

## EDUCATION

### Doctor of Philosophy

Human Sciences, Leadership Specialization  
University of Nebraska—Lincoln, Lincoln, NE  
August 2014 — Expected 2023

### Master of Arts in Journalism and Mass Communications

Marketing, Communications, and Advertising  
University of Nebraska—Lincoln, Lincoln, NE  
January 2012 — May 2013

### Bachelor of Science in Business Administration

Marketing and Management  
Peru State College, Peru, NE  
*Cum Laude* | August 2003 — August 2006

## ACADEMIC EXPERIENCE

### UNIVERSITY OF NEBRASKA-LINCOLN

#### Assistant Professor of Practice • August 2017 — Current

- Communicate complex ideas through varying media to diverse audiences
- Developed new curriculum including: a permanent course in branded activations and Special Topics course, Keeping up with the Kardashian Brand
- Largest credit hour producing CoJMC faculty member from Fall 2019 – Fall 2020 at 2,341 student credit hours
- Motivate UNL Ad Club student leadership to record-breaking membership, attendance and fundraising efforts to nearly \$17,500
- Organize, recruit and develop messaging for NYC Media Tour, the largest student-travel experience in the college
- Awarded graduate faculty status in April 2018
- Faculty inductee for the UNL chapter of Omnicron Delta Kappa, one of three prestigious UNL honor societies
- Manage multiple courses and service expectations effectively with focus on diversity and inclusion
- Consistently earn “exceeds expectations” (highest available) on teaching and service annual review metrics
- Build and maintain professional relationships at all levels of industry organizations
- Selected as advisor/lead instructor for the UNL National Student Advertising Competition team
- Advise the inaugural and subsequent UNL AAF Alpha Delta Sigma scholars
- Teach courses including strategic writing, campaign strategy, principles of mass communications, brands and branding, copywriting, strategy development and student competitions
- Partnered with faculty to develop a peer-to-peer recognition system
- Completed UNL Online Teaching Academy and TOP! Peer evaluation in 2020

#### Advertising and Public Relations Lecturer • August 2013 — August 2017

- Taught courses to undergraduate and graduate students including copywriting, strategic writing, special topics and campaign strategy and development
- Work with students one-on-one through independent study courses
- Develop curriculum and educate based on real-world knowledge and experiences
- In 148 completed student evaluations, 81.8 percent of respondents ranked teaching effectiveness as excellent
- Overall mean score for teaching effectiveness is 3.77/4.00

#### Graduate Teaching Assistant • August 2012 — June 2013

- Prepared and lectured for absent professors in a variety of advertising and public relations courses
- Managed classroom of more than 100 students
- Served as liaison to students

### NEBRASKA WELSEYAN UNIVERSITY

#### Adjunct Professor • January 2015 — December 2016

- Instruct undergraduate students in the Communication Studies and the Business, Accounting and Economics departments

- Curriculum and assessment development

## ACADEMIC SERVICE

### UNL AD CLUB

**Faculty Advisor** • May 2016 – August 2021, December 2021 – Current

- Oversaw first ever UNL Ad Club all-expense paid agency crawl to Chicago for 20 of the club's paid members
- Raised more than \$17,000 to date
- Advise out-of-town crawls including Omaha, NE and Kansas City, MO
- Increased attendance in tandem with executive team with some meetings topping 100 attendees
- Increased paid membership to a record 60+, excluding NSAC students
- Work with executive team and membership to increase attendance, fundraising and plan events
- Foster student connections with professionals locally and nationally

### ALPHA DELTA SIGMA HONOR SOCIETY

**Faculty Advisor** • April 2018 — Current

Inaugural faculty advisor for first inductee class

### UNL COMMENCEMENT MARSHALL

**Marshall** • December 2017 — Current

### NYC MEDIA TOUR

**Faculty Advisor** • September 2017 – 2019

- Branded, organized and implement logistics of event
- Implemented first ever pre-trip meeting, newsletter communications and social support (including Spotify playlist and Pinterest board)
- Largest student attendance ever of 65 in 2017, more than double 2016 attendance
- Maintained and build new relationships to include additional tour locations

### SAUDI NIGHTS EVENT

**Faculty Advisor + Creative Director** • January 2018 – May 2018

### UNL MEDIA ACADEMY

**Co-Faculty Advisor** • February 2016 – June 2016

- Collaborated with cross-departmental team to recruit, plan and implement UNL Media Academy
- Developed and delivered curriculum for the ADPR sequence

## ELECTED COMMITTEES

### CoJMC CURRICULUM COMMITTEE

**Member** • September 2016 – May 2017, September 2020 – May 2021

### CoJMC SCHOLARSHIP COMMITTEE

**Member** • September 2016 – May 2017, September 2020 – May 2021

### CoJMC BUILDING COMMITTEE

**Member** • September 2016 – May 2017

## APPOINTED COMMITTEES

### CoJMC Graduate Curriculum Committee

**Member** • August 2021 – Current

### UNIVERSITY COMMENCEMENT AND RECOGNITION COMMITTEE

**Member** • August 2018 – Current

- Graduation Recognition Subcommittee  
Member • April 2020—August 2020

### UNL ACADEMIC STANDARDS COMMITTEE

**Member** • August 2020 – Current

### UNL HONORARY DEGREES COMMITTEE

**Member** • August 2020 – Current

### CoJMC UNDERGRADUATE ACADEMIC OPERATIONS STRATEGIC PLANNING TASK FORCE

**Member** • August 2020 – May 2020

## **ASSISTANT PROFESSOR OF PRACTICE ADPR SEARCH COMMITTEE**

Member • November 2020 — February 2021

## **ASSISTANT PROFESSOR OF PRACTICE JOURNALISM AND TECHNICAL WRITING SEARCH COMMITTEE**

Member • May 2018 – August 2018

## **CoJMC RIGOR TASK FORCE**

Member • February 2018 — May 2018

## **CoJMC WRITING TASK FORCE**

Member • February 2018 — May 2018

## **CAREER DEVELOPMENT SPECIALIST SEARCH COMMITTEE**

Member • November 2017 — April 2018

## **CERTIFICATIONS**

UNL Online Teaching Academy, May 2020

Yellowdig Instructor Certification, June 2020

Search Committee, October 2020

Study Abroad Certified Leader, October 2020

## **ADVISED STUDENT AWARDS**

Lincoln AMA Prism, Digital Ads, UNL NSAC Team 2020

Lincoln AMA Prism, Animation/Motion Graphics, UNL NSAC Team 2020

Lincoln AMA Prism, Short-form Video, UNL NSAC Team 2020

Lincoln AMA Sterling, B2B Marketing Campaign, UNL NSAC Team 2020

Lincoln AMA Sterling, Integrated Public Relations, UNL NSAC Team 2020

Nebraska Silver ADDY, Poster Campaign, UNL Ad Club, 2020

Nebraska Silver ADDY, Consumer Campaign, UNL NSAC Team 2020

Lincoln AMA Prism, Marketing Research, UNL NSAC team 2019

Lincoln AMA Prism, Media Plans, UNL NSAC team 2019

Lincoln AMA Merit, Consumer Marketing Campaign, UNL NSAC team 2019

Nebraska Gold ADDY, Consumer Campaign, UNL NSAC team 2019

Nebraska Silver ADDY, TV Advertising, UNL NSAC team 2019

Best Copy, AAF District 9, UNL NSAC team 2020

Best in Show, SHOW AIGA Nebraska, Judge's Choice, UNL NSAC team 2019

Best Idea, AAF NSAC District 9, UNL NSAC team 2019

Nebraska Silver ADDY, UNL Ad Club Print, 2018

Nebraska Silver ADDY, UNL Ad Club Copywriting, 2017

Lincoln AMA Prism, Consumer Marketing Campaign, Fox Sports U, 2017

Lincoln AMA Merit, Fox Sports U, 2017

Lincoln AMA Merit, Fox Sports U, 2017

## **ADD PROFESSIONAL PROJECT**

Committee Member, Kaci Richter, 2020-2021, "KRNU: Expansion and Realignment

## **UNDERGRADUATE STUDENT SENIOR HONORS THESIS/CREATIVE PROJECT COMMITTEES**

Chair, Madeleine Leblanc, 2021, Madthrifters: An Integrated Social Media Marketing Campaign with an Emphasis on Secondhand Fashion

Committee Member, Kayla Ng, 2019-2020, A Choice for the Future: The Case for Majoring in the Arts in the Conceptual Age

Committee Member, Rachel Long, 2019, The Influence of Female Creative Directors on Women Entering Advertising

Chair, Rachel Finnegan, 2019, Trendjacking: A Social Justice Analysis

## **HONORS CONTRACTED COURSES**

JOMC101, one student, Fall 2021

JOMC101, one student, Spring 2020

ADPR339, one student, Spring 2020  
JOMC 101, two students, Summer 2020  
ADPR 283, one student, Spring 2017  
ADPR 283, one student, Spring 2016

## INVITED PRESENTATIONS + WORK SHOPS

"Making it up as you go: Small biz style," UNL PRSSA, 2019  
"Building Your Brand + Network," UNL College of Law NEW! Associate Accelerator Program, 2019  
"Humble Brag: Putting together a portfolio that will make all your pals jealous," UNL Rural Futures Institute, 2018  
"Leading for Your Community: building stronger communities by building stronger citizens," UNL Mandela Washington Fellowship, 2018  
"Building Your Brand + Network," UNL College of Law NEW! Associate Accelerator Program, 2018  
"Developing Your Organizational Brand," Nebraska Human Services Federation, 2017  
"Motivating commitment to higher performance an overview of the needs, desires, and affiliations that prompt motivation," Nebraska Human Services Federation, 2017  
"Leading Collaboratively: Building a functional and successful team by considering your leadership approach with power and influence tactics," Nebraska Human Services Federation, 2017  
"Leading with Credibility: Building a constructive organizational climate for leadership development," Nebraska Human Services Federation, 2017  
"Professionalism & Social Media," SEAN Spring Conference, 2017  
"Prepare. Practice. Present.," Lincoln Public Schools, 2015  
"Developing Your Personal Brand," Society of Women Engineers, 2014  
"12 Steps to Become a Networking Ninja", Lincoln Young Professional Group, 2014  
"12 Steps to Become a Networking Ninja," Lincoln Saltdog Nine Innings of Networking, 2013  
"Become a Networking Ninja," Nebraska Educational Office Professionals Association Spring Conference, 2013  
"Become a Networking Ninja," Nebraska Department of Education, 2013  
"Become a Networking Ninja," Women in Sales and Business, 2013  
"Become a Networking Ninja," Ignite Lincoln, 2012

## RECOGNITION

AAF Nebraska Ad Pro of the Year, 2022  
UNL Parents Council, Certificate of Recognition for Contributions to Students, 2016, 2017, 2019, 2021  
UNL RSO Advisor Spotlight, March 2018  
Lincoln American Marketing Association, Prism Award for Market Research, 2013  
Journalism and Mass Communications Honor Society, Kappa Tau Alpha Inductee, 2013  
Leadership Resources Effective Personal Productivity, 2012  
YWCA Tribute to Women, 25 Under 25, 2011  
Junior Achievement Worldwide Western Region Rising Star, 2008

## COURSES TAUGHT

### **Principles of Mass Media | JOMC 101**

Fall 2018, Fall 2019 (two sections), Spring 2020, Summer 2020 (online), Fall 2020, Winter 2020, Spring 2021, Summer 2021, Fall 2021, Spring 2022

### **Strategic Writing | ADPR 221**

Spring 2016 (two sections), Fall 2016, Spring 2017 (two sections), Fall 2017

### **Strategy Development for Advertising and Public Relations | ADPR 283**

Fall 2014, Spring 2015, Fall 2015 (three sections), Spring 2016 (two sections), Summer 2016, Fall 2016 (two sections), Spring 2017, Summer 2017, Fall 2017 (two sections), Spring 2018, Summer 2018, Spring 2019, Spring 2020 (two sections), Summer 2020 (online), Summer 2021 (online)

### **Special Topics: Keeping Up with the Kardashian Brand | ADPR 291**

Spring 2021, Spring 2022

### **Copy and Concept | ADPR 323**

Fall 2013, Spring 2014, Spring 2015, Spring 2016, Fall 2020 (two sections), Fall 2021

### **Student Competitions | ADPR 339/439**

Spring 2019, Spring 2020, Spring 2021, Spring 2022

### **Brands and Branding | ADPR 484**

Spring 2018, Summer 2018 (online), Summer 2019 (online), Fall 2019

### **Advertising and Public Relations Campaigns | ADPR 489**

Spring 2017, Fall 2017, Spring 2018, Fall 2018

### **Special Topics: FOX Sports U | ADPR 491**

Fall 2016 (co-taught)

### **Special Topics: Event Planning | ADPR 491**

Fall 2020

### **Independent Study in Advertising and Public Relations | ADPR 496**

Spring 2016 (two sections), Fall 2016 (two sections), Fall 2017, Spring 2018 (two sections), Fall 2018 (four sections), Fall 2021-Spring 2022

### **Brands and Branding | ADPR 884**

Summer 2019 (online)

## **CURRICULUM DEVELOPMENT**

### **Bollywood and Beyond: An Exploration of Indian Communications, Media and Culture | JOMC 101**

Proposed with Andrea Gagghagen for Summer 2020 and Summer 2021, impacted by COVID-19 Pandemic

### **Event Planning: Creating Interactive Brand Experiences | ADPR 491**

Fall 2020

### **Keeping up with the Kardashians Brand | ADPR 291**

Spring 2021

## **PROFESSIONAL EXPERIENCE**

### **BRIGHT SPOTS PAPER**

**Founder** • November 2018 – Current

- Direct creative and production of stationery goods and gifts sold online and in national and local retailers
- Responsible for inventory and budget of physical products
- Acceptance into three juried national maker markets
- Manage and create all promotional and social content utilizing data to make informed decisions
- Generate organic Instagram follow growth to nearly 2,000
- Plan and maintain content calendar for event and production promotion

### **IAC ACOUSTICS**

**Marketing Manager** • May 2013 — August 2015

- Led and executed all marketing, communication and advertising strategy for North American region of a \$160 million global manufacturing company across multiple communication platforms
- Established, managed and analyzed annual budgets for all marketing and communication activities for North America, including contract negotiation
- Developed strategy and led implementation of brand harmonization with IAC Acoustics and four newly acquired companies across the United States and Canada, including development of three sub brands within the portfolio

- Established and executed tactics for tradeshow, events and public relations initiatives for the commercial noise and power generation segments serving 13 industries
- Managed graphic designer, global cross-departmental task forces and agency team
- Directed, wrote and edited all internal and external communications to varying key publics
- Led all organization's charitable participation with Lincoln Food Bank Back Pack Program and the United Way Campaign for Giving

## **MALY MARKETING**

**Digital Strategist** • November 2012 — May 2013

- Executed research to position Maly Marketing as a thought leader for trends and best practices
- Wrote client proposals to establish upsells for clients in the insurance, tourism and retail industries
- Led strategy derived from keyword research and SEO to adjust client website and social media content
- Managed office operations to ensure content is on strategy and deadlines are met

## **UNANIMOUS (formerly Pickering Creative Group)**

**Marketing Consultant** • April 2011 — November 2012

- Head copywriter for print and web marketing for healthcare, education and non-profit clients
- Positioned clients through qualitative and quantitative research
- Led efforts for the strategy and rebranding of two critical access hospitals and a global non-profit
- Head of all in-house strategic marketing efforts, including press releases, articles and white papers
- Managed projects, while maintaining and strengthening client relationships

## **JUNIOR ACHIEVEMENT**

**Director of Marketing & Special Events** • September 2010 — March 2011

- Lead copywriter and designer for marketing collateral, print and online newsletters and social media
- Key event planner for a first-time event that generated \$55,000 in net revenue
- Executed JA Bowl-a-thon generating more than \$71,000 in net revenue

**Senior Program Manager** • April 2010 — September 2010

- Effectively managed nearly 900 educator and volunteer partnerships
- Developed and administered new volunteer recognition and training process
- Established and managed organization's social media presence
- Developed and implemented marketing plan for a JA Worldwide online initiative
- Led marketing efforts through the creation of effective electronic and guerilla marketing pieces

## **PLAY CREATIVE**

**Accounts** • December 2009 — April 2010

- Managed existing clients and developed new business
- Played key role in creation of strategic and creative marketing plans for clients in the financial and non-profit industries
- Lead copywriter and editor for digital media

## **JUNIOR ACHIEVEMENT**

**Program Director** • December 2006 — December 2009

- Increased student participation by over 3,000 students in less than three years
- Developed and administered new volunteer recognition and training process
- Effectively managed more than 700 volunteer and educator partnerships in 70 schools and five counties reaching nearly 16,000 students
- Wrote successful nomination for 2008 JA Worldwide Teacher of the Year recipient
- Executed redevelopment, pilot and evaluation of Our Nation® curriculum in conjunction with JA Worldwide
- Aided JA Worldwide in creation of Our Nation® marketing video

## COMMUNITY AND PROFESSIONAL SERVICE

AAF District 9, Nebraska, Kansas, Iowa, Missouri

- Lieutenant Governor 2021 – Current

AAF National American Advertising Awards Committee

- Member 2021 – Current

AAF Lincoln, Lincoln, NE • board member 2016 – 2021

- President 2018 – 2021
- 1<sup>st</sup> Vice President 2018 – 2018
- Education Co-chair 2016 – 2018

Junior Achievement, Lincoln, NE | volunteer 2009 – 2018

United Way, Lincoln, NE • Campaign Cabinet 2015 – 2016

- Education Co-Chair 2015 – 2016

Lincoln Food Bank, Lincoln, NE- Backpack Program 2008 – 2010, 2013 – 2015

TEDxLincoln, Lincoln, NE • Marketing Committee Chair 2012 – 2015

Lincoln Young Professionals Group 2007 – 2015

- Leadership Council 2009 – 2010
- Philanthropic Committee 2007 – 2010

Lincoln AMA, Lincoln, NE • board member

- Programming Vice President 2012-2013
- Member 2011 – 2016

Lincoln Chamber of Commerce Ambassador 2007 – 2013

- Gold Star recipient 2008

DECA, Lincoln, NE • judge 2009, 2011

Clinic With a Heart, Lincoln, NE • volunteer preceptor 2009 – 2010

Cornhusker State Games, Lincoln, NE

- Baton twirling committee 2008 – 2010
- Volunteer/judge 2007 – 2010

YWCA, Lincoln, NE • Event Planning Committee 2008 – 2011

- Shakin' Things Up! event chair 2009

GOlincolnGO, Lincoln, NE, 2007 – 2009

- Star City Holiday Parade steering committee 2009
- Youth judge mentor 2007 – 2009
- Celebrate Lincoln volunteer 2008 – 2009

Americans in Free Enterprise, Lincoln, NE • speech contest judge 2006

## MEDIA CONTRIBUTIONS

**Daily Nebraskan**, April 1, 2021

[Curious Cornhuskers: Have any UNL professors utilized TikTok?](#)

**Daily Nebraskan**, February 22, 2019

[Assistant professor pursues greeting card passion with self-run Bright Spots Paper](#)

**Daily Nebraskan**, February 8, 2019

[Potential for school-sanctioned scooter usage on campus causes some hesitation by officials](#)