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College of Social & Behavioral Sciences
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CHRONOLOGY OF EDUCATION

GONZAGA UNIVERSITY, Spokane, Washington

M.A., Communication and Leadership Studies

Thesis: Media representations of female athletes in popular advertising:
critical perspectives of gendered and racialized women in sport

Thesis Advisor: Dr. Heather Crandall, Associate Professor & Department Chair of
Communication Studies

UNIVERSITY OF SAN FRANCISCO, San Francisco, California

M.A., Sport Management

MICHIGAN STATE UNIVERSITY, East Lansing, Michigan

B.A., Communication

CHRONOLOGY OF ACADEMIC EMPLOYMENT

2019- Present	UNIVERSITY OF ARIZONA , Tucson, Arizona School of Social and Behavioral Sciences, Department of Communication Career Track Associate Professor of Practice 8/2023-Present Career Track Assistant Professor of Practice 8/2019-8/2023
2011-2019	SOUTHERN METHODIST UNIVERSITY , Dallas, Texas The Annette Caldwell Simmons School of Education & Human Development, Department of Applied Physiology & Wellness, Applied Physiology & Sport Management Program Professor of Practice 8/2012-7/2019 Lecturer 8/2011-8/2012
2007-2011	FLORIDA GULF COAST UNIVERSITY , Ft. Myers, Florida Communication Arts & Sciences, Department of Communication & Philosophy Instructor 1/2008-7/2011 Internship Coordinator 8/2007-7/2011

2004-2011

SALVE REGINA UNIVERSITY, Newport, Rhode Island
Graduate Business Studies, Department of Graduate & Professional
Studies

Adjunct Instructor, online instructor within the MBA, and
M.A. in management programs 2004-2011

Enrollment/Admissions Counselor, Graduate Studies 2003-2004

2001

UNIVERSITY OF SAN FRANCISCO, San Francisco, California
College of Arts & Sciences, Department of Exercise Sport & Science

Adjunct Instructor, Department of Exercise Sport & Science

2001-Current

TEACHING: SUMMARY OF COURSES TAUGHT

(F=Fall, S=Spring, M=Summer, (X) = # of multiple sections per semester)

Undergraduate Courses:

Advanced Sports PR/Sports PR:

F11, S12 (2), F12 (2), S13(2), M13, F13 (2), S14 (2), M14, F14 (2), S15
(2), M15 (2), F15 (2), S16 (2), M16, F16 (2), S17 (2), M17, F17 (2),
S18 (2), M18, F18 (2), S19 (2) F19, S20, M20, F20, S21, M21, F21, S22,
F22, S23

Capstone/Senior Project:

F11, S12, F12 (2), S13 (2), F13, S14 (2)

Communication & Public Relations:

F19

Contemporary Issues in Sport Management:

S12, F12, S13, M13, F13, S14, M14, F14 (2), S15 (2), F15(2), S16, M16
(2), F16 (3), S17, M17, F17, S18 (2), M18, F18 (2), S19 (2)

Internship:

F01, M08 (2), F08 (2), S09, M09, F09, S10, F10, S11

Undergraduate Courses (*continued*):

Independent Studies/Teaching Practicum:

F12, S13, M13, F13, S14, M14, F14, S15, M15, F15, S16, M16, F16, S17,
M17, F17, S18, M18, F18

Intro to Public Relations:

S08, F08, S09, F09, S10, F20 (2), S21 (2), F21

Nonprofit PR:
S09, F19, S20, S22, F22, S23

PR Campaigns:
F08, F10, S11(2), F19, S20

Public Speaking:
S08

PR Writing:
F08, S09, F09, S10 (2), F10, S20, F20, S21, F21 (2), S22 (2), F22 (2),
S23 (2), M23

Sport Marketing/Sports Sponsorship Sales:
S09

Sport Management Practicum:
F11

Sport Management
F04

Graduate Courses:
Advanced Sport Communication:
S14

Marketing
S05, M05, F05, F06, S07, F07, S08, S09, F09, S10, F10

CHRONOLOGY OF PROFESSIONAL EMPLOYMENT

2001-2007

HOLLAND & ASSOCIATES
Marketing and New Business Development Consultant

2006

CLEAR CHANNEL RADIO (iHeartMedia Inc.)
Director of Special Events & Non-Traditional Revenue (NTR)

- Created, implemented, and executed all NTR events and marketing initiatives for Clear Channel Radio (Cluster included four radio stations/four formats: Hip Hop, Smooth Jazz, Adult Contemporary and Country)
- Surpassed annual sales goal; exceeded 230% more than planned goal

1998-2001

CBS RADIO NETWORK, KCBS-Radio –VIACOM

San Francisco, California

Marketing Director/New Business Development Promotions

Director

- Created, implemented, and executed all client event & hospitality programs and sales promotions
- Executed hundreds of successful product launches & retail marketing programs
- Managed all public relations & station publicity for KCBS & all on-air talent including the late NFL commentator John Madden
- Initiated all client marketing and sales promotions for an annual \$35M sales
- Generated an incremental \$3.5M in Non-Traditional Revenue (NTR)

1991-1998

REEBOK INTERNATIONAL, LTD. (San Francisco & Los Angeles)

Area Marketing Manager, Western U.S.

7/1993 -12/1998

- Planned hundreds of successful events & promotions ranging from small focus groups up to 70,000+ customers
- Managed regional partnerships with our sponsored teams & athletes within the Western U.S. for the PGA, NFL, MLB, NBA, NHL, MLS, WNBA & ABL
- Successfully implemented hundreds of product launches and hundreds of strategic PR initiatives in the Western U.S.
- Conducted extensive market research & testing throughout the Western U.S. including consumer, retail, vendor, and product focus groups

Promotions Manager

7/1991-7/1993

- Developed and executed all regional events, promotions, and advertising for the Southwestern U.S.
- Conducted market research and quarterly product & target market consumer focus groups
- Developed and managed the Internship Training Program

Sales Representative

3/1991-7/1991

- Placed second in a national merchandising contest
- First Place Winner- Reebok National Sales Contest -Category: Tennis

1989-1991

CBS TELEVISION NETWORK, KCBS-TV, Los Angeles, California

News Associate, Research Planner

1988-1989 **ROCKETDYNE**, Canoga Park, California
Aerospace Division of Rockwell International
Production Assistant, Department of Film and Television

1987 **WDTX-Radio, Metropolis Broadcasting**, Detroit, Michigan
Sales Associate, Rock/CHR (Contemporary Hit Radio) format

1987 **WYYZ-TV, ABC-TV**, Detroit, Michigan
Intern, Department of Programming, local news

HONORS AND AWARDS

Recipient, Gerald J. Swanson Prize for Teaching Excellence, Fall 2022-Spring 2023
University of Arizona

The Gerald J. Swanson Prize for Teaching Excellence is designed to
recognize excellence in undergraduate teaching at the University of Arizona

Received selection results of this University-wide award April 2023
Formal award ceremony will be held in 2024

Finalist, 5-Star Faculty Award, University of Arizona Fall 2022-Spring 2023

Student-nominated Teaching Award (University-wide, annual award)

Received recognition for being a Finalist for the Five Star Faculty Award,
which is the oldest student-nominated faculty award (May 2023)

Faculty Recognition/Appreciation, University of Arizona Fall 2022

Student Success & Retention Innovation

Student-initiated recognition of teacher appreciation at the end of the semester

Faculty Recognition/Appreciation, University of Arizona Spring 2022

Student Success & Retention Innovation

Student-initiated recognition of teacher appreciation at the end of the semester

Faculty Recognition/Appreciation, University of Arizona Spring 2021

Student Success & Retention Innovation

Student-initiated recognition of teacher appreciation at the end of the semester

Faculty Recognition/Appreciation, University of Arizona Fall 2020

Student Success & Retention Innovation

Student-initiated recognition of teacher appreciation at the end of the semester

Faculty Recognition/Appreciation, University of Arizona Fall 2019

Student Success & Retention Innovation

Student-initiated recognition of teacher appreciation at the end of the semester

Women’s Volleyball Team -Faculty Appreciation/Recognition, SMU Athletics Honored during game for teaching excellence and student appreciation	Fall 2018, Fall 2017 Fall 2016, Fall 2014
Football-Faculty Appreciation/Recognition, SMU Athletics Honored during halftime and coaches/players dinner for teaching excellence and student appreciation	Fall 2015
Women’s Basketball- Faculty Appreciation/Recognition, SMU Athletics Honored during game for teaching excellence and student appreciation	Spring 2015
Faculty Appreciation/Recognition, Alpha Chi Omega, SMU Student-initiated appreciation recognition and dinner at sorority house	Spring 2014
Men’s Basketball -Faculty Appreciation/Recognition, SMU Athletics Student and team-initiated recognition of teaching	Spring 2014
SMU A-LEC Outstanding Faculty, selected by Altshuler Learning Enhancement Center (A-LEC) leadership team for teaching and commitment to students’ success. A-LEC provides undergraduate tutoring, writing workshops, and human development classes for undergraduate students	Spring 2014
SMU Peruna Professor: 2014: Year of the Faculty Award –student-nominated teaching award given to one professor, per school, in the celebratory “2014:Year of the Faculty” Simmons School of Education Award Recipient	Fall 2014
Faculty Appreciation/Recognition, Kappa Gamma Student-initiated appreciation recognition and dinner at sorority house	Fall 2013
Faculty Appreciation/Recognition, Alpha Chi Omega Student-initiated appreciation recognition and dinner at sorority house	Fall 2013
Faculty Appreciation/Recognition, SMU Athletics, Men’s Basketball Student and team-initiated recognition of teaching	Spring 2013
Faculty Representative, for APSM honoree of Mortar Board Top 10 sophomore	Spring 2013
FGCU Presidential Teaching Award Recipient, McTarnaghan Presidential Teaching Award This presidential teaching award honors one member of the faculty annually for teaching excellence.	2010
Excellence in Teaching Award, Sigma Alpha Pi, FGCU National Society of Leadership and Success, FGCU Chapter	2010

Provost-Appointed FGCU New Faculty Representative, Appointed by Provost Toll and Dr. Cathy Duff for New Faculty Orientation FGCU workshops 2009-2011

INDIVIDUAL STUDENT CONTACT

UNIVERSITY OF ARIZONA 2019-Present

Advising & Mentoring

Career Counseling/Professional Preparedness Development for Undergraduate Students

(10-15+ hours weekly/40-60+ hours monthly)

- Provide weekly networking facilitation, career identification, guidance and referrals for undergraduate students pursuing careers, internships, and experiential opportunities within the PR industry, media, sports & entertainment industry, and the overall corporate and nonprofit sectors.
- Provide writing and editing support for résumés, cover letters, and follow-up interview correspondence.
- Provide mock interviews and overall interview preparedness for both internships and jobs. Additionally, actively promote and recruit students for the PR minor and our communication major.

Sampling of industry professionals that served as guest speakers in the classroom and club events:

- Elizabeth Beeck, *Editorial Assistant/Intern, V Magazine*, NYC, and former student (SMU alumna)
- Jason Christley, *Vice President of Marketing and Communications*, FC Tucson, Professional Soccer
- Hensley, Ellefritz, *Founder & Owner, Reboot*, and former student (SMU alumna)
- Justin Forte, *Partnerships, Cameo, formerly NBA Basketball Analyst and Media Partnerships*, and former student (SMU alumna)
- Steve Harding, *former Bureau Chief & Senior Producer, People Magazine /People TV Show*; former Senior Supervising Producer, Extra TV, Warner Bros. Entertainment
- George Lynch, *former 12-year NBA player, co-founder of Historically Black Colleges and Universities (HBCU) Heroes, former Clark Atlanta University (HBCU) head men's basketball coach*

- Brenna Mason, *Digital and Social Media Activation Strategist, IMG* (Endeavor), *Learfield Sports*, and former student (SMU alumna)
- Paige Michlik, *Senior Sales Consultant, Circuit of The Americas*, and former student (SMU alumna)
- Allison Moore, former *Account Coordinator, Hemsworth Communications*, UA COMM alumna
- Delaney Niehoff, *Social Media Manager, Disney Parks, The Walt Disney Company*
- Maddy Rueda, Partner Operations Manager - *Independent Music Labels, YouTube, former Staffing Operations Associate, Google*, and former student (SMU alumna)
- Maddy Stover, *former Senior Coordinator, Social Responsibility, Major League Soccer (MLS)*, and former student (SMU alumna)
- Lindsay Thomae, *Founder & Owner, Thomae Advertising*, UA COMM alumna
- Renick Townsend, *Founder & Brand Consultant, Renick, and former Brand Consultant Sports & Entertainment for Creative Artists Agency (CAA)*, and former student (SMU alumna)
- Adi Vase, *Assistant Performance Coach, Golden State Warriors, NBA*
- Isabella von Habsburg, *Assistant, Sports Broadcasting Agents, ICM Partner, NYC*, and former student (SMU alumna)
- Dante Zambataro, *former Sales Consultant, San Jose Sharks, NHL*, and former student (UA COMM alumnus)
- Lisa Zurich, *Production Manager, Cartoon Network, Warner Bros. Discovery*, and former student (FGCU alumna)

All but six of the above guest speakers are my former students from UA, SMU, and FGCU.

SOUTHERN METHODIST UNIVERSITY

2011-2019

Sampling of industry professionals that served as guest speakers in the classroom

- Leigh Steinberg, Founder, Steinberg Sports Enterprises
- Dolf Berle, former CEO, Top Golf
- Clark Hunt, Owner, Kansas City Chiefs and FC Dallas (Major League Soccer)
- Dan Hunt, President and Co-Owner FC Dallas

- George Lynch, former 12-year NBA player, co-founder of Historically Black Colleges and Universities (HBCU) Heroes, former Clark Atlanta University (HBCU) head men's basketball coach

Letters of Recommendation 2017-Present
130 letters of recommendation written (UA & SMU)

Recruitment

Recruiter, Department of Communication, University of Arizona 2019-Present
Recruit for PR minor and engage with on-campus recruiting visits
Status: As of December 2022, PR Minors reached 282 (261 Main Campus students and 21 online students)

Recruiter, Applied Physiology & Sport Management, SMU 2011-2019

- Provided recruiting services to Program, Department, School, SMU Athletics, and University
- Top recruiter for SMU's sport management program for on-campus recruiting visits and all above recruiting initiatives
- Created, planned, and engaged in a multitude of recruiting events and initiatives annually

Participation in Honors Program

Undergraduate Honors Advising:
PR 202-001 Intro to Sports PR honors advising - José Hernandez Fall 2022

Undergraduate Honors Advising:
PR 202-001 Intro to Sports PR honors advising - Courtney Blanc Spring 2021

Undergraduate Honors Advising:
PR 201-001 Intro to Public Relations honors advising- Solana Royston Fall 2020

SERVICE/OUTREACH

LOCAL /STATE SERVICE/OUTREACH

UNIVERSITY OF ARIZONA: Community Engagement Activities 2019-Present

Students worked with a chosen organization and created PR-focused writing assignments, such as PR campaigns, integrated communication planning, PR programs, cause-related PR and cause-related marketing initiatives (for-profit and nonprofit collaborative work), media alerts, media releases, social media releases, newsletters, public service announcements (PSAs), biographies, electronic newsletters, fact sheets, backgrounders, Op-Eds, application stories, historical pieces, personality profiles, website content analysis and development, crisis

management analysis and planning, speech planning and analysis, event management planning, and other PR-focused activities designed to provide a service to their respective organization. Students identified needs for a specific organization and worked through some of the PR issues and opportunities to better understand how to serve these organizations and their constituents.

Sampling of local/state organizations:

Nonprofit Sector: (local/state)

Arizona Model United Nations, Assistance League of Tucson, Arizona Humane Society (Phoenix), Beads of Courage, Ben's Bells, Candlelighters, Casa de los Niños, CODAC Health Recovery & Wellness, FC Tucson (soccer), Girls on the Run, Humane Society of Southern Arizona (Tucson), Make-A-Wish Foundation, Natalia Salcido Legacy foundation, No Más Muertes, People Acting Now Discover Answers (PANDA), Planned Parenthood, Run with Stride, Southern Arizona Aids Foundation, Thunderbird Charities, Tucson Rescue Now, UA New Start Program

For-Profit Sector (local/state)

Leslie Lehr Living, Phat Scooters, Phoenix Suns, No Anchovies, Reilly Craft Pizza & Drink, Revolve Cycling, Sigma, Vision Wraps

SOUTHERN METHODIST UNIVERSITY:

2017-2019

Community Engagement Activities

Students created sports PR-focused writing assignments and event support for the following nonprofit organizations:

Non-Profit Sector (local/state):

Flight Nine Youth Academy, Paul Quinn College (HBCU), Holiday Food Drive (South Dallas)

NATIONAL/INTERNATIONAL SERVICE/OUTREACH

UNIVERSITY OF ARIZONA: Engagement Activities

2019-Present

Students worked with a chosen organization and created PR-focused writing assignments, such as PR campaigns, integrated communication planning, PR programs, cause-related PR and cause-related marketing initiatives (for-profit and nonprofit collaborative work), media alerts, media releases, social media releases, newsletters, public service announcements (PSAs), biographies, electronic newsletters, fact sheets, backgrounders, Op-Eds, application stories, historical pieces, personality profiles, website content analysis and development, crisis management analysis and planning, speech planning and analysis, event management planning, and other PR-focused activities designed to provide a service to their respective organization. Students identified needs for a specific organization and worked through some of the PR issues and opportunities to better understand how to serve these organizations and their constituents.

Sampling of national/international organizations:

Nonprofit Sector (National/International)

AmeriCorps, ASPCA, Austin Angels, American Foundation for Suicide Prevention, Boys & Girls Clubs of America, C5 Los Angeles, Cals Angels, Camp Brave Tails, CASA, Center for Reproductive Rights, Children’s Miracle Network Hospitals, Drag Queen Story Hour, Ducks Unlimited, FEAST (Food, Education, Access and Support, Together), National Council on Skin Cancer Prevention, Easton Entertainment Industry Foundation, Friends of Jaclyn Foundation, Habitat for Humanity, Hospice Maui, Wings of Hope, NCAA, Nantucket Land Bank, One Orlando Alliance, Orphan Outreach, Pac-12 Conference, Special Olympics, SoCal Bulldog Rescue, The Society of St. Vincent De Paul, Three Square Food Bank, UN Women, Wings Foundation

For-Profit Sector: (National/International)

CBS, Crooked Media, CVS, Disney, Detroit Red Wings, Golden State Warriors, Hilton Hotels, McLaren Racing, Noetic Mental Performance, NYC Ballet, People Magazine for TV, San Diego Padres, San Francisco Giants, San Francisco 49ers, San Jose Sharks, Target, Wildflower Cases, Williams Racing-Formula 1

Alumni Networking: Continue to network and maintain contact with University of Arizona, Southern Methodist University, Florida Gulf Coast University, and Salve Regina University alumni to connect our students with alumni /industry professionals to help with networking for informational interviews, internships, and job opportunities.

Off-campus Educational Learning

PR 203 Nonprofit PR class (attended educational nonprofit workshop and tour of facilities provided by Jeannette Maré, owner and founder, Ben’s Bells) Fall 2019

SOUTHERN METHODIST UNIVERSITY: Engagement Activities 2017-2019

Students worked with a chosen organization or event and created Sports PR-focused writing assignments and activities to provide a service to their respective organization.

Sampling local/state organizations and events:

Nonprofit Sector (National/International) Boys & Girls Club of America, Mark Cuban Foundation, NBA Cares, NFL Foundation, North Texas Food Bank, Paul Quinn College (HBCU), Habitat for Humanity, Komen Foundation, YMCA

For-Profit Sector: (National/International)

CBS, Disney, ESPN, NBA, NFL, MLB, Reebok, Nike, Under Armour, San Francisco 49ers, Dallas Mavericks, San Jose Sharks, Golden State Warriors, Texas Rangers, The Marketing Arm, Dallas Cowboys, Dallas Stars, Dallas FC (Major League Soccer)

CONTRIBUTIONS TO INSTRUCTIONAL INNOVATIONS AND COLLABORATIONS

UNIVERSITY OF ARIZONA 2019-Present

Teaching Workshops Attended of Delivered:

PRSA lecture series: Diversity & Inclusion: Uncovering Implicit Bias to Achieve PR Success (PRSA lecture series) 2022
Panelists: Gayle Saunders, Ethics Officer, PRSA, Central Ohio
Shanikka Flinn, Diversity and Inclusion Officer, PRSA, Central Ohio, and
Jaron Terry, Co-Vice Chair Diversity and Inclusion PRSA National Diversity and Inclusion Committee

Career Champions Certificate of Completion, Student Engagement & Career Development 2022

PRSA Entertainment and Sports Sector: PRSA Entertainment & Sports-How They Got Here Series 2022
Panelists:
Gail Dent, Associate Director of Public and Media Relations, NCAA
Lisa Hughes Kennedy, Executive Director, Golin for Toyota Racing

Case Studies as a Pedagogical Tool for Teaching Communication Courses: Blending the Theoretical with the Practical 2022

D2L Training Workshops: Zoom, D2L, Panopto (multiple) 2020-Present

Online Teaching Training/Course Development PR 203 Nonprofit PR Fall 2021

SOUTHERN METHODIST UNIVERSITY 2011-2019

Attendee, Teaching with Avatars, SMU 2019

Attendee, Center for Teaching Excellence, TES Program Theme: Research-Based Teaching Practices to Foster Student Learning 2019

Faculty Presenter, Destination SMU, and Mustang Mondays 2017-2019

Collegial Coaching Partner, Collegial Coaching APSM 2017-2019
Annual coaching partnerships/mentor/mentee within our department

Teaching with Whiteboards/Teaching with Technology 2018

Paving the Way to Inclusion: Race and Equity in Education –Keynote 2017
Speaker Gloria Ladson-Billings, Ph.D., researcher on critical race theory and racial disparities in education

- Attended and assisted with event planning and staffing for this inaugural event

Attendee, Center for Teaching Excellence, TES Program Theme: The Lecture Remixed (Dynamic Lecturing) 2018

Attendee, Center for Teaching Excellence, TES Program Theme: Deep Learning Teaching Practices to Foster Student Learning (From Small Teaching to Deep Learning; Fostering Deep Learning) 2017

Development of Online and Other Course Materials:

Curricular Designer

- Co-creating proposed PR major (in progress)
- Co-created/updated PR minor (2019-2020)

Course Designer for the following five courses (nine formats): 2019-Present

- Sports Public Relations (course design for 16-week & 7-week format)
- PR Campaigns (course design for 16-week format)
- Nonprofit Public Relations (course design for 16-week & 7-week format)
- Introduction to Public Relations (course design/modification for 16-week & 7-week format)
- Strategic Writing for Public Relations (course design/modification for 16-week & 7-week format)

SOUTHERN METHODIST UNIVERSITY 2011-2019

Curricular Designer

- Co-created and updated undergraduate Sport Management concentration of Applied Physiology and Sport Management major
- Co-created graduate program: M.A., Sport Management

Course Designer for the following four courses:

- Advanced PR in Sport (undergraduate)
- Advanced Communication in Sport (graduate)
- Contemporary Issues in Sport Management (undergraduate)
- Sport Management Practicum (undergraduate)

Collaborations on curricular and outcomes assessment committees:

Trainee, Taskstream Training, UA Assessment 2022

Committee Member, Simmons Assessment & Accreditation Committee 2017-2019

SACS (Southern Association of Colleges & Schools) Representative 2011-2019

Managed departmental SACS assessment for the following programs:

Undergraduate: 2011-2019

- Applied Physiology & Sport Management –Sport Management Concentration
- Applied Physiology & Sport Management –Applied Physiology and Health Management
- Applied Physiology & Sport Management –Sport Performance Leadership

Graduate:

- M.S., Sport Management (inaugural year fall of 2013) 2013-2019
- M.S., Health Promotional Management (inaugural year fall of 2017) 2017-2019

Assessment & Accreditation Committee, committee member 2017-2019

- Department representative for all school and university assessment and accreditation initiatives

TOEFL Assessment Committee, SMU 2017

University Curriculum Task Force, SMU 2017

FLORIDA GULF COAST UNIVERSITY 2007-2011

Curricular Designer

- Co-created Public Relations Concentration (18-credit concentration)

Course Designer for the following five courses:

- Communication Internship Practicum
- Nonprofit Public Relations
- Public Relations Writing
- Public Relations Campaigns
- Principles of Public Relations

SALVE REGINA UNIVERSITY 2004-2011

Course Designer for the following three courses:

- Marketing Management (Graduate)
- Sport Marketing/Sports Sponsorship Sales
- Sport Management Workshop

NATIONAL/INTERNATIONAL PROFESSIONAL SERVICE/OUTREACH

Reviewer, *International Journal of Sport Communication* (IJSC) Spring 2023
From Gearshifts to gigabytes: An analysis of how NASCAR used racing to engage fans during the COVID-19 shutdown.

Reviewer, pro bono business communication writing/editing for multiple youth desiring to work within the sports and entertainment industry and professionals within the sports and entertainment industry 2011-Present

Reviewer & Mentor, pro bono resource for interview preparedness, salary negotiations, professional networking, job referrals and recommendations for UA alumni 2020-Present

Member, North American Society for Sport Management (NASSM) 2017-Present

Member, NCA 2019-Present

Faculty Advisor, Lambda Pi Eta, (NCA), Alpha Ci Omega UA Chapter 2019-Present

Member, Sports & Entertainment Division, PRSA	2022-2023
Member, Higher Education Division, PRSA	2021-2023
Member, Public Relations Association of America (PRSA)	2017-2023
Reviewer, <i>International Journal of Sport Communication</i> (IJSC)	Fall 2017
<u>SERVICE TO DEPARTMENT</u> (Limited to the past five years) UNIVERSITY OF ARIZONA, Department of Communication	2019-Present
Undergraduate Committee Member	2020-2023 (3-year term)
<ul style="list-style-type: none"> ▪ Co-created dual major: Communication & Journalism for F22 launch ▪ Responsibilities include creating a syllabus, standard text, and standard learning outcomes for each course, as assigned. ▪ Select winners for the following awards: Brenna Ilana Berger Memorial Scholarship (2 recipients), Marcy Finerman Lewis Scholarship (1 recipient), David A. Williams Undergraduate Scholarship (1 recipient), Gaganova award (1), Communication Tuition Scholarship (2) 	
Committee Member, Assistant Professor (tenure-track) PR Faculty Search Department of Communication	9/2022-3/2023
Faculty Advisor, Lambda Pi Eta, Communication Honor Society of National Communication Association (NCA), University of Arizona Chapter (20-30+ hours monthly)	8/2019-Present
<ul style="list-style-type: none"> ▪ Professional development workshops each semester and one-on-one professional development and business communication support ▪ Doubled membership by end of Fall 2019 semester ▪ Tripled membership in 2020, 2021, and 2022 	
Undergraduate Assessment Committee Member Department of Communication Increased overall assessment ranking from 2.16 (2020/21) to 3.16 (2021/22) cycle	June 2021-Present
PR major Curriculum Development Co-creating PR major curriculum with fellow PR faculty and administration	2019-Present
PR minor Curriculum Development	Fall 2019
Outcomes Coordinator Liaison, Arizona Online Undergraduate Liaison, Department of Communication	June 2021-Aug. 2021
<u>Guest Lecture and Invited Teaching Opportunities:</u> COMM 500 Jake Harwood, Ph.D. COMM 500 Jennifer Aubrey Stevens, Ph.D.	Fall 2022 Fall 2021

COMM 500 Jake Harwood, Ph.D.	Fall 2020
COMM 500 Jake Harwood, Ph.D.	Fall 2019
SOUTHERN METHODIST UNIVERSITY	2011-2019
Department of Applied Physiology and Sport Management (APSM)	
Recruiter , Applied Physiology & Sport Management	2011-2019
Committee Member , APSM Alumni Committee	2012-2019
Co-Chair Faculty Search Committee , Professors of Practice, Sport Management Search Committee (co-chair on dual search committee)	10/2017-8/2018
Co-Chair Faculty Search Committee , Director of Sport Management and Clinical Professor Search Committee (co-chair on dual search)	9/2017-8/2018
Assessment Representative (undergraduate and graduate) SACS (Southern Association of Colleges & Schools) Representative	2011-2019
Academic Advisor , Sport Management	2011-2019
<u>SERVICE TO THE COLLEGE:</u> (limited to the last five years)	
UNIVERSITY OF ARIZONA: College of Social & Behavioral Sciences	2019-Present
Committee Member , SBS Undergraduate Awards Committee	Fall 2021
SOUTHERN METHODIST UNIVERSITY: Simmons School of Education and Human Development	2011-2019
Committee Member , SMU Simmons School of Education, Diversity Committee	2017-2019
Committee Member , Simmons Assessment & Accreditation Committee	2017-2019
Committee Member , Simmons Faculty and Staff Steering Committee, Development	2012-2017
<u>SERVICE TO THE UNIVERSITY:</u> (limited to the last five years)	
UNIVERSITY OF ARIZONA	2019-Present
Guest Speaker , PRSSA (Public Relations Student Society of America)	Fall 2022
Committee Member , Senior Awards & Provost Award, Dean of Students	Spring 2022

Contributor, 21st Century Masters' Project, SBS, UA, content contributor, to assist Dr. Maggie Pitts Spring 2022

Committee Member, Senior Awards & Provost Award, Dean of Students Spring 2022

Guest Speaker, PRSSA (Public Relations Student Society of America), Spring 2022

Outcomes Coordinator Liaison, Arizona Online June 2021-Aug. 2021
Undergraduate Liaison, Department of Communication

SOUTHERN METHODIST UNIVERSITY 2011-2019

Committee Member, Honors Convocation Award Committee 2016-2019

Recruiter, Assisted SMU Vice President of Development and External Affairs 2012-2019

Recruiting liaison, APSM, SMU Athletics for the following sports 2011-2019
Men's Basketball, Women's Basketball, Football, Volleyball, Men's Tennis, Women's Tennis, Men's Swimming & Diving, Women's Swimming & Diving, Women's Golf, Men's Golf, Track & Field, Rowing, and Women's Cross Country

Assessment Committee Member, Test of English as a Foreign Language (TOEFL) 2017

Committee Member, University Curriculum Task Force 2017

PUBLICATIONS

Refereed Journal Article
Abeza, G., Seguin, B., Carton, P., & Holland, S. (2020). Measuring sponsorship effectiveness: Designing an alternative approach. *Sport Marketing Quarterly*, 1-12. 2020

OTHER SCHOLARSHIP:

Research Projects and Presentations

Faculty Presenter, eSports & Sports PR: Crisis Management In Sport: Sports Diplomacy, The U.S. Department of State: Making Basketball Accessible to Broad Audiences in Belarus (Sports Visitor Program for Belarus) 2018

Holland-Moniz, Susan L. Media representations of female athletes in popular advertising: Critical perspectives of gendered and racialized women in sport. Communication and Leadership, Gonzaga University, Spokane, Wash. (oral defense- master's thesis) December 2010	2010
Holland-Moniz, Susan L. Apologetic behaviors in collegiate female athletes: Communication and Leadership, Gonzaga University, Spokane, Wash. (research project)	2010
Holland-Moniz, Susan L. Constructing identities. Communication and Leadership, Gonzaga University, Spokane, Wash. (research project)	2009
Holland-Moniz, Susan L. The costs of a crisis: Martha Stewart Living Omnimedia Inc., Communication and Leadership, Gonzaga University, Spokane, Wash. (research project)	2007
Holland, Susan L. Measuring brand equity. Sport Management, University of San Francisco, San Francisco, Calif. (research project)	2002