

# KATHARINE HANSEN, PH.D.

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Teaching Portfolio: <http://katharinehansenphd.com/teaching-portfolio>

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## TEACHING PHILOSOPHY

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I build, guide, and nurture active, exciting online learning communities in which I am one of the learners. I engage them, interact with them, motivate them to interact with the material, and inspire them to learn. I encourage them to reflect on their learning. My goal is to stimulate student interest in continuing to learn for a lifetime about the topics I teach and to model that learning as a lifelong learner myself. I maintain warm relationships with students I've had throughout my teaching career, many of whom still come to me for advice. See balance of Teaching Philosophy here: <http://katharinehansenphd.com/portfolio-item/teaching-philosophy>

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## PROFILE

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- Well-evaluated instructor with 12 years of teaching experience, including six years in AACSB-accredited business school; completed doctoral coursework in distance/online teaching; experienced with learning-management systems, such as Blackboard, Moodle, eCollege, and Canvas; familiar with rubrics of Quality Matters.
- Successful builder of online communities and pioneer in using technology to stimulate and facilitate student discussion and interaction; oversaw innovative, large-scale intra-school virtual-teams project.
- Student-centered teacher known for rapid responsiveness to students, support of varied learning styles, and ability to connect course learning with real-world applications.
- Tech-savvy educator, highly experienced in writing for the Internet and designing/developing Web-based content and courses.

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## EDUCATION

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**Micromasters Certificate in Instructional Design and Technology**, edX and University of Maryland University College, Jan. 2020

4-course "Micromasters," program certificate, providing 12 credits toward full 36-credit Master's degree. See portfolio: <http://katharinehansenphd.com/InstructionalDesignTechnologyPortfolio/>

**Ph.D. in Interdisciplinary Studies with a concentration in Organizational Behavior/Development and a specialization in Organizational Communication** (and emphasizing *Communication Relating to Organizational Entry*), Union Institute & University, Cincinnati, OH, Aug. 2007

DISSERTATION: *Tell Me About Yourself: Storytelling that Propels Careers*, a qualitative study using narrative inquiry and focus groups to explore the effectiveness of using storytelling in the job search, especially stories that capture how well the job-seeker handled organizational change.

[http://katharinehansenphd.com/KHansen\\_PDE\\_for\\_UMI\\_PROQUEST.pdf](http://katharinehansenphd.com/KHansen_PDE_for_UMI_PROQUEST.pdf)

**Bachelor of Arts in Humanities**, Stetson University, DeLand, FL, 1993; concentration: Communications Coursework in Humanities, Florida State University, Tallahassee, FL

- Won Kingsbury Award, full scholarship based on writing portfolio.
- Appointed to President's Commission on the Status of Women.

Coursework in Journalism, University of Florida, Gainesville, FL

- Won President's award for outstanding contribution to the university.

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## CURRENT ONLINE TEACHING/COURSE DEVELOPMENT EXPERIENCE

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**Online Adjunct Faculty**, Columbia College, Columbia, SC, Jan. 2020 to present

- **Courses:** Organizational Theory and Behavior in Healthcare Organizations (master's level)
- **Course:** Leadership in Healthcare
- **Learning platform:** Canvas
- Developed courses

**Current Online Teaching Experience ~ continued**

**Online Adjunct Faculty**, Galen College of Nursing, Cincinnati, OH, Sept. 2014 to 2017

- **Course:** Fundamentals of Communication/Principles of Communication (Quality-Matters-Certified RN to BSN program).
- **Course:** Disney Leadership Strategies for Nurses (Quality-Matters-Certified RN to BSN program).
- **Learning platform:** Canvas
- Completed 3-week training program with perfect score.

**Online Adjunct Faculty**, University of the Rockies, Colorado Springs, CO, June 2013 to April 2018

- **Course:** Foundations of Entrepreneurship (Master's level).
- **Course:** Advanced Topics: How Media/Communication Technologies Are Transforming Leadership (PhD level)
- **Course:** Current Trends: How Media/Communication Technologies Are Transforming Leadership in Organizations (Master's-level)
- **Course:** Product and Service Development and Management (Master's-level)
- **Course:** Marketing and Managing Innovation (Master's-level)
- **Course:** Lifestyle and Career Development (Master's-level)
- **Course:** Emerging Media and Social Networking in Organizations (Master's-level)
- **Course:** Diversity and Inclusion, Research in Action (PhD-level)
- **Course:** Dissertation. Trained and serving as dissertation-chair/committee member
- **Learning platform:** Initially eCollege; now Canvas
- Earned perfect score from mentor who monitored teaching initial class.

**Content (Course) Developer**, RMIT University–Vietnam, Ho Chi Minh City, Vietnam, Dec. 2017 to May 2018

- **Course Developed:** Global Branding
- **Course Developed:** Social Media and Mobile Marketing
- **Learning platform:** Canvas

**Online Adjunct Faculty**, Beckfield College, Florence, KY, June 2014 to Sept. 2014

- **Course:** Professional Communication (RN to BSN program).
- **Learning platform:** Moodle
- Developed course for Bachelor of Science in Nursing students.

**Online Adjunct Faculty**, Governors State University, University Park, IL, Sept. 2013 to Dec. 2013

- **Course:** Public Relations for Nonprofits.
- **Learning platform:** Blackboard
- Contributed significantly to course design.

**Adjunct Online Faculty**, Allied American University, Laguna Hills, CA, April 2013 to 2015

- **Course:** Principles of Marketing
- **Learning platform:** iBoard (proprietary).
- Completed two-week orientation class.

**Subject Matter Expert on Dissertation Committees**, Graduate School at Northcentral University, Prescott Valley, AZ, April 2013 to May 2016

- **Course:** See Page 3, Advising/Mentoring Graduate Students
- **Learning platform:** Compass
- Mentored and served as dissertation-committee member to 20+ Doctoral Students
- Completed Faculty Essentials course and SME training.

**Online Professor**, StraighterLine, Baltimore, MD, March 2013 to June 2018

- **Course:** Principles of Management
- **Learning platform:** Moodle
- Developed enhanced, multimedia course content, including videos and slideshows.

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## PREVIOUS ON-GROUND AND HYBRID TEACHING EXPERIENCE

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**Full-time Lecturer**, School of Business Administration, Stetson University, DeLand, FL, Aug. 2005 to Dec. 2007 and Aug. 1996 to July 2000

- **Courses:** Business Communication, Principles of Management, Entrepreneurial Seminar, First-Year Business Seminar (undergraduate)
- **Learning Platform:** Blackboard

*Stetson University ~ continued*

- Taught up to four sections (90+ students) of Business Communication and one section of Entrepreneurial Seminar or Principles of Management during regular semesters.
- For older demographic on satellite campus, developed entirely new case-based course design for business communication.
- Brought new life to Business Communication course by:
  - Earning highest teaching evaluations among non-tenure-track instructors;
  - Developing new, writing-intensive career-development approach to course;
  - Integrating state-of-the-art technology into curriculum;
  - Writing two of the textbooks and a coursepack used in the course;
  - Initiating innovative virtual-teams project;
  - Assisting students with career-development issues.
- Earned top teaching evaluations for teaching Principles of Management, Spring 2007.

**Adjunct Instructor**, Stetson University, DeLand, FL, Jan. to May 2004

- **Course:** Prince Entrepreneurial Seminar
- **Learning Platform:** Blackboard
- Introduced innovative journaling assignment and use of reality-TV show, “The Apprentice,” into course.
- Initiated entrepreneurial storytelling approach.

**ACADEMIC/ADMINISTRATIVE EXPERIENCE****Scenario Writer**, Savant Learning, Nashville, TN, 2015

- Wrote scenarios for introductory Humanities course.

**Accreditation Writer/Editor/Consultant**, School of Business Administration, Stetson University, DeLand, FL, 1995 to 1996

- Served as writer/editor to produce vital documentation required for university business-school AACSB accreditation. Contributed to the success of the accreditation effort by:
  - Writing two accreditation action plans that won high praise and enabled the business school to proceed from precandidacy to candidacy;
  - Developing two detailed accreditation self-evaluation reports that documented how the business school met accreditation standards and which served as basis for accreditation site visits, enabling all eligible programs to be accredited in record time.

**Special Assistant to the Provost/Special Assistant to the Dean for Enrollment Management**, Stetson University, DeLand, FL, October 1994 to May 1996

- Targeted specific markets for recruitment and brought university constituencies into recruiting process by:
  - Drafting articulation agreements between undergraduate campus and law school;
  - Developing targeted publications, direct-mail correspondence, and multimedia presentations;
  - Launching unique program for students undecided about their majors;
  - Spearheading unprecedented effort to encourage alumni, faculty, staff, deans, parent, and church constituencies, to participate in recruiting process;
  - Participating actively on Enrollment Management Committee;
  - Conducting focus groups and market studies of various target markets;
  - Organizing staff, students, faculty, and alumni in marketing efforts to prospective students.
- **Instructor**, Elderhostel class, Art and Literature of the Feminine Mystique, Stetson University, DeLand, FL, December 1997 and January 1998

**COURSES DEVELOPED AND TAUGHT**

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|---|---|
| • Organizational Theory and Behavior in Healthcare<br>Columbia College, Columbia, SC, Spring 2020 | • Nonprofit Public Relations, Governors State<br>University, Fall 2013                            |
| • Leadership in Healthcare, Columbia College,<br>Columbia, SC, Summer 2020                        | • Principles of Management, Spring 2007 for Stetson<br>University; spring 2013 for StraighterLine |
| • Professional Communication (for BSN program),<br>Beckfield College, Florence, KY                | • Entrepreneurial Seminar, 2004 to 2006   |
| • Seminar for 1st-Year Students, Stetson University, Fall 2007                                    | • Business Communication, Stetson University, DeLand,<br>FL, 1996 to 2007                         |

## TEACHING INTERESTS ~ See also page 9 for Course Qualifications

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- Organizational Behavior/Theory
- Principles of Management
- Virtual Teams
- Organizational Change
- Organizational Storytelling/Business Narrative
- Study Skills and College Writing
- Public Relations/Social Media
- Organizational | Managerial | Business Communication
- Human Resources
- Entrepreneurship
- Gender Issues in Organizations
- Career Management

## ADVISING/MENTORING GRADUATE STUDENTS

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- Serve as Subject Matter Expert on Dissertation Committees, Graduate School at Northcentral University, Prescott Valley, AZ, April 2013 to present, for these and other dissertations:
  - A Case Study on Data Insecurity in Automated Medical Record Security Lapses
  - Information Assurance Awareness and Adoption: A Capability Model Approach for Increasing Consumer Vigilance
  - A Case Study Regarding the Impact Servant Leadership has on Employee Ethics and Organizational Profitability in For Profit Organizations
  - Understanding Consumer Response in Online Advertisements: A Comparison of Persuasive Message and Their Effects on Purchase Intentions
  - Designing Nontraditional Management Practices for Technical Test Teams Based on 12-Step Fellowship Group Guidelines
- Served as Dissertation Committee Member, University of the Rockies, Colorado Springs, CO, following Dissertation Chair Training, Feb. 2017 to April 2018
- Served as Subject Matter Expert for J. Palmisano, master's project: "Never Too Old for Stories: A Vocational Assessment eTool," Wayne State University, College of Education, Detroit, MI, Sept. 2011 to Feb. 2012.
- Functioned as Peer Member, Doctoral Committee of Anne Bedwinek, Union Institute & University, Cincinnati, OH, 2004 to 2007

## ACADEMIC HONORS AND AWARDS

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- Accepted into Doctoral Institute, Organizational Behavior Teaching Society, 2007 and 2006; attended 2007
- Graduate College Scholarship, Union Institute and University, 2006-2007; 2005-2006
- M.K. and Kamala Mitra Scholarship, 2005-2007, based on academic excellence and measurable impact on a given community/society
- Student commencement speaker, Stetson University, DeLand, FL, 1993
- Phi Beta Kappa, Stetson University, DeLand, FL, 1994
- Daniel J. Ransohoff Scholarship for academic focus in the social sciences, 2006-2007
- Kingsbury Award, a full scholarship judged on writing portfolio, Florida State University, Tallahassee, FL, 1992
- President's award for outstanding contribution to University of Florida, 1983

## PUBLICATIONS

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### Peer-reviewed Academic Journals

- Hansen, Katharine, Oliphant, Gary; Oliphant, Becky; and Hansen, Randall S. (2009, Sept.). Best Practices in Preparing Students for Mock Interviews. *Business Communication Quarterly*, 72(3), 318-327.
- Oliphant, Gary; Hansen, Katharine, and Oliphant, Becky. (2008, Fall). Predictive Validity of a Behavioral Interview Technique. *Marketing Management Journal*, 18(2), 94-106.
- Oliphant, Gary; Hansen, Katharine, and Oliphant, Becky. (2008). A Review of a Telephone Administered Behavior-Based Interview Technique. Special Topics in *Business Communication Quarterly*. 71; 383.
- Hansen, Katharine. (2007, Sept.). Propelling careers through telling stories about change. *Business Communication Quarterly*, 70(2), 23-26.
- Hansen, Randall S. and Katharine Hansen. (2007, July). The Student Experience in Speed Teaming: A New Approach to Team Formation. *Journal of College Teaching & Learning*, 4(7), 69-78.
- Hansen, Katharine. (2007, Jan./Feb.) Intertextuality of Organization and Career in Constructing the "Reality" of Change, *Tamara, Journal of Critical Postmodern Organization Science*, 5(4), 146-157.
- Hansen, Randall S. and Katharine Hansen. (Spring 1995). Incorporating Writing across the Curriculum into an Introductory Marketing Course, *Journal of Marketing Education*.

## Peer-reviewed Conference Proceedings

- Hansen, Katharine. (2007). Parallel Problems in Virtual vs. Face-to-Face Teams: Easing Student Fears of Collaborating Virtually. *Proceedings of the 2007 Organizational Behavior Teaching Conference*, Malibu, CA.
- Hansen, Katharine (May 5, 2007). Tell Me About Yourself: Storytelling that Propels Careers. *Proceedings of the 5<sup>th</sup> Annual International Conference: Storytelling in Business and Organizations*. Golden Fleece Group, Chevy Chase, MD. <http://www.goldenfleececon.org/>
- Hansen, Katharine and Hansen, Randall S. (2007). The Student Experience in Speed Teaming: A New Approach to Team Formation, *Proceedings of the 2007 College Teaching & Learning Conference/ Applied Business Research Conference*, Waikiki, HI.
- Hansen, Katharine. (May 2006). Virtual Teams: A Semester-long, Intra-school Exercise. *Proceedings of the 43rd Annual Meeting of the Eastern Academy of Management*, Saratoga Springs, NY.
- Hansen, Katharine and Randall S. Hansen. (April 2006). Using a Career Portfolio to Sustain a Competitive Edge: An Online Focus Group Study Using an Asynchronous Discussion Board. *Proceedings of the Society for Advancement of Management International Business Conference*, Orlando, FL, p. 161-171.
- Hansen, Randall S. and Katharine Hansen. (March 2006). Employment Interview Preparation: Assessing the Writing-to-Learn Approach. *Developments in Business Simulation and Experiential Learning*. Association for Business Simulation and Experiential Learning (ABSEL), San Francisco, CA.
- Hansen, Katharine & Hansen, Randall S. (2006). Using an Asynchronous Discussion Board for Online Focus Groups: A Protocol and Lessons Learned. *Proceedings of the 2006 Applied Business Research Conference*, Orlando, FL.
- Hansen, Katharine (March 2005). Application of Traditional and Online Journaling as Pedagogy and Means for Assessing Learning in an Entrepreneurial Seminar. *Developments in Business Simulation and Experiential Learning*. Association for Business Simulation and Experiential Learning (ABSEL), Orlando, FL.
- Hansen, Katharine and Hansen, Randall S. (Jan. 2005). Employment Interview Preparation: A Writing-to-Learn Approach. *Proceedings of the 2005 Applied Business Research Conference and The 2005 College Teaching and Learning Conference*, Orlando, FL.
- Hansen, Randall S., K.S. Hansen, and S.A. Taylor. (1991). The Ethical Implications of Television Advertising to Young Children, *1991 Southern Marketing Association Annual Conference Proceedings*.

## Conference Presentations

- Hansen, Katharine (April 11, 2011). The Power of Storytelling in Job Search and Career. MBA Career Services for Working Professionals Alliance (MBA CSWP), University of Southern California, Los Angeles
- Hansen, Katharine (May 5, 2007). Tell Me About Yourself: Storytelling that Propels Careers. Golden Fleece Group, Chevy Chase, MD. <http://www.goldenfleececon.org/>
- Hansen, Katharine and Hansen, Randall S. (2007). The Student Experience in Speed Teaming: A New Approach to Team Formation, 2007 College Teaching & Learning Conference/ Applied Business Research Conference, Waikiki, HI.
- Hansen, Randall S. and Katharine Hansen. (March 2006). Employment Interview Preparation: Assessing the Writing-to-Learn Approach. Association for Business Simulation and Experiential Learning (ABSEL), San Francisco, CA.
- Hansen, Katharine and Hansen, Randall S. (2006). Using an Asynchronous Discussion Board for Online Focus Groups: A Protocol and Lessons Learned. 2006 Applied Business Research Conference, Orlando, FL.
- Hansen, Katharine (March 2005). Application of Traditional and Online Journaling as Pedagogy and Means for Assessing Learning in an Entrepreneurial Seminar. *Developments in Business Simulation and Experiential Learning*. Association for Business Simulation and Experiential Learning (ABSEL). Orlando, FL.
- Hansen, Katharine and Hansen, Randall S. (Jan. 2005). Employment Interview Preparation: A Writing-to-Learn Approach. 2005 Applied Business Research Conference and The 2005 College Teaching and Learning Conference, Orlando, FL.

## Books and Chapters in Books

- Hansen, Katharine (2012). *You Are More Accomplished Than You Think: How to Brainstorm Your Achievements for Career and Life Success*, Kettle Falls, WA: Quintessential Careers Press.
- Hansen, Katharine (2012). "Resume, Cover Letter, and Interview Strategies for Older Workers," in *The Single Woman's Guide to Retirement*, by Jan Cullinane, Hoboken, NJ: John Wiley & Sons.

- Katharine Hansen (2010). "Splitting your Twitter accounts into personal and professional," in *The Twitter Job Search Guide: Find a Job and Advance Your Career in Just 15 Minutes a Day*, by Susan Britton Whitcomb, Chandlee Bryan, and Deb Dib, Indianapolis, IN: JIST Works.
- Hansen, Katharine (2009). *Top Notch Executive Interviews: How to Strategically Deal With Recruiters, Search Firms, Boards of Directors, Panel Presentations, Pre-Interviews, and Other High Stress Situations*, Franklin Lakes, NJ: Career Press.
- Hansen, Katharine (2009). *Tell Me About Yourself: Storytelling to Get Jobs and Propel Your Career*, Indianapolis, IN: JIST Publishing.
- Hansen, Katharine. (2008). *Top Notch Executive Resumes: Creating Flawless Resumes for Managers, Executives, and CEOs*. Franklin Lakes, NJ: Career Press.
- Hansen, R. S. & Hansen, K. (2008). *The Complete Idiot's Guide to Study Skills*. New York: Alpha Books.
- Hansen, Katharine. (2008). *A Foot in the Door: Networking Your Way into the Hidden Job Market*, second edition. Berkeley, CA: Ten Speed Press.
- Hansen, Katharine. (2008, May). "Job Strategies for Teens," in Quest 2, Student's Book, by Cynthia Beyea, Paul Bougie, and Claire Maria Ford, Montreal, Quebec: Les Editions de la Cheneliere.
- Hansen, Katharine. (2006). "FAQs about Thank You Letters." in *Communications 12. Module 3: Workplace Communication that Works*. Victoria, BC, Canada: Open School BC, pp. 92-94.
- Hansen, Katharine. *Words to Get Hired By: The Jobseeker's Quintessential Lexicon of Powerful Words and Phrases for Resumes and Cover Letters*, (2005), DeLand, Florida: Quintessential Careers Press.
- Hansen, Katharine. (2005). "So, what have you achieved? Tell me about it, otherwise how will I know?" In Michael, D. (2005), *Hire me, fire me ...*, Sydney, Australia: Wondur Holdings.
- Hansen, Katharine. (2004), "10 Powerful Career Strategies for Women" in *Women in Business*, V. V. Ramani, (ed.), Hyderabad, India: ICFAI Books, pp. 71-79.
- Hansen, Katharine and Randall S. Hansen. (2003), "The Basics of a Dynamic Cover Letter" in *Business Writing*, Pallavi Laisram, (ed.), Hyderabad, India: ICFAI Books, pp. 105-120.
- Hansen, Katharine. "Ace the Job Interview," in *GirWise* by Julia DeVillers, (2002), Roseville, CA: Prima Publishing, pp. 108-112.
- Hansen, Katharine. "What Good is a College Education Anyway?" in *Teen Decisions: Education and College*, (Fall 2002), Farmington Hills, MI: Gale Group.
- Hansen, Katharine. "Informational Interviewing for College Students" in *The Last Job Search Guide You'll Ever Need*, (2002), CollegeRecruiter.com (eds.), Minneapolis, MN: CollegeRecruiter.com, pp. 263-266.
- Hansen, Katharine and Randall S. Hansen. *Dynamic Cover Letters*, 3rd edition (2001), Berkeley, CA: Ten Speed Press.
- Hansen, Katharine. *A Foot in the Door: Networking Your Way into the Hidden Job Market*, (2000), Berkeley, CA: Ten Speed Press.
- Hansen, Katharine. *Dynamic Cover Letters for New Graduates*, (1998), Berkeley, CA: Ten Speed Press.
- Hansen, Randall S. and Katharine Hansen. *Write Your Way to a Higher GPA*, (1997), Berkeley, CA: Ten Speed Press.
- Hansen, Katharine and Randall Hansen. *Dynamic Cover Letters*, 2nd ed. (1995), Berkeley, CA: Ten Speed Press.
- "Early Identification and Education of Gifted Children," (1990), (with Waln Brown), booklet, Huntington, NY: William Gladden Foundation.
- Hansen, Katharine with Randall S. Hansen. *Dynamic Cover Letters*, (1990), Berkeley, CA: Ten-Speed Press.

## NON-ACADEMIC INTELLECTUAL CONTRIBUTIONS

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- Author of more than 100 Web-based articles on career development, higher education, and entrepreneurial topics. List available at <http://katharinehansenphd.com/KHansenNonacademicSupp.pdf>.
- Author of 25+ book reviews on career development, higher education, and entrepreneurial topics. List included in document at <http://katharinehansenphd.com/KHansenNonacademicSupp.pdf>.
- Quoted, interviewed, and reviewed in dozens of books reviews, articles, and presentations in various media. Details and samples available upon request.
- Certified with several career-practitioner credentials.
- Active as officer in Toastmasters International organization at club and district levels; hold several communication and leadership education awards.

## Academic Book Reviews

- Hansen, Katharine (2012). Book review of Kramer, Eric, (2011). *Active Interviewing: Branding, Selling, and Presenting Yourself to Win Your Next Job*. Independence, KY: Course Technology PTR. In *Career Planning & Adult Development Journal* (invited submission).
- Hansen, Katharine (2011, Fall). Book review of Beaudine, Bob, (2009). *The Power of Who: You Already Know Everyone You Need to Know*. New York: Center Street. In *Career Planning & Adult Development Journal* (invited submission).
- Hansen, Katharine. Textbook review of *Management Communication*, by James O'Rourke, 4<sup>th</sup> edition. Review invited by Prentice-Hall. July 26, 2010.
- Hansen, Katharine. Chapter review of Telecommuting chapter of *The Handbook of Technology Management* (3-volume set), Hossein Bidgoli, editor, John Wiley & Sons, Inc., Feb. 15, 2008.
- Hansen, Katharine (2007-2008, Winter). Book review of Morem, Susan (2007). *How to Get a Job and Keep It*. New York: Ferguson. In *Career Planning & Adult Development Journal* (invited submission).
- Hansen, Katharine. Textbook review of *Organizational Communication: Approaches and Processes*, by Katherine Miller, 4<sup>th</sup> edition. Review invited by Wadsworth/Thomson Higher Education, Feb. 15, 2007.
- Hansen, Katharine (2006-2007, Winter). Book review of Wall, J. E. (2006). *Job Seeker's Online Goldmine: A step-by-step guidebook to government and no-cost Web tools*. Indianapolis, IN: JIST. In *Career Planning & Adult Development Journal* (invited submission), 48-50.

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## RESEARCH INTERESTS

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|---|--|
| • Applied/Organizational Storytelling     | • Scholarship of Teaching and Learning     |
| • Virtual Teams                           | • Women's Styles of Communication          |
| • Organizational Entry/Career Development | • Women in Leadership and Entrepreneurship |
| • Communication of Organizational Change  | • Intuition                                |

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## PROFESSIONAL EXPERIENCE

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**Associate Publisher and Creative Director**, Quintessential Careers Web site, and **Editor**, QuintZine, an online newsletter for jobseekers, DeLand, FL, January 2000 to Aug. 2015 (sold business)

- Provide career-development content for Quintessential Careers Web site, edit QuintZine newsletter, and maintain several blogs.

**Presenter**, Quintessential Careers, March 2000 to Aug. 2015

- Presented "Tell Your Story to Stand Out and Connect with Employers," Get Hired Boot Camp, Beyond B-School, <http://beyondb-school.com/program-schedule-spring-2015-webinar-series/>, March 2015.
- Deliver multiple presentations on career-related topics at high schools, colleges, and universities (for example: [http://www.10careerstories.com/10\\_colleges.html](http://www.10careerstories.com/10_colleges.html))
- Co-presented, "Job Search 101" to re-entry women, Daytona State College, Daytona Beach, FL, April 10, 2009
- Presented on networking, Syracuse University, March 19, 2009
- Co-presented on "Job Search 101," Missouri Western State University, Sept. 15, 2008

**Owner/Chief Writer**, Quintessential Resumes and Cover Letters, DeLand, FL, May 2000 to Dec. 2005

- Owned and served as primary writer for online resume and cover-letter service. Still own business but outsource resume-writing.

**Writer**, Office of Marketing and Communications, Stetson University, DeLand, FL, Sept. 1999 to July 2000  
**Coordinator for Gallery and Art Department Services**, Art Department, Stetson University, DeLand, FL, Aug. 1993 to Oct. 1994

- Successfully promoted a university art gallery and the university itself using innovative marketing techniques. Contributed to gallery's/university's community-relations success.

**Speechwriter/Deputy Press Secretary**, Florida Department of Education, Tallahassee, FL, 1989 to 1992

- Played key role on communications team of state Commissioner of Education, a member of the now-defunct state Board of Regents, who oversaw the State University System of Florida. Advanced Commissioner's agenda by:
  - Writing dynamic, well-received, award-winning speeches given by Commissioner to numerous, varied public constituencies;
  - Orchestrating press conferences, arranging press coverage, and writing press statements;
  - Achieving excellent track record in writing and placing press releases;
  - Writing and editing articles and publications to promote Commissioner's initiatives, including a quarterly newsletter on Florida's public higher-education system.

**FREELANCING AND CONSULTING**

**Consultant/Editor**, Policies and Procedures manual, Stetson University, DeLand, FL, May 1998 to Feb. 2001

**Speechwriter** for President of National Association of Social Workers and pro bono statewide

**Coordinator of Public Relations** for American Association of University Women/Florida, 1990 to 1995

**Freelance writer/editor**, various clients; author, 1990 to present.

- Conceptualized innovative editorial format for established 100-page annual magazine for new college students. Edited team-building book for community-college audience. Wrote for alumni magazine and other collegiate publications. Contributed to these publications' success by:
  - Conceiving, assigning, and editing a story that later won a national writing competition;
  - Conceptualizing and planning editorial formula and developing story ideas.

*Clients have included:*

- Various career-related Web sites
- Stetson University
- Daytona Beach News Journal
- Rutgers University News Service
- Cobb Cole & Bell (law firm)
- Institute for Educational Leadership
- William Gladden Foundation
- Florida Council on Aging
- Betty Castor Re-election campaign
- Florida Department of Education, Office of Business/Citizen Partnerships
- Business and Education Coalition for Technology and Change
- American Association of Community Colleges
- International Guild of Professional Consultants

**CIVIC/COMMUNITY/VOLUNTEER SERVICE**

- Master Gardener, Washington State University Extension Service, certified March 2019
- Volunteer of the Year, Toastmasters International, District 9, 2017-2018
- District Director, District 9 of Toastmasters International, 2016 to 2017. Led top three officers in Toastmasters district covering 800 members, parts of 3 states, and 60+ clubs. Oversaw all district direction, finance, strategic planning, and leadership development.
- Program Quality Director, District 9 of Toastmasters International, 2015 to 2016. Served as one of top three officers in Toastmasters district. Oversaw training, education program, twice-annual conferences, and speech contests.
- Lieutenant Governor Marketing, District 9 of Toastmasters International, 2014 to 2015.
- Co-Facilitator, Kettle Falls Library Book Club, Feb. 2015 to Aug. 2016
- Library Steward, Little Free Library system, 2013 to present
- Member, Volusia County Commission on the Status of Women, 1995 to 1999

**PROFESSIONAL SERVICE**

- Test Administrator, *BJU Press*, Greenville, SC, March 2014 to present
- Article Editor, *SAGE Open*, Feb. 2014 to present
- Reviewer, *Organization Management Journal*, 2012
- Reviewer, *Organization: The Critical Journal of Organization, Theory and Society*, 2010
- Reviewer, *American Communication Journal*, American Communication Association, 2008 to present
- Reviewer, Organizational Behavior Division, Academy of Management Annual Meetings, 2008 to present
- Reviewer, OBTS: Teaching Society for Management Educators, Annual Organizational Behavior Teaching Conference, 2008 to present
- Member, Board of Directors, American Communication Association (ACA), 2005 to 2008
  - Page Manager, Communication Education Technologies Web page, ACA
- Advisory Board Member, Certified Electronic Career Coach Program, January 2002 to 2004



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## **PROFESSIONAL AFFILIATIONS [PAST AND CURRENT]**

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- Academy of Management
- Organizational Behavior Teaching Society
- ABSEL: Association for Business Simulation and Experiential Learning
- American Communication Association
- Career Planning and Adult Development Network
- Society for Advancement of Management
- Phi Beta Kappa Society

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## **UNIVERSITY SERVICE AND PHILANTHROPY**

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- Served as member of Stetson University Artist and Lecturers Committee
- Functioned as member of Stetson University School of Business Administration Student Admissions Committee
- Contributed as Judge, Undergraduate Scholarship Day, Stetson University, 2003 and 2004
- Served as President, Stetson University Friends of Art, 1994 to 1997
- Developed, implemented, and facilitated The Real-World Panel, in which recent alumni return to campus to discuss their career and life experiences in the “real world,” Stetson University, DeLand, FL.
- Annually donate purchase award, Elizabeth Knight Sumner Purchase Award, to enable Stetson University to buy an outstanding piece of artwork by a senior student for its permanent collection.
- Annually donate award given at Stetson University’s annual juried student art exhibition to non-art major.
- Annually donated marketing-promotions award, William Dayton Sumner Marketing Promotions Award.
- Co-sponsored purchase award, Quintessential Art of Business Award, chosen from Stetson University’s annual juried student art exhibition to buy an outstanding piece of student artwork to reside in the university’s newly renovated business-school building.

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## **PROFESSIONAL DEVELOPMENT AND TRAINING**

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- Appreciative Inquiry/Motivational Interviewing Workshop, WOIS/The Career Information System and the Center for Learning Connections, Oct. 27, 2011, 6 CEUs.
  - Dependable Strengths Articulation Process Training, Center for Dependable Strengths, Seattle, WA, Oct. 25-29, 2010, 35 CEUs.
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## COURSE QUALIFICATIONS AND COMPETENCIES

Courses or Course Group	Academic Preparation	Professional Training	Professional Experience	Teaching Experience
Business   Organizational   Managerial Communication	18 graduate credit hours	<i>Certification from Career Thought Leaders: Master Resume Writer</i>	Editor/writer/author (23 years) Speechwriter/Deputy Press Secretary (3 years) Chief writer, resume service (5 years) Associate publisher/creative director (13 years)	<i>Stetson University:</i> Business Communication: 33 sections across 17 semesters
Communication, Public Speaking	18 graduate credit hours	9 years in Toastmasters organization; achieved highest level education level, Distinguished Toastmasters	Editor/writer/author (25+ years) Speechwriter/Deputy Press Secretary (3 years) Chief writer, resume service (5 years) Associate publisher/creative director (15 years) Extensive Toastmasters experience; hold highest Toastmasters honor	<i>Stetson University:</i> Business Communication: 33 sections across 17 semesters  <i>Beckfield College,</i> course development and teach, professional communication, 1 quarter
Leadership and Organizational Leadership		Completed numerous leadership modules in Toastmasters International	Served on top leadership team for 800-member regional branch of worldwide educational nonprofit for 6 years.	<i>Galen College:</i> Disney Leadership Strategies, 15 sections across 11 terms  <i>University of the Rockies:</i> <ul style="list-style-type: none"> <li>• Product and Service Development and Management, 2 six-week terms (Master's-level)</li> <li>• Marketing and Managing Innovation, 2 six-week terms, (Master's-level)</li> <li>• Advanced Social Networking for Organizations, (master's-level), 1 six-week term</li> <li>• Advanced Topics: How Media/Communication Technologies Are Transforming Leadership, 3 six-week terms (PhD-level)</li> <li>• Current Trends: How Media/Communication Technologies Are Transforming Leadership In Organizations, 1 six-week term (master's-level)</li> <li>• Emerging Media &amp; Social Networking in Organizations, 1 six-week term</li> </ul>

				(master's level)
Public Relations	18 graduate credit hours in communication		Public-relations practitioner (23 years) Public Relations Officer (2 years) Speechwriter/Deputy Press Secretary (3 years) Chief writer, resume service (5 years) Associate publisher/creative director (13 years) Public Information Officer (1 year)	<i>Governors State University: Public Relations for Nonprofits: doctoral level</i>  <i>RMIT Vietnam: Developed social-media course</i>
Principles of Management	3 graduate credit hours		Small-business owner/manager (5 years) Managerial positions in journalism (city editor, executive editor) (3 years)	<i>StraighterLine: Currently teaching Principles of Management</i>  <i>Stetson University: Principles of Management: 2 semesters</i>  <i>University of the Rockies: Foundations of Entrepreneurship, master's level, 3 six-week terms</i>
Entrepreneurship			Small-business owner/manager (8 years)	<i>Stetson University: Entrepreneurial Seminar: 3 semesters</i>  <i>University of the Rockies: Foundations of Entrepreneurship, master's level, 3 six-week terms</i>
Organizational Behavior	25 graduate credit hours, including dissertation		Extensive organizational experience.	<i>Columbia College: Organizational Theory and Behavior in Healthcare Organizations</i>
Career Management/ Career Development	6 graduate credit hours	<i>Certification from Career Thought Leaders: Credentialed Career Manager</i> <i>Certification from Career Thought Leaders: Master Resume Writer</i>	Career practitioner, writer, resume writer, coach, author (23 years)	<i>University of the Rockies: Lifestyle and Career Development, 1 six-week term (master's level)</i>

## REFERENCES

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