brand"

**Cause Camp Conference: Session Presenter**

March 2019

Session Title - "Developing a Social Media Plan on a Shoestring Budget"

**Asian Leadership Symposia: Invited Faculty Panelist**

February 2019

**UNL OASIS: First Generation Faculty Panelist**

October 2018

**Distinguished Scholars Day: Faculty Facilitator**

October 2018

**The U.S. Strategic Command Public Affairs Training: Co-Presenter**

August 2018

Session Title - Public Affairs Social Media Industry Panel

**Social Media Strategies Summit for Higher Education (SMSS): National Session Presenter**

2015-2017

"Social media, Content Generation and Monitoring Tools to Help Streamline Your Marketing Programs"

**EduWeb National Conference: Session Presenter**

August 2017

Session Title: Let's Get Niche: A Segmented Approach to Content Marketing

**Harvard University Executive Education Summit: Session Presenter**

October 2016

Session Title: "Enterprise Social Media"

**Public Relations Society of America: Public Relations Mentor Panelist**

2015-2016

Event Panelist - "UNL PRSSA Mentorship Night" Panelist

**UNL Diversity Leadership Symposia: Workshop Facilitator**

November 2015

Session Title: "Creating a safe and inclusive culture"