

Bill Zimmerman

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Education

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| 2016 | Master of education, higher education
Pennsylvania State University
GPA: 3.97 |
| 2003 | Bachelor of art, journalism
Indiana University of Pennsylvania
Magna cum laude honors |

Experience

Lecturer

August 2017 to present

Penn State Donald P. Bellisario College of Communications, University Park, Pa.

- Teach COMM 471: PR Media & Methods, COMM 428e: Social Media Strategies (online) and COMM 372: Digital PR, courses that cover long-standing foundational PR principles to emerging digital mediums in the industry
- Manage the social media division of CommAgency, Penn State's student-run creative agency
- Guide students in client-focused class projects that have benefited campus initiatives in bystander intervention and emerging technology with PR strategies and collateral
- Contribute to the Change: Where Do I Go From Here? entrepreneurship class taught in Centre County Correctional Facility
- Incorporate technology into teaching and assignments to create a more engaging student experience. Tech has included Facebook Live, One Button Studio and the Solstice app
- Serving a three-year term as the college's representative on the board of directors for The Daily Collegian, the Penn State student newspaper
- Rewrote the curriculum for the COMM 428e: Social Media Strategies course re-launched in 2019 through Penn State World Campus
- Supervised a student team tasked with creating PR materials for the National Elder Law Foundation, an organization for attorneys looking to expand its media outreach and social media presence

Social media manager

April 2015 to July 2017

Penn State Office of Strategic Communications, University Park, Pa.

- Guided and contributed to daily content production and curation as well as long-term planning to support strategically directed public relations campaigns on Twitter, Facebook, Instagram, LinkedIn, Google+ and Pinterest
- Wrote and hosted "This is Penn State," a 12-episode web series attracting more than 24,000 YouTube views that offered a slice-of-life look at the diverse parts that keep the University moving
- Managed the Twitter account for the school mascot, The Nittany Lion, and initiated the Lion's application for eventual induction into the Mascot Hall of Fame
- Wrote externally and internally focused news releases, sometimes in cooperation with top administrators
- Photographed campus events for social media and web
- Assisted in guiding professional development for communicators throughout the university working in social media

Associate editor **September 2012 to April 2015**
Penn State Office of Strategic Communications, University Park, Pa.

- Edited copy for Penn State News -- news.psu.edu -- making the final call on matters of punctuation, grammar, Associated Press style, clarity and headlines
- Wrote internally and externally focused News articles
- Photographed campus events in support of the university photographer
- Consulted campus-, college- and unit-level communicators in editorial planning as well as in day-to-day use of News' content management system
- Fielded media requests seeking university statements and expert input; acted as a university spokesman

Writer/editor/page designer **July 2003 to September 2012**
The Indiana Gazette, Indiana, Pa.

- Involved in the daily production of the newspaper: editing as well as selecting wire articles and photographs; planning Page 1 content; and directing paginators in the layout of multiple pages
- Wrote more than 700 articles from features to hard news

Freelance writer **2005 to present**

- Wrote more than 60 pieces for publications such as The Conversation, The Penn Stater, Marine Corps Times, Pennsylvania Magazine, The Pennsylvania Gazette, Sole Collector and Town & Gown

Teaching Experience

Lecturer

Digital PR Spring 2021
First-Year Seminar: The Power of Podcasting
Penn State Donald P. Bellisario College of Communications

Social Media Strategies (online) Summer 2021
Penn State Donald P. Bellisario College of Communications

Digital PR Fall 2020
First-Year Seminar: The Power of Podcasting
Penn State Donald P. Bellisario College of Communications

Social Media Strategies (online) Summer 2020
Penn State Donald P. Bellisario College of Communications

Digital PR Spring 2020
Penn State Donald P. Bellisario College of Communications

Digital PR Fall 2019
PR Media & Methods
Penn State Donald P. Bellisario College of Communications

Social Media Strategies (online) Summer 2019
Penn State Donald P. Bellisario College of Communications

Digital PR Spring 2019
Social Media Strategies (online)
Penn State Donald P. Bellisario College of Communications

Digital PR Fall 2018
PR Media & Methods
Penn State Donald P. Bellisario College of Communications

Digital PR Spring 2018
PR Media & Methods
Penn State Donald P. Bellisario College of Communications

Digital PR Fall 2017
PR Media & Methods
Penn State Donald P. Bellisario College of Communications

Instructor

News Writing and Reporting Fall 2015, Fall 2016
Penn State Donald P. Bellisario College of Communications

Guest Lecturer

Podcasting Spring 2021
Penn State Donald P. Bellisario College of Communications
Topic: My personal podcasting experience

Build Your Media Brand Spring 2021
Penn State Donald P. Bellisario College of Communications
Topic: Personal branding, social media

Podcasting Fall 2020
Penn State Donald P. Bellisario College of Communications
Topic: My personal podcasting experience

Build Your Media Brand Penn State Donald P. Bellisario College of Communications Topic: Personal branding, social media	Fall 2019
Podcasting Penn State Donald P. Bellisario College of Communications Topic: My personal podcasting experience	Fall 2019
Professional Development for Liberal Arts Student Penn State College of Liberal Arts Topic: Personal branding	Spring 2019
News Writing and Reporting Penn State Donald P. Bellisario College of Communications Topic: Writing	Spring 2019
Social Media Marketing for Hospitality Penn State College of Health and Human Development Topic: Podcasting	Spring 2019
Sports Writing Penn State Donald P. Bellisario College of Communications Topic: Social media	Fall 2018
Podcasting Penn State Donald P. Bellisario College of Communications Topic: My personal podcasting experience	Fall 2018
Weather Communications II Penn State College of Earth and Mineral Sciences Topics: Social media	Spring 2018
Sports Writing Penn State Donald P. Bellisario College of Communications Topic: Social media	Spring 2018
Sports Writing Penn State Donald P. Bellisario College of Communications Topic: Social media, my path to working in social media	Fall 2017
Digital PR Penn State Donald P. Bellisario College of Communications Topic: Higher education social media, my path to working in social media	Spring 2017
Digital Marketing Communications Penn State Smeal College of Business Topic: Higher education social media	Spring 2017, Fall 2016
PR Media and Methods	Fall 2016

Penn State Donald P. Bellisario College of Communications
Topic: Higher education social media

Social Media Marketing & Management for Travel & Hospitality Professionals
Penn State College of Health and Human Development Spring 2016
Topic: Higher education social media

News Writing and Reporting Spring 2015
Penn State Donald P. Bellisario College of Communications
Topic: Headline writing in digital and social media

Teaching Service

Change: Where Do I Go From Here? September 2017 to present
Teach an entrepreneurship-focused six-week course in the Centre County Correctional Facility through the Penn State Restorative Justice Initiative and the nonprofit Centre Peace

Special Projects

Faculty mentor for AD/PR Club's annual ADPRime Pitch Event March 2021
Assisted four student teams planning interactive marketing campaigns in a day-long pitch competition led by branding and communications staff from The Hershey Co.

Chaperone for COMM 471: PR Media & Methods embedded class March 2019
Assisted in guiding an embedded course in Belize during spring break that involved studying the tourism industry from a local to national level and forming a publicity plan for a family-owned lodging area

Host of the Happy Valley Hustle Podcast January 2018 to present
Host and produce a twice-monthly podcast focused on telling the stories of innovative and creative people in Central PA.

Mentor at Happy Valley LaunchBox January 2018 to present
Advise and present to startup founders at the Penn State-backed innovation hub in downtown State College. Moderate speaker series events with regional entrepreneurs.

Global Learning in Agriculture Conference January 2018
Provided social media strategy consultation to organizers of the annual conference from the Penn State College of Agricultural Sciences.

National Elder Law Foundation September 2017 to May 2018
Supervise a team of three communications students in enhancing media outreach and social media strategy for the certification organization.

Honors and Funding

- Dean's Excellence Award for Integrated Scholarship** 2020
 Recognizing the integration of academic and extracurricular work in the Donald P. Bellisario College of Communications
- Summer Faculty Research Funding (\$999)** 2019
 Used to obtain the Advanced Social Media Strategy Certificate from Hootsuite and Syracuse University's S.I. Newhouse School of Public Communications
- eduWeb Digital Summit Best in Track: Social Media** 2018
 "Allies in Advancement: Molding Students Into Savvy Social Media Users"
- Summer Faculty Research Funding (\$500)** 2018
 Used to purchase a Mevo Plus video camera to learn more about live streaming video and to incorporate the technology into my Digital PR course
- All In Award** 2016
 Recognizing Penn State Strategic Communications employees "who have gone out of their way to make our team more fair and inclusive"
- Winter commencement speaker** 2012
 Invited to address the winter 2012 class of the Indiana University of Pennsylvania Department of Journalism and Public Relations
- Pennsylvania Newspaper Association Keystone Press Award** 2011
 Honorable mention in circulation division: Feature Story – "Man's 'goofy' car makes a splash"
- Pennsylvania Newspaper Association Keystone Press Award** 2008
 First place in circulation division: Sports Story – "She can hit: Boxing isn't just for guys anymore"

Certifications

- Graduate School Teaching Certificate** 2016
 Pennsylvania State University
 Recognizes graduate students' commitment to college teaching
- Graduate School Teaching and Learning with Technology Certificate** 2016
 Pennsylvania State University
 Recognizes that an instructor has demonstrated the innovative use of technology in teaching
- Scholarship and Research Integrity program completion** 2016
 Penn State University

Offers researchers and scholars comprehensive, multilevel education in the responsible conduct of research

Professional Training

Adobe Creative Campus Faculty Fellow, 2020

Advanced Social Media Strategy, Hootsuite and Syracuse University S.I. Newhouse School of Public Communications, 2019

Advanced Google Analytics, Google Analytics Academy, 2019

Google Analytics for Beginners, Google Analytics Academy, 2019

Social Media Certified, HubSpot Academy, 2019

Twitter Flight School, Twitter Inc., 2017

Social Media for Natural Disaster Response and Recovery, National Disaster Preparedness Training Center, 2016

Lesbian, Gay, Bisexual, Transgender, Queer and Ally Student Resource Center Safe Zone training, 2015

Hootsuite Certified Professional, 2015

Vital Smarts Crucial Conversations and Crucial Accountability management training, 2015

Authentic Leadership & Influence, Penn State Center for Workplace Learning & Performance, 2014

Public Information Office Team Joint Information Center/Joint Information System Workshop, Department of Homeland Security, 2013 and 2014

Sport and Special Event Evacuation Training and Exercise, Department of Homeland Security/FEMA, 2013

Publication

Lessons from a Mindful Journey: Suggestions for Educators, *American Journal of Education Forum*, 2018

<http://www.ajeforum.com/lessons-from-a-mindful-journey-suggestions-for-educators-by-bill-zimmerman/>

Relevant writings

How Selling Old T-Shirts Made Me a Better Teacher, *Inside Higher Ed*, 2020
<https://www.insidehighered.com/advice/2020/10/15/professor-describes-how-side-hustle-has-contributed-his-teaching-opinion>

How social media helped fuel indie wrestling's resurgence, *The Conversation*, 2018
<https://theconversation.com/how-social-media-helped-fuel-indie-wrestlings-resurgence-88837>

Dissecting Conor McGregor's steep odds in boxing showdown, *The Conversation*, 2017
<https://theconversation.com/dissecting-conor-mcgregors-steep-odds-in-boxing-showdown-82366>

Holistic education group looks to sustain the 'light and passion' of teaching, *Penn State News*, 2017
<http://news.psu.edu/story/453691/2017/03/10/holistic-education-group-looks-sustain-light-and-passion-teaching>

Why your mascot should be on social media: 3 keys to make your biggest fan a #HESM force, *College Web Editor*, 2016
<http://collegewebeditor.com/blog/index.php/archives/2016/11/28/why-your-mascot-should-be-on-social-media-3-keys-to-make-your-biggest-fan-a-hesm-force/>

University officials look to educate in wake of Yik Yak threats, controversies, *Penn State News*, 2015
<http://news.psu.edu/story/350463/2015/03/30/campus-life/university-officials-look-educate-wake-yik-yak-threats>

Zen State: Researchers, students link contemplation with well-being, *Penn State News*, 2014
<http://news.psu.edu/story/310214/2014/04/02/academics/zen-state-researchers-students-link-contemplation-well-being>

Professor explores American culture through comedy's history, *Penn State News*, 2012
<http://news.psu.edu/story/143653/2012/12/18/academics/professor-explores-american-culture-through-comedys-history>

Presentations

Penn State Startup Week, virtual, "Level Up: Opportunities in E-Sports, Gaming Content Creation, (moderator), 2021
Symposium Summer Series for Teaching and Learning with Technology at Penn State, virtual, "Podcasting at Penn State: Exploring its Potential as a Teaching and Learning Tool" (moderator), 2020

2020 Pennsylvania Traffic Safety Conference, virtual, "A New Roadmap: Student Insights & Industry Findings to get the Most Mileage out of Social Media," 2020

Penn State Global Entrepreneurship Week, State College, Pa., "Pop-Up Startups: How to Shakeup the Typical Storefront" (moderator), 2019

Penn State Global Entrepreneurship Week, University Park, Pa., Student and Community Luncheon with the founders of Snap Pizza (moderator), 2019

eduWeb Digital Summit, Philadelphia, "Pod Locally: How a Podcast Can Celebrate the Richness of Campus, Drive Key Initiatives and Strengthen Bonds With the Community," 2019

Penn State Start-Up Week, University Park, Pa., "The Entrepreneurs Journey: Learning from Successes and Setbacks" (moderator), 2019

Penn State Start-Up Week, University Park, Pa., "The Power of Podcasts," 2019

Public Relations Student Society of America Regional Conference, State College, Pa., "Cross-Training in PR" (understanding the platforms that power modern PR), 2019

Pennsylvania State System of Higher Education Collegiate Media Summit, Indiana, Pa., "Once Upon a Time ... Storytelling: The Power of the Podcast" (co-presenter), 2018

Penn State Summer Leadership Conference, University Park, Pa., "How Social Media Can Elevate Your School and Build Your Personal Brand," 2018

eduWeb Digital Summit, San Diego, Calif., "Social Media Track: Allies in Advancement: Molding Students Into Savvy Social Media Users," 2018

Social Media Strategies Summit: Higher Education, Boston, Mass., "Join the Furternity: Using Mascot Muscle to Generate School Spirit on Social Media," 2017

Lead the Pride: A Student Leadership Experience, University Park, Pa., alumni panel discussion, 2017

Higher Ed Experts Content Conference, online, "How Mindfulness Can Empower the Content Creator," 2017

Public Relations Society of America Northwestern PA Chapter's Meeting Today's PR Challenges conference, Erie, Pa., "Social at State: Best Practices from Happy Valley," 2017

Penn State Social Media Summit, University Park, Pa., "Creating Shareable Content" (co-presenter), 2016

eduWeb Digital Summit, Denver, Colo., "Mindfulness and the Social Media Manager," 2016

Penn State Social Media Summit, University Park, Pa., "Intergenerational Discussion on Social Media" (moderator), 2015

Penn State Social Media Meet-up, Center Valley, Pa., "Zen and the Social Media Manager," 2015

Penn State Social Media Meet-up, Hershey, Pa., "Writing Effective Headlines for Digital and Social Media," 2014

Invited Talks

Schlow Library, State College, Pa., "Schlow Labs: Creating and Promoting Your First Podcast," presentation and panel discussion, 2020

Central PA Creative Professionals, State College, Pa., "Elevating Your Brand With Podcast," panel discussion, 2019

Penn State Entrepreneurial Educators Gathering, University Park, Pa., panel on outreach and student engagement in entrepreneurship, 2019

Faculty Wholeness Circle, University Park, Pa., disconnecting from technology reflection and meditation workshop, 2018

Materials Research Science & Engineering Center, University Park, Pa., "Social Media: Why Bother?," 2018

Happy Valley LaunchBox Spring Speaker Series, State College, Pa., "Digital Branding: Being an Evangelist for Your Company," 2018

Penn State's Science Policy Society, University Park, Pa., social media panel discussion, 2018

American Advertising Federation National Student Advertising Competition, University Park, Pa., "From Digital Native to Digital Pro," 2018

Penn State Ad/PR Club, University Park, Pa., "Mascot Muscle: Social Media Tips From The Lion's Hall of Fame Campaign," 2018

Penn State Multimedia and Broadcast Journalism Camp, University Park, Pa., "Social Media Through Three Lenses," 2017

Penn State Science Policy Society, University Park, Pa., "Social Media for Academics," 2017

Penn State Student Affairs Marketing and Communications Group, University Park, Pa., "Creating Shareable Content" (co-presenter), 2017

#HigherEdSocial Facebook Group, “Mindfulness and the Social Media Manager” live webinar, 2016

Penn State Public Relations Student Society of America, University Park, Pa., “The Young Professional’s Guide to Success” (panel discussion), 2016

Penn State Office of Postdoctoral Affairs, University Park, Pa., “Intro to Social Media for Academics,” 2015

Media Appearances/Interviews

Higher Ed Social podcast from the ConnectEDU Network, “Bill Zimmerman & Looking on the Brightside,” 2021

<https://highered.social/bill-zimmerman-returns/>

Mediascape podcast: “Adventures in Podcasting,” 2021

<https://www.podbean.com/ew/pb-zwzha-fd2870>

The Higher Ed Geek podcast, “Bill Zimmerman on Teaching, Marketing and Content Creation,” 2020

<https://www.higheredgeek.com/blog/podcast-episode-90-bill-zimmerman>

Valley, “On-Brand” and “(Pod)casting a Wide Net: How Podcasts Help Us Grow,” Issue No. 25, Spring 2020

Valley, “Makeup is the new merch,” Issue No. 24, Fall 2019

Flack Pack podcast, “Media Kit Madness,” 2019

<https://www.wmgpodcasts.com/flack-pack/media-kit-madness>

Buzzcast: Podcasting in Real Life – Bill Zimmerman “Happy Valley Hustle,” 2019

Valley, “How to do it for the gram,” Issue No. 22, Fall 2018

Town & Gown, “Listen Up, Centre County: Local podcasts emerging as popular tool to build connections,” 2018

<http://www.statecollege.com/news/town-and-gown/listen-up-centre-county-local-podcasts-emerging-as-popular-tool-to-build-connections.1478331/>

Higher Ed Social podcast from the ConnectEDU Network, “Bill Zimmerman & The Virtual Bar,” 2018

<http://highered.social/bill-zimmerman/>

The Daily Item (Sunbury, Pa.), “Brokaw: Social media is exceptional but potentially dangerous,” 2018

https://www.dailyitem.com/news/local_news/brokaw-social-media-is-exceptional-but-potentially-dangerous/article_6231ffeb-31d4-57fb-bd2e-d1941e33c7b9.html

StateCollege.com (Pa.), “Happy Valley Hustle’ Explores Local Stories of Creativity and Entrepreneurship,” 2018

<http://www.statecollege.com/news/local-news/happy-valley-hustle-explores-local-stories-of-creativity-and-entrepreneurship.1475720/>

Rob Z Radio podcast, "Happy Valley Hustlin' w. Bill Zimmerman of the 'Happy Valley Hustle' Podcast," 2018

<https://shows.pippa.io/robzradio/5a8c89c206c9cec72970785c>

The Digital Skillscast podcast from NR Media Group, "A Shared Passion: The Importance of Podcasting," 2018

<https://www.nrmedia.biz/digital-skillscast/the-importance-of-podcasting>

Social Media Strategies Summit podcast, "#HigherEd Preview: Penn State," 2017

<https://anchor.fm/socialmediastrategies/episodes/HigherEd-Preview-Penn-State-evk8i>

Community Service

- Global Connections; University Park, Pa.; member of the board of directors and volunteer, 2015 to 2018
- Penn State Alumni Association; University Park, Pa.; FastStart mentor, 2014 and 2015

University Committees

- Holistic education teaching circle, 2016-2019
- Strategic Communications' Climate and Diversity Committee member, 2014 to 2017
- Martin Luther King Jr. University-wide Commemoration Planning Committee member, 2015-2017
- Stand for State bystander intervention marketing committee member, 2015 to 2017

Scholarly Service

- Independent study for undergraduate student, Katherine Saylor, spring 2021
- Secondary reader for undergraduate student's thesis in Schreyer Honors College, Rachel Aul, spring 2020