

BRIDGET A. LEWIS

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EXECUTIVE PROFILE

Corporate communications professional, two-time Emmy Award winning journalist, and media relations strategist in higher education seeking an opportunity to teach college journalism students, especially those with an interest in diversity, equity, and inclusion.

WORK HISTORY

WELLS FARGO & COMPANY, Fort Worth, TX

Senior Communications Consultant

July 2022 to present

- Successfully design and execute media relations strategies that elevate awareness of the company's diverse segments, representation and inclusion initiatives.
- Position executives as thought leaders in mainstream and multicultural media.
- Collaborate online with marketing to design and implement external campaigns focused on diverse segments. Remote collaboration tools: Microsoft Teams, SharePoint, Zoom, Google Chat.
- Establish and maintain relationships with key stakeholders, including leaders with social justice organizations, higher education institutions, professional sports and entertainment organizations, and others to communicate about internal and external issues and opportunities.

THE OAKRIDGE SCHOOL, Arlington, TX

Director of Marketing and Communications

Dec. 2017 to June 2022

Editor, *The Outlook*

Dec. 2020 to June 2022

Developed and implemented communications, marketing, media relations, and social media strategies. Consulted leadership on crisis communications.

- Appointed to the Head of School's Leadership Team (2021-2022).
- Chief media liaison and storyteller, content creator, and photographer.
- Managed website redesign, which launched on-time and under budget (2020).
- Exercised some budget oversight regarding advertisement buys; managed vendor relationships, schedules, and requests relating to marketing services.
- Planned and coordinated the live streaming of commencement.
- Produced content videos to market school virtually during COVID-19 pandemic.
- Co-Teacher for Honors Broadcasting seminar, which saw one student earn Honorable Mention in NPR's national Student Podcast Challenge (2020).

MOUTHPIECE COMMUNICATIONS, Arlington, TX

Consultant

Jan. 2017 to present

Plan and execute communications strategies for clients in diverse fields, including medicine. Provide media coaching for doctors and professionals in healthcare.

- Script content for TV, radio, print, direct mail, web, and email.

- Attend production shoots and assist with creation of shot lists; ensure projects meet deadlines.

UNIVERSITY OF TEXAS AT ARLINGTON, Arlington, TX

Assistant Director for Media Relations

Oct. 2010 to Dec. 2016

Interim Associate Vice President for Communications

July 2016 to Dec. 2016

Elevated the university's brand as a Tier One research institution and one of the nation's most ethnically diverse campuses for undergraduates; consulted university president in matters related to crisis communications and the university's reputation. Served as chief media contact, developed and maintained appropriate news, information and resources for various communications channels. Consistently met deadlines for website, social media, and email campaigns. Managed directly or sideways 20-30 communications employees.

- Secured earned media valued at more than \$5 million over six years (NPR, Fox News, CNN, CBS, NBC, *The New York Times* and Spanish-language media).
- Led communication strategies during crisis and major events (involving political leaders, business influencers, athletes and musicians).
- Represented university during high-level discussions about security and Title IX during meetings with University of Texas System leaders in Austin, TX.
- Increased brand awareness through community engagement with leading entities such as DFW International Airport and the North Texas Super Bowl XLV Host Committee.
- Collaborated with the offices of Development, Admissions, International Studies, Military and Veteran Services, and other units to promote key initiatives.

KXAS-TV/NBC 5, Fort Worth, TX

News Producer

2008 to 2010

Assigned, wrote and/or edited 20-30 news scripts daily for fast-paced live television program in the nation's fifth largest media market.

- Collaborated with reporters, photographers, editors, graphic artists, and others.
- Increased social media usage in newscast.

T.D. JAKES MINISTRIES, Dallas, TX

Publications Writer/Editor

2007 to 2008

Interviewed ministers, congregants, business leaders, educators and other professionals. Generated story ideas wrote and copyedited articles for marketing materials distributed to 30,000+ diverse members, donors and global partners.

- Managed archive for hundreds of photos used for various publications.
- Participated in strategic planning of international faith conference, *Woman, Thou Art Loosed*, in Johannesburg, South Africa.
- Communicated with South African monarchy to obtain needed permissions ahead of international conference.
- Contributed to concept planning for ministry-related magazine.

WFAA-TV/ABC 8, Dallas, TX

News Producer

2000 to 2007

Managed team of diverse journalists for No. 1 rated weekend evening newscasts.

- Determined news content and coverage for various newscasts in fifth largest U.S. media market.
- Collaborated with graphic artists to enhance look of newscasts.

- Produced 2003 town hall meeting, “Media Matters with Peter Jennings,” for ABC News network at [Collin College](#) (Spring Creek campus).

WSB-TV/ABC 2, Atlanta, GA

News Producer

1997 to 2000

Assigned, wrote, and edited news scripts in fast-paced environment. Coordinated work of reporters with photographers, editors, and graphic artists in tenth largest media market.

- Produced the very first newscast in WSB’s then-new state-of-the-art studios, which digitized some news production functions.
- Produced special coverage of Y2K leading to final moments of 1999.
- Produced coverage of Super Bowl XXXIII (the Atlanta Falcons first Super Bowl appearance).

KWTV/CBS 9, Oklahoma City, OK

News Producer

1996 to 1997

Assigned, wrote, and edited news scripts for news/talk show style program with live in-studio guests. Coordinated use of live news equipment (satellite/remote trucks, helicopter).

- Produced coverage of court proceedings related to key suspects in the April 1995 bombing of the Alfred P. Murrah Federal Building.
- Wrote, edited, and distributed e-newsletter for community partners related to the development of the OKC MAPS public facility enhancement plan and other key projects.

KXXV/ABC 25, Waco, TX

News Producer

1995 to 1996

Assigned, wrote, and edited news scripts for morning news program.

- Highlights included coverage of activities at Fort Hood.
- Wrote and produced special holiday feature focused on senior residents at assisted living facility.

WFAA/ABC 8, Dallas, TX

Production Assistant/Writer

1994 to 1995

- Wrote scripts, operated prompter and cameras for various news programs.
- Served as assistant to WFAA’s Capitol Hill Bureau chief during Major League Baseball hearings (following the strike that erased the 1994 World Series).

KERA/PBS, Dallas, TX

Researcher/Production Assistant

1994 to 1995

- Transcribed interviews, researched archival material, and helped to secure access to photos and other props for highly rated “*Remember When*” documentary.

The Dallas Morning News, Dallas, TX

Classified Advertising Sales Representative

1993 to 1994

- Communicated various types of ads to help promote products or services in the most efficient way.
- Input ad details per customer specifications.

Dallas Independent School District, Dallas, TX

Substitute Teacher

1992 to 1993

- Followed the curriculum and/or lesson plans provided by the principal or absentee teacher.
- Used classroom management and teaching techniques to encourage participation and facilitate learning.
- Completed substitute teaching course at Dallas County Community College (Mountain View campus).

EDUCATION

University of Nebraska, Lincoln, NE, <i>Master of Arts, Journalism</i>	2012
<ul style="list-style-type: none"> • Studied Abroad in Cambodia, Singapore, Indonesia (2010) • Gilbert M. and Martha H. Hitchcock Fellowship recipient (2009) 	
University of Nebraska, Lincoln, NE, <i>Bachelor of Journalism, Broadcasting</i>	1991

AWARDS & HONORS

CASE District IV Accolades – Gold Award - Student Recruitment on a Shoestring Budget, (2021)
 NBC Universal Ovation awardee (2009 and 2010)
 Emmy Award nominee, *Great Truck Chase* (2007)
 Texas AP Broadcasters winner, *Great Truck Chase* (2006)
 Emmy Award winner, *Gorilla Escape* (2004)
 Emmy Award winner, *Space Shuttle Columbia Tragedy* (2003)

PROFESSIONAL DEVELOPMENT

National Association of Black Journalists, member (2022)
 Dallas-Fort Worth Association of Black Communicators, member (2022)
 Independent Schools Association of the Southwest (ISAS): eSeminar Series on Racial Literacy and Anti-Racism, attendee (2021)
 National Association of Independent Schools (NAIS) People of Color Conference (PoCC), attendee (2020 & 2021)
 Leadership Arlington graduate (2015)
 Council for Advancement and Support of Education member (2018-2022)
 Female Leadership Forum speaker, DeSoto, TX ISD (2017)
 U.S. Army Cadet Command's Summer Training Leadership participant, Ft. Knox, KY (2015)

VOLUNTEER WORK

Chancellor's Alumni Ambassadors Council member, University of Nebraska (2017-present)

Hagar's Heart Board member (2021-present)

American Red Cross volunteer, Hurricane Ike (2008)

ARTICLES & PUBLISHED RELEASES (NON-ACADEMIC)

Lewis, Bridget (2022) Oakridge Teacher's Research Published in Noted History Magazine. *Arlington BubbleLife*.

https://arlington.bubblelife.com/community/arlington_ireporter/library/35637821/key/355023682/Oakridge_Teachers_Research_Published_in_Noted_History_Magazine

Lewis, Bridget (2021) The Only Kind of Leadership. *Sociability – Live Generously, Serve Joyfully*.

<https://sociability.life/articles/the-only-kind-of-leadership/>

Lewis, Bridget (2018). Teens Publish First Novels After Unique School Seminar. *Arlington BubbleLife*.

https://arlington.bubblelife.com/community/arlington_ireporter/library/35637821/key/356135924/Teens_Publish_First_Novels_After_Unique_School_Seminar

Lewis, Bridget (2016). Ford Motor Co. Names UTA Mathematics Professor Legendary Woman.

<https://www.uta.edu/news/news-releases/2016/10/31/fordmujeres-minervacordero-epperson>

Lewis, Bridget (2016). The University of Texas at Arlington Libraries Announces New Website

Showcasing the Texas Disability History Collection. <https://www.uta.edu/news/news-releases/2016/10/26/txhistory-disability-website>

Lewis, Bridget (2015). Experts Available on Earth Day. *Bloomberg*. <https://www.bloomberg.com/press-releases/2015-03-17/profnet-experts-available-on-earth-day>

<https://www.bloomberg.com/press-releases/2015-03-17/profnet-experts-available-on-earth-day>

Lewis, Bridget (2014). Theater Arts Research Offers Insight for Designers, Builders of Robots.

EurekAlert. <https://www.eurekalert.org/news-releases/617350>

Lewis, Bridget (2013). Cedrick May, *UT Arlington Magazine* (pg. 10),

<https://www.uta.edu/utamagazine/archive-issues/2010-13/wp-content/downloads/UTArlington-Magazine-Spring-2013.pdf>

Lewis, Bridget (2013). New UT System Grant Helps UT Arlington, UTSA Partner on Teaching

Languages. *UTSA Today*. <https://www.utsa.edu/today/2013/06/languages.html>

Lewis, Bridget (2012). William Blair Jr. Papers. *University of Illinois Library African American*

Research Center News. <https://www.library.illinois.edu/afx/category/prestigious-people/>