

Jennifer M. Sheppard, M.A.  
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## EDUCATION

**SYRACUSE UNIVERSITY**, Syracuse, NY – S.I. Newhouse School of Public Communications

**Master of Arts - Magazine, Newspaper and Online Journalism**, 2009 – 2010

- Videographer, features editor and online producer for *Handshake Magazine*
  - 2010, Society of Professional Journalists – National Winner of Best Student Magazine
- Political reporter for award-winning news website, Democracywise, with Professor Charlotte Grimes, Knight Chair in Political Reporting
- Contributor at *Syracuse City Eagle* newspaper

**UNIVERSITY OF SOUTH FLORIDA**, Tampa, FL – School of Mass Communications

**Bachelor of Arts - Mass Communications**, 2003 – 2007

- Contributing sports writer for *The Oracle* student newspaper
- Member of Necessary Improvements To Transform Our Environment Organization (N.I.T.E.) student activist group
- Awarded Tom McEwen Scholarship for Sports Writing, 2007

## ACADEMIC EXPERIENCE

**UNIVERSITY OF NEBRASKA-LINCOLN – Assistant Professor of Practice, College of Journalism and Mass Communications**,

Lincoln, NE | 2019 – Present

Responsibilities: Providing instruction to undergraduate and graduate students in the College of Journalism and Mass Communications; Graduate Faculty Associate

**Service:** Diversity, Equity and Inclusion Committee member, Faculty Senate member, Campus Recreation Advisory Council faculty member

**Awards:** 2020-2021 Parents Recognition Awards certificate of recognition for contributions to students

**Courses Taught: (face-to-face/remote)**

- SPMC 450 Sports Media and Communications Capstone (fall 2019, spring 2020, fall 2020, spring 2021)
- ADPR 489 Advertising and Public Relations Campaigns Capstone (spring 2021)
- SPMC 250 Beginning Sports Writing for News and Promotion (spring 2019, fall 2019, spring 2020, fall 2020, spring 2021)
- JOUR200A Fundamentals of Editing and Reporting I (spring 2020, fall 2020)
- JOUR200B Fundamentals of Editing and Reporting II (fall 2020)
- JOMC 191 Special Topics: Sports Mobile Journalism (spring 2019)
- JOMC 491/891 Climate Change Depth-Reporting (co-taught, spring 2020, fall 2020, spring 2021)
- JOMC 491 Special Topics: Being Black in Lincoln (co-taught, spring 2021)

**RINGLING COLLEGE OF ART & DESIGN – Adjunct Professor, Creative Writing**, Sarasota, FL | 2017

Responsibilities: Leading a creative writing course on the art and craft of narrative storytelling, including interviewing skills, photojournalism and copy editing

**Courses Taught: (face-to-face/hybrid)**

- CRWR 310 Magazine Feature Writing

**JUAN DIEGO CATHOLIC HIGH SCHOOL – Journalism and Yearbook Teacher, English Department**, Draper, UT | 2015 – 2016

Responsibilities: Teaching multiple sections of freshman English with an introduction to journalistic writing and composition; overseeing content creation for basic and advanced multimedia newspaper and yearbook production courses; faculty adviser for student yearbook and newspaper; managed budget and print schedules; supervised student-teacher assistants, staff and volunteers; served as off-site faculty chaperone, including overnight and out-of-state

**Courses Taught: (face-to-face/hybrid)**

- Grammar and Composition: Beginning Journalism (3 sections)
- Multimedia Newspaper (2 sections)
- Yearbook I/Multimedia Yearbook II (1 combined section)

**SEMINOLE STATE COLLEGE OF FLORIDA – Professor, English Department**, Sanford, FL | 2012 – 2015

Responsibilities: Leading undergraduate journalism courses in the English Department; faculty adviser for student newspaper, Film and Photo clubs; achieved curriculum acceptance for Mobile Journalism; faculty chaperone for off-campus field trips; secured community partnerships for student field instruction, including Orlando Magic, NASA and WESH Channel 2; mentored students on course selection and career opportunities; participated in employee wellness initiatives; expert panelist for Seminole State College's civic dialogue on Political Mudslinging (2014)

**Courses Taught: (face-to-face/hybrid)**

JOU1100 Journalism I / JOU1402L College Newspaper 1 Lab  
JOU1200 Newspaper Editing  
JOU1440L College Magazine Lab  
JOU2930 Selected Studies in Journalism (Photojournalism)  
RTV1201C Introduction to Television Production 1

**Course Creation: (face-to-face/hybrid)**

RTV2930 Selected Studies in Television Production (Mobile Journalism)

**PROFESSIONAL EXPERIENCE**

**FELD ENTERTAINMENT, INC. – *Global Public Relations***

Palmetto, FL | 2016 – 2018

- Assisting in day-to-day media relations strategies of Feld Entertainment, the world's largest producer of live family entertainment, including Monster Jam, Disney on Ice, DreamWorks Trolls The Experience and other highly-visible brands in the Feld Family
- Developing strategic communications campaigns with internal and external partners; tracking local, regional and mainstream coverage; supervising media training for over 100 professional athletes; traveling to host key press, prepare and direct learn-to-ride interactive segments at national media events, including *ESPN, The Players' Tribune, Motorcyclist, The Huffington Post, Maxim, E! News and Sports Business Daily*
- Creating highlights packages for public-facing assets, including news stories and over 100 biographies; providing high-level copy editing; writing website content, including local, live-event and national press releases for Feld Entertainment properties

**FLORIDA TRAIL RIDERS, INC. – *Magazine Editor, Publisher and Advertising Manager***

Cocoa, FL | 2010 – 2015

- Published, planned and captured engaging and informative content for monthly nonprofit magazine; assembled all aspects of graphic design and supportive photographs; authored editorial content, news and race reports, photo essays and multimedia segments; edited freelance submissions and internal copy; formatted stories in line with Associated Press style
- Levered sports knowledge and news judgement to create and manage multiple social accounts for pre-, live- and post-event coverage; built and executed effective advertising plans for new and recurring clients; increased advertising revenue by +150% over five years; served as membership and executive committee liaison; demonstrated a broad range of creative, editorial and technical management skills

**ORLANDO SENTINEL – *Online Producer/Copy Editor***

Orlando, FL | 2011 – 2012

- Produced and maintained content for orlandosentinel.com and related digital platforms, including @orlandosports; created breaking news email and text alerts; aggregated content and applied SEO
- Demonstrated ability to learn new roles quickly and work collaboratively, acting as copy editor and page designer; gathered and produced news stories from field reporters
- Monitored metrics and adjusted localized strategy; consolidated content and provided feedback

**HOMETOWN NEWS – *Staff Writer***

South Daytona, FL | 2010 – 2011

- Community newspaper reporter for weekly newspaper serving 60,000+ people in Volusia County; initiated social media presence for newspaper; selected to attend 21<sup>st</sup> Florida Bar Reporters' Workshop by The Florida Bar Association at the Florida Supreme Court
- Specialized in city government, business and local news; contributed photographs on assignment

**FLORIDA MOTOCROSS MAGAZINE – *Managing Editor***

Plant City, FL | 2004 – 2007

- Executed coverage at local, national and community motocross events; conducted interviews, produced race reports and spearheaded assignments with freelancers; served as staff photographer; assisted publisher with planning editorial content, graphic design and proofreading; maintained visual consistency and introduced Associated Press Style standards