

Tara Wyckoff
Curriculum Vitae

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The Pennsylvania State University
Advertising/Public Relations
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Education

MBA, University of Minnesota, Carlson School of Management, Minneapolis, MN, 2004
Major: Strategic Management

B.S., The Pennsylvania State University, University Park, PA, 1994
Major: Secondary Education, English

Professional Experience

Academic

Assistant Teaching Professor, Ad/PR, The Pennsylvania State University, Donald P. Bellisario College of Communications, University Park, PA, 2015-present

Lecturer (adjunct), Ad/PR, The Pennsylvania State University, Donald P. Bellisario College of Communications, University Park, PA, 2010- 2015

Teaching Experience

COMM 471: Public Relations Media and Methods

COMM 473: Public Relations Campaigns (senior capstone)

First-Year Seminar (FYS): Branding

New Course Development

COMM 375: Public Relations Strategy (2020)

COMM 471: Embedded Program to Belize, Media Methods: gaining media attention for ecotourism with an international client (2019)

Professional

Marketing & Promotions Consultant, Penn State Intercollegiate Athletics, University Park, PA, 2007-2014

- Oversaw direction of special projects including the Nittany Lion Kids Club, TailGreat and Game Day Team Arrival
- Developed and executed public relations, media & advertising plans utilizing digital, radio,

print and event marketing

Asst. Director of Student Involvement, Penn State Alumni Association, University Park, PA, 2006

- Oversaw three student organizations: Lion Ambassadors, Blue & White Society and the Homecoming Overall Committee
- Assisted student leaders in the development and execution of public relations and integrated advertising campaigns to promote their organizations and events

Marketing Associate, Penn State World Campus, University Park, PA, 2005

- Developed print and online advertising campaigns for World Campus education degree and certificate programs
- Analyzed web traffic, conversion rates and campaign effectiveness to drive future strategy

Strategic Communications Consultant, Jay D. Hair Partners, Inc., Minneapolis, MN, 2001-2004

- Advised on the development of strategic communications plans for a variety of clients including: ARTS Patron, Inc., Fred Hutchinson Cancer Research Center Foundation and Built-e, Inc.
- Developed and implemented a variety of programs including regional marketing plans, online advertising campaigns, national PR strategies, website redesign and development communications plans

Director of Business Development, GreaterGood.com, Inc., Seattle, WA, 1998-2000

- Pioneered online giving portal for the K-12, collegiate and not-for-profit markets, winning acclaim as a Media Metrix 500 most visited site, USA Today's Hot Site of the Week (March 7, 1998), and the Webby People's Choice Award 2000
- Managed six-person team responsible for over \$3,400,000 in online advertising revenue and overseeing strategic partnerships with clients such as Amazon, Yahoo!, World Wildlife Fund, Virginia Tech and BYU

Account Representative, Edmark, Inc. (an IBM Company), Redmond, WA, 1997-1998

- Developed and implemented regional marketing campaigns to support four regional managers in hitting their sales goals
- Managed event planning for national educational technology trade shows and conventions

Awards and Honors

Alumni Society Board's Excellence in Teaching Award, Donald P. Bellisario College of Communications, 2018

Dean's Excellence in Teaching Award, Donald P. Bellisario College of Communications, 2017

Penn State Homecoming Faculty/Staff Court (student nominated honor), The Pennsylvania State University, 2012

Professional Development

"Bring Your Professor to Work Day" (self-created shadowing program of young professionals in the industry), May 2018 and June 2019

Visiting Professor Program (week-long, NYC agency immersion program for competitively selected national faculty), Advertising Education Federation, June 2019

iMovie Editing Tutorials (Penn State Tech Tutors instruction), 2019

National Millennial Community Industry Executive Conference (NYC), September 2018

National Millennial Community Industry Executive Conference (Seattle), October 2017

inDesign Tutorials (Penn State Tech Tutors instruction), 2016

Google Analytics Academy, 2013

Service

Student Organization Leadership

Advisor, KTA Honor Society, January 2018-present

Advisor, National Millennial Community, April 2017-present

Advisor, Ad/PR Club, April 2017 - present

Teaching Mentorship

New Faculty Mentor (*Bill Zimmerman*), August 2017-present

Adjunct Mentor, (*multiple COMM 471 instructors*), May 2018-present

Ph.D. Candidate Mentor (*Virginia Harrison*), September 2018-present

Engaged Scholarship

Inaugural member, Penn State Community of Practice for Teaching Engaged Scholarship, launching 2020

Faculty mentor, National Project Yellowlight Scholarship, 2019

1st Place Radio PSA to end distracted driving (faculty-led student engagement: student winner, Amanda Baird)

Faculty partner, Penn State Sustainable Communities Collaborative, 2015-present
1st Place Greatest Community Impact (faculty-led student engagement: Suicide Prevention program for Mount Nittany Health), 2019
2nd Place Greatest Community Impact (faculty-led student engagement: Traffic & Pedestrian Safety program for State College Police), 2018
1st Place Research Poster (faculty-led student engagement: Composting Communication program for State College Borough), 2017
Certificate of Recognition (faculty-led student engagement: Two years of sustained public relations effort in service to State College Borough for work on Traffic and Pedestrian Safety), 2015-2017

Donald P. Bellisario College of Communications Committee Participation

Willard Building Project, Member and Site-Visit Lead, August 2017-present

Search Committee: Strategic Communications Coordinator, August 2019-September 2019

Search Committee: AD Lecturer, February 2018-April 2018

Search Committee: PR Lecturer, February 2017-April 2017

Student Media Production Agency Committee, Member, January-May 2016

Recruitment, Retention and Student Career Advancement Assistance

Spend a Summer Day, Ad/PR faculty representative (multiple years)

Communications Open House, Ad/PR faculty representative (multiple years)

Lunch and Learns (networking opportunities for students, faculty and industry leaders), Ad/PR faculty lead (multiple years)

Success in the City (NYC career fair), chaperone, 2018

GoFreelance! (Start-up Week case competition), judge, 2018

Ad/PR PRIME Marketing Case Competition (student competition featuring corporate partner MARS Wrigley), faculty mentor, 2018

Directed Student Learning

Office of Diversity and Inclusion mentor to student, Naomi Cacques

Presentations

ED2010 (Penn State student organization), “Brand You: Nike, Coca Cola and You—brand management isn’t just for businesses”, University Park, PA, February 2017

COMM 165 (Dean Hardin’s seminar), “Personal Branding: what we can learn from Amazon”, University Park, PA, September 2017

American Cancer Society (Centre County Unit) “Inspiring volunteers through communication strategies”, State College, PA, October 2011

Professional Memberships

Public Relations Society of America (professional and academic organization geared towards public relations), Member, May 2018 - present

Other

State College Area Rowing Association, Board President and founding member, 2019

State College Area School District Strategic Communication Committee Member, 2013 - 2017

CentreMom.com (local online community for parents), Co-founder, 2010 - 2014

Colleges Against Cancer, Advisor, 2010 - 2012

American Cancer Society, Centre County Unit, Board President, 2009 - 2013

Schreyer Honors College, Independent Market Research Consultant, 2009-2012