

# Penn State Alumni in the Communications Industry

## A guide to the expertise & availability of the members of the Bellisario College Alumni Society Board & Ad/PR Alumni Network Board

Through the combined efforts of the Alumni Society Board and the Ad/PR Network Board of the Donald P. Bellisario College of Communications, we are proud to share this directory spotlighting the expertise of Board members in a wide variety of communications fields.

Here are brief snapshots and email addresses of each Board member. As part of their service to the College and Penn State, they are eager to engage in classroom discussions and lectures, as well as to serve as a resource for the many professional communicators across the wide Penn State landscape. Extensive individual biographies of and contact information for each Board member is also available online, at:

Alumni Society Board: [bellisario.psu.edu/alumni/alumni-board](http://bellisario.psu.edu/alumni/alumni-board)

Ad/PR Network Board: [bellisario.psu.edu/alumni/adpr](http://bellisario.psu.edu/alumni/adpr)

**Pam Hervey '94**  
*President, Alumni Society Board*

**Kathy Heasley '83**  
*President, Ad/PR Alumni Network Board*

## Guide to Alumni Expertise



**RON BALASCO** ('81) General Arts & Sciences  
Executive Director, Hearst Consumer Health

[ronaldbalasco@yahoo.com](mailto:ronaldbalasco@yahoo.com)

### Expertise

- Publishing
- Integrated Media Sales



**T.J. BRIGHTMAN** ('91) Broadcast-Cable  
SVP, Chief Revenue Officer, Baltimore Orioles

[tj@abrightideasonline.com](mailto:tj@abrightideasonline.com)

### Expertise

- Broadcast Sales Management, Radio/Television Industry, with Sports Focus
- Negotiation: Broadcast Rights Fees, Personal Service Agreements, Talent Contracts
- Campaign/Creative Concepts: Businesses in Government & Private Sectors
- Sports Media Thought-Leader & Media Resource



**JOE BERWANGER** ('70) Broadcasting  
Owner/President, Innovations Marketing Group

[berwanger1@gmail.com](mailto:berwanger1@gmail.com)

### Expertise

- Media Advertising Sales: Sports, Television Stations & Networks, Websites, Political Campaigns & Spot Inventory
- Media Business Planning
- General Management of TT Stations, Cable Companies & Media Businesses
- New Media: Traditional media efforts to compete with new media, ad/marketing agencies' place in the new world & the future of television & all electronic media



**NATALIE BUYNY** ('12) Advertising/PR  
Public Relations Executive, Freelance

[nbuyny@gmail.com](mailto:nbuyny@gmail.com)

### Expertise

- Social Media
- Metrics/Analytics
- Media Relations



**KATIE BLITZ** ('16) Advertising/PR  
Sr. Account Executive, Sports/MediaTech, DKC

[blitzkathryn@gmail.com](mailto:blitzkathryn@gmail.com)

### Expertise

- Strategic media relations
- Client/agency relations
- Developing messaging & strategy



**LAUREN CONNOLLY** ('97) English  
Executive Vice President & Executive  
Creative Director, BBDO New York

[lauren.connolly@bbdo.com](mailto:lauren.connolly@bbdo.com)

### Expertise

- Omnichannel
- Experience Design



**AMANDA CRAMER** ('15) Film-Video  
Video Producer, U2

[acramer@2u.com](mailto:acramer@2u.com)

**Expertise**

- Film Production
- Video Editing



**KATHY HEASLEY** ('83) Advertising  
Founder & President, HEASLEY&PARTNERS Inc.

[kheasley@heasleyandpartners.com](mailto:kheasley@heasleyandpartners.com)

**Expertise**

- Branding & Brand Strategy
- Brand/Marketing Integration
- Effective Interviewing, Storytelling & Writing
- Communications in Entrepreneurial Start-ups



**KEVIN FLINTOSH** ('06) Journalism  
Data Analytics Manager, Accenture

[kevinflintosh@gmail.com](mailto:kevinflintosh@gmail.com)

**Expertise**

- Data Analytics
- Corporate Communications
- Project Management



**PAM HERVEY** ('94) Journalism  
Owner & President, Fuel

[pam@fuelcreative.us](mailto:pam@fuelcreative.us)

**Expertise**

- Video Production & Post: Industrial & Broadcast
- Strategic Communications
- Journalism: Broadcast TV/Programming
- Public Relations



**CAROL GOSSER** ('87) Journalism  
Director of Communications, Accelerated  
Enrollment Solutions

[carolrathgosser@gmail.com](mailto:carolrathgosser@gmail.com)

**Expertise**

- Strategic Communications
- Employee & Executive Communications
- Change Management
- Media & Public Relations; Advertising & Branding
- Digital Communications



**ALYSON JOYCE** ('10) Public Relations  
PR Professional

[anr5047@gmail.com](mailto:anr5047@gmail.com)

**Expertise**

- Community Relations
- Relationship Marketing
- Digital/Social PR



**KATHERINE HANSEN** ('05) Media Studies  
Internal Communications Manager,  
Verisk Financial

[hansen.katherine@gmail.com](mailto:hansen.katherine@gmail.com)

**Expertise**

- Strategic Communications
- Executive Support: Communications, Events Management
- Copy Editing
- Web Content Management



**WILLIE JUNGELS** ('14) Journalism  
Account Executive, fuboTV

[wbj5008@gmail.com](mailto:wbj5008@gmail.com)

**Expertise**

- Addressable Advertising
- TV/Digital Sales



**TAYLOR HARRINGTON** ('19) Advertising/PR  
Director of Digital Marketing for Seth Godin's  
Akimbo Workshops

[taylor@akimbo.com](mailto:taylor@akimbo.com)

**Expertise**

- Social Media Marketing
- Personal Branding & Development
- Brand Strategy



**BECKY KITLAN** ('07) Advertising/PR  
VP, Creative Director, RAUXA Agency

[beckykitlan@gmail.com](mailto:beckykitlan@gmail.com)

**Expertise**

- 360° Advertising/Creative campaigns
- Creative storytelling
- Content Creation (video/experimental) and Strategy
- Creative team management
- Agency/client relationship



**STEVE LAMPERT** ('74) Journalism  
Adviser, Lampert Public Affairs LLC

[steve.lampert@verizon.net](mailto:steve.lampert@verizon.net)

**Expertise**

- 25 years of Experience Working with Global Big Pharma
- Regulatory Affairs & Legal Interface
- Media Relations, Crisis Communications, Government Affairs/Public Policy
- PR Agency Relationship-building



**EBONY MARTIN** ('14) Journalism  
Enterprise Architect, UFT

[emartin@uft.org](mailto:emartin@uft.org)

**Expertise**

- Technology Applications & Design
- Print Media



**BRIAN NAWA** ('91) Advertising  
Associate Director, Multi-Channel Capabilities,  
Bristol-Myers Squibb

[brian.nawa@bms.com](mailto:brian.nawa@bms.com)

**Expertise**

- Traditional & Digital Marketing: Print, Broadcast, Out-of-home, Web/Internet, Mobile App
- Digital & Cross-channel Marketing Planning, Strategy & Implementation
- Digital/Web: User Experience, Content Strategy, Organic & Paid Search, Social, Mobile App, e-mail Marketing, CRM
- Global Reach: Operational/Tactical Deliveries in 20 Countries Across 4 Continents



**SCOTT NULTY** ('16) Advertising/PR  
Military Legislative Aide, U.S. Sen. Jerry Moran

[scottnulty@gmail.com](mailto:scottnulty@gmail.com)

**Expertise**

- Public Affairs
- National Security Policy
- Congressional Relations



**AMANDA OEY** ('07) Advertising/PR &  
International Politics  
Sr. Communications Manager, S&P Global  
Market Intelligence

[oey.amanda@gmail.com](mailto:oey.amanda@gmail.com)

**Expertise**

- Corporate Communications
- Media Relations/Strategist
- Executive Positioning & Thought Leadership
- Strategic Communications & Reputation Management
- Corporate Storytelling



**CHIMA OKOLI** ('12) Advertising/PR &  
Media Studies

Marathon Mentors LLC

[coo10544@gmail.com](mailto:coo10544@gmail.com)

**Expertise**

- Branding; Name, Image & Likeness
- Sports Marketing
- Legal Contracts
- Public Relations
- Talent Acquisition



**TOM RESAU** ('99) Advertising/PR  
Sr. Vice President, W2 Communications

[tom@w2comm.com](mailto:tom@w2comm.com)

**Expertise**

- Speech Writing & Ghostwriting
- Issues Management: Research & Analysis
- Crisis Communications
- Strategic Communications Planning & Management: Working Directly with Both C-Level Stakeholders and Media



**SUZANNE SCHULNER** ('08) Advertising/PR  
Account Executive at Game Show Network

[ses997@gmail.com](mailto:ses997@gmail.com)

**Expertise**

- Ad Sales
- Integrated Marketing
- Media Buying/Planning
- Sales/Presentation Strategy



**LINSEY SHEA** ('08) Advertising/PR  
Remote Operations & Production Manager

[lshea6@gmail.com](mailto:lshea6@gmail.com)

**Expertise**

- Remote Television Broadcasts & Production
- Event Management
- Sports TV Networks, Live Sports Events
- Operations and Logistics Management



**STEPHANIE SHIRLEY** ('09) Advertising/PR  
Owner, Bennis Public Relations Inc.

[stephanie@bennisinc.com](mailto:stephanie@bennisinc.com)

**Expertise**

- Media Relations & Communication Strategy
- Public Advocacy & Outreach; Grassroots Campaigns
- Content Marketing
- Crisis Communication
- Corporate and Nonprofit Event Planning



**DAN SOLOMON** ('04) Advertising/PR  
Sr. Manager of Business Development, Penn State  
Sports Properties/Learfield

[daniel\\_solomon5@yahoo.com](mailto:daniel_solomon5@yahoo.com)

**Expertise**

- Sports Marketing
- Meeting & Exceeding Sales Targets
- Storytelling



**RACHEL STEINBERG** ('14) Advertising/PR  
& Sociology  
Manager, Business Solutions-Digital Partnerships,  
The Madison Square Garden Company

[rsteinberg330@gmail.com](mailto:rsteinberg330@gmail.com)

**Expertise**

- Sports Marketing
- Sponsorships
- Brand Strategy
- Creative Partnerships



**HALLE STOCKTON** ('08) Journalism &  
Political Science  
Managing Editor, PublicSource

[halle@publicsource.org](mailto:halle@publicsource.org)

**Expertise**

- In-Depth and Investigative Journalism
- Online-First Media



**ERIN STRANGES** ('10) Journalism &  
International Politics  
Strategic Communications Associate,  
Booz Allen Hamilton

[eec5025@gmail.com](mailto:eec5025@gmail.com)

**Expertise**

- Public Affairs / Government Communications



**KATHY SWIDWA** ('13) Journalism  
Communications Strategist, Penn State College  
of the Liberal Arts

[kea5102@psu.edu](mailto:kea5102@psu.edu)

**Expertise**

- Social Media Strategy & Campaigns
- Brand Management & Strategy
- Higher Education & Nonprofit Strategic Communications
- Donor & Fundraising Communications



**BAILEY TEMPLIN** ('14) Advertising/PR  
Director, Paid Search, JellyFish

[bdtemplin@gmail.com](mailto:bdtemplin@gmail.com)

**Expertise**

- Digital Marketing
- Paid Search



**BRENNA THORPE** ('12) Advertising/PR &  
Communications Arts & Sciences  
Strategic Communications Associate,  
Booz Allen Hamilton

[brenna.thorpe@gmail.com](mailto:brenna.thorpe@gmail.com)

**Expertise**

- Social Marketing & Behavior Change
- Strategic Communications
- Planning, Change Management & Change Communications
- Public Relations Writing



**MEREDITH TOPALANCHIK** ('99)  
Advertising/PR  
Sr. Vice President, G&S Business Communications

[merechik@gmail.com](mailto:merechik@gmail.com)

**Expertise**

- Corporate, B2B & Consumer PR & Communications
- Strategic Communications Planning; Social Media & Content Strategies
- Media Relations & Spokesperson Media Training
- Event Planning



**CINDY VIADELLA** ('91) Advertising  
Marketing Consultant, Media, Marketing &  
Advertising Industries

[cviadella@gmail.com](mailto:cviadella@gmail.com)

**Expertise**

- Brand Marketing
- Analytics
- Digital & Traditional Media Strategy
- Advertising Campaign Planning & Execution



**RON WAGNER** ('89) Advertising  
Senior Vice President, Marketing,  
The Judge Group

[ronwags2@verizon.net](mailto:ronwags2@verizon.net)

**Expertise**

- Brand Strategy & Development; Marketing Communications
- Corporate/Employee Communications
- Digital Marketing Development; Search Engine Marketing & Optimization
- Career-Coaching/Mentoring
- Effective Communications



**JACOB WILKINS** ('10) Journalism  
Sports Broadcaster

[jacobwilkins7@gmail.com](mailto:jacobwilkins7@gmail.com)

**Expertise**

- Sports Broadcasting
- Television/Radio
- Journalism