

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

Assistant teaching professor **July 2023 to present**
Penn State Donald P. Bellisario College of Communications, University Park, Pa.

- Teach COMM 372: Digital PR, COMM 471: PR Media & Methods and COMM 428e: Social Media Strategies (online), courses that cover long-standing foundational PR principles to emerging digital mediums in the industry
- Teach 1-credit first-year seminar and special topics courses
- Manage the social media division of CommAgency, Penn State's student-run creative agency, since Fall 2019
- Serving a second, three-year term as the college's representative on the board of directors for The Daily Collegian, the Penn State student newspaper; currently I serve as vice president
- Co-created and ran the first Social Media/Content Creator Summer Camp for high schoolers in summer 2023
- Participant in the Penn State Podcasting Community of Practice

Lecturer **August 2017 to June 2023**
Penn State Donald P. Bellisario College of Communications, University Park, Pa.

- Taught 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, since Fall 2019
- Contributed to the Change: Where Do I Go From Here? entrepreneurship class taught in Centre County Correctional Facility
- Rewrote the curriculum for the COMM 428e: Social Media Strategies course re-launched in 2019 through Penn State World Campus; created the first online version of COMM 372: Digital PR for implementation in fall 2023

- Co-led a student team in researching and message testing to assist with the university's news literacy campaign
- 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
- Assisted in co-leading embedded trips for COMM 471: PR Media & Methods to Belize in 2019 and COMM 372: Digital PR to Costa Rica in 2023

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

Assistant teaching professor

Digital PR Fall 2023
Special Topics course: Content Creation
Penn State Donald P. Bellisario College of Communications

Lecturer

Social Media Strategies (online) Summer 2023
Penn State Donald P. Bellisario College of Communications

Digital PR Spring 2023
Special Topics course: Content Creation
Penn State Donald P. Bellisario College of Communications

Digital PR Fall 2022
First-Year Seminar: The Power of Podcasting
Penn State Donald P. Bellisario College of Communications

Social Media Strategies (online) Summer 2022
Penn State Donald P. Bellisario College of Communications

Digital PR Spring 2022
Penn State Donald P. Bellisario College of Communications

Digital PR Fall 2021
Penn State Donald P. Bellisario College of Communications

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

Digital PR Spring 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

Content creation Fall 2022
Penn State Donald P. Bellisario College of Communications
Topic: My personal podcasting experience

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

Entrepreneurial Mindset Fall 2021
Penn State Smeal College of Business
Topic: Entrepreneurial thinking

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 2021
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

Organizer and chaperone for COMM 372: Digital PR embedded class Spring 2023
Assisted in guiding an embedded course in Costa Rica during spring break
that gave students insights on nonprofits; tourism; and the coffee, pineapple
and chocolate industries. The semester culminated with the students building
web-based guides for travel influencers that included sections on sustainability
and cultural appropriation.

Social Media/Content Creator Summer Camp Summer 2023
Co-created and ran a week-long summer camp for high school students
introducing them to the practical, professional side of social media

News Over Noise news literacy campaign Summer 2022
Co-supervised a group of three undergrads and two graduate students
conducting surveys and focus groups of Penn State students to inform the
strategy behind a university campaign encouraging news literacy

Judge for the IACBE's Fall 2021 OpenCase Competition November 2021
Evaluated submissions from student teams competing in the competition
sponsored by International Accreditation Council for Business Education

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

Judge for Northwestern Pennsylvania chapter of the Public Relations Society of America's Niagara Awards **October 2018**

Judged submissions from public relations professionals in the Erie region for the chapter's annual awards

Host of the Happy Valley Hustle Podcast **January 2018 to December 2021**

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.

Business mentor for National Science Foundation Innovation Corps grant applicant, 2022

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

Accreditation in Public Relations, 2022

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

AI- Versus Human-Written Posts, *Teaching Tuesdays Bellisario College of Communications bulletin*, 2023

<https://www.bellisario.psu.edu/faculty-staff-resources/teaching-tuesdays>

Professional Perspectives in the Classroom: Prepping Guest Speakers, *Teaching Tuesdays Bellisario College of Communications bulletin*, 2023

<https://www.bellisario.psu.edu/faculty-staff-resources/teaching-tuesdays>

Fight Zoom fatigue by ditching the slides, changing locations, *Teaching Tuesdays Bellisario College of Communications bulletin*, 2020

<https://www.bellisario.psu.edu/assets/uploads/TeachingTuesday-Dec15.pdf>

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

The One Club for Creativity Educators Summit, New York, NY, "The Student Creator Panel: Front-row Look at the Creator Economy," 2023

HighEdWeb Conference, Little Rock, Ark., "Digital Natives to Digital Pros: Getting the Most Out of the Students on Your Team," 2022

Fall Journalism Education Association/National Scholastic Press Association National High School Journalism Convention, "The Podcast Flex: The varied skills of podcasting," 2021 (recorded presentation)

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

LaunchX: High School Entrepreneurship Summer Program, "Digital Storytelling: Spreading the story of your big idea" and "The Energy of Entrepreneurship: Designing a Lifestyle that Sparks Ideas & Action," virtual presentations, 2023

Penn State Ed2010 Club, University Park, Pa., Online Presence Workshop, presentation, 2023

Happy Valley Communications, University Park, Pa., "The Energy of Entrepreneurship," presentation, 2022

LaunchX: High School Entrepreneurship Summer Program, "The Energy of Entrepreneurship: Designing a Lifestyle that Sparks Ideas & Action," virtual presentation, 2022

Penn State Chapter of the Public Relations Student Society of America, University Park, Pa., "Intersection of Ad & PR," 2021

Happy Valley Communications, University Park, Pa., "Social Media Crash Course," presentation, 2021

Penn State Small Business Development Center, State College, Pa., "Quick Connect: How to Get Started with Podcasting," live streaming Q&A, 2021

1855 Capital Partners, State College, Pa., "Reflections on Social Media From an Educator and Career Communicator," virtual presentation, 2021

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

Studio 814 WTAJ-TV, "PSU Social Media & Content Creator Camp," 2023,
<https://www.youtube.com/watch?v=CqBDhkD01aU>

Higher Ed Storytelling University, "Social Media Strategies, PR and Testing Your Messaging with Bill Zimmerman, 2023, <https://unveild.tv/podcast/ep24>

Town & Gown Magazine, "Highlighting Hustle in Happy Valley: Teacher and podcaster Bill Zimmerman has created an empowering platform for local entrepreneurs," 2021,
<https://www.statecollege.com/town-and-gown/highlighting-hustle-in-happy-valley-teacher-and-podcaster-bill-zimmerman-has-created-an-empowering-platform-for-local-entrepreneurs/>

State College Magazine, "Side Hustlin'" 2021,
<https://www.statecollegemagazine.com/articles/side-hustlin/>

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://open.spotify.com/episode/0anT76xUCTCTXDNzuBKotl?si=waPr3c8iSP6RmjEU4vlzeg>

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

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

https://www.dailymail.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/socialmediastategies/episodes/HigherEd-Preview-Penn-State-evk8i>

Community Service

- The Daily Collegian, University Park, Pa., member of the board of directors for the student newspaper, 2019 to present
- Central Pennsylvania Creative Professionals Brand[Aid], State College, Pa., pro-bono brand refresh for nonprofit Out of the Cold homeless shelter, 2022
- 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 for first-generation students, 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

- Manuscript reader for “Awaken 101” (Toplight Books) by Christopher Uhl and Melissa DiJulio, 2019

Memberships

- Public Relations Society of America