

Kelvin D. Allen

5609 Falkirk Drive, Durham, NC 27712 ☐ (919) 824-9873☐
kdemarcusa@gmail.com

EDUCATION

Charlotte School of Law, Charlotte, N.C.
Juris Doctor, May 2017

Duquesne University, Pittsburgh PA.
Master of Arts, Leadership and Liberal Studies, August 2005

North Carolina Central University, Durham, N.C.
Bachelor of Arts in Theatre, May 2002

PROFESSIONAL EXPERIENCE

North Carolina Central University, Durham, N.C. September
2003 – Present

Marketing Coordinator, Distance and Online Education

Major responsibilities include writing and disseminating information in the form of press releases, feature stories, annual reports, case studies and web content. Coordinate all marketing, branding and social media efforts.

- Past, Area Specialist - Office of the Provost
Provided public relations and administrative support to the Office of the Provost.
- Past, Communications Specialist - NCCU Community Engagement Programs
Provided media, marketing and public relations support to community engagement programs supported by a grant from the W.K. Kellogg Foundation.

The Beulah Project, Durham, N.C.

January 2014 - Present

President and CEO

Responsibilities include managing 501 C-3 Non-profit organization, conducting community workshops, mediations and panel discussions centered on legal, arts and media related topics.

Jones-Bullock, PLLC, Laurinburg, N.C.

2015 – Dec. 2016

Legal Intern

May

Performed legal research and analysis related to family law matters. Under direction of firm's supervising attorney, drafted arguments for DSS hearings, drafted consent orders for custody cases, edited briefs for criminal appeals and assisted with law firms marketing efforts.

CERTIFICATIONS

N. C. Dispute Resolution Commission Certified Superior Court Mediator
Veterans Administration Certified Disability Claims Agent

TEACHING AND PRESENTATIONS

2017 – Presenter at the Rochester Teacher Center and Rochester Teacher's Association (Rochester, NY), Film Presentation and Q&A: "Hayti the Heritage – Durham, N.C. prior to the Civil Rights Era, Urban Renewal and Black Wall Street."

2014 – Moderator, "Move Durham Forward" Panel Discussion and Workshop on the legal standards for Probable Cause for Arrest and the Use of Deadly force by Police.

2012 – Presenter at the Georgia State University College of Education and The Benjamin E. Mays Endowed Chair Colloquium on Education: Research, Leadership and Community Solutions for Academic and Cultural Excellence (Atlanta, Ga.), Film Presentation and Q&A: "Hayti the Heritage – Durham, N.C. prior to the Civil Rights Era, Urban Renewal and Black Wall Street. "

2012 – Instructor, Center for Documentary Studies at Duke University, Durham, N.C. "Hayti the Heritage" – A Civics Course

2007 – 2009, Presenter, "Utilizing Self-discovery to become a More Effective Leader" N.C. Community College "Men are Nurturer's Too" Conference, Durham, N.C.

2006 – 2008, Guest Lecturer, (Leadership and Writing Workshop) Johnston Community College, Minority Male Mentoring Program

PUBLICATIONS

Books

Author, Looking Back to Move Forward – Reconciling the Past, Liberating the Future. Authorhouse Publishers, 2006, ISBN 1425926592

Featured, Be A Writer: Your Guide to the Writing Life! Proven Tips and Powerful Techniques to Help the Young Writer Get Started. Leverage Factory Publishers, 2006, ISBN 0977300005

Editor and Publisher Listing, Newspapers and Periodicals: A National Bibliography. Harvard University Press, 1998, ISBN 0674007883

Acknowledgement, Behind Closed Doors: The Addiction to Power and Control. Authorhouse Publishers, 2006, ISBN 1434301850

Newspaper and Magazine Articles

2003 - 2005, 2015 - 2016 - News and Observer, Raleigh, N.C.

- *Freelance Correspondent and Columnist. "Our Lives Column"*

1998 - The Network Journal, Brooklyn, New York

- Editorial Writer

1994 - 2000 - Urban Journal Magazine, Raleigh and Durham, N.C.

- *Publisher and Senior Editor*

1993 -1994 The Triangle Business Journal Weekly

- *Feature Writer*

Developed and wrote business related stories for weekly business journal

The Herald, Durham N.C.

- *Guest Columnist*

Feature article, "Film Curriculum Urged for N.C. Public Schools"

1990 - 1993 Inner City Magazine, New Haven, CT.

- *Feature Writer*

Researched, developed and edited feature, human interest, and entertainment articles

1990 - 1991 New Haven Register, New Haven, CT.

- *Editorial Writer*

TELEVISION AND VIDEO PRODUCTION EXPERIENCE

2003 - 2005 - University of North Carolina, Chapel Hill, N.C.

- *Producer and Host*

National Cancer Institute's "Five a Day" Body and Soul interactive DVD

1999 - Urban Journal On-location

- *Writer/Producer/Host*

WRPX Channel 47 (PAX) and WLFL- TV22 WB22

1997 – St. Joseph’s Historic Foundation and The Durham Human Relations Commission

- *Producer/Director*

Video documentary, “Crossing Community Borders” - video encouraging positive dialogue between The Triangle’s Latino and African American communities, funding provided by the North Carolina Arts Council

1996 – North Carolina High School Athletic Association

- *Director/Spokesperson*

Injury Assessment Study Video Project, funded by The University of North Carolina at Chapel Hill

1995 – “Respecting You and Me”, Wake County Public School System – Raleigh, N.C.

- *Writer/ Producer/Director*

Conflict resolution video for Middle and High school students

1994 - 1996 –Food Smart Project, University of North Carolina – Chapel Hill, N.C.

- *Director/Actor and Spokesperson*

Funded by the United States Department of Agriculture, video for an interactive computer program to provide tailored nutrition and food purchasing information to the general population, with a focus on Food Stamp and WIC Recipients

1993 – ABC affiliate WTNH-TV 8, New Haven Ct.

- *Producer/Writer*

Television special (“Imagine If...”) a 30-minute documentary highlighting area teens, local entrepreneurs and celebrity guests. The program aired on ABC affiliate station WTNH, New Haven, Ct.

SPECIAL SKILLS

Proficient in Lexis, Westlaw, Microsoft Word, PowerPoint, Excel, Desktop, Publishing, Public Relations, Media Relations, Social Media Management and general internet research, Accredited Veteran’s (V.A.) Appeals Claims Agent

PERSONAL

Interests include, social justice issues, community organizing, public relations, writing, photography, television and video production and non-profit management.

ORGANIZATIONS

Member, Durham County (Durham, N.C.) Juvenile Crime Prevention Council

Member, Amalgamated Publishers Inc.

American Federation of Television and Radio Artists (Eligible)

Member, North Carolina Writer's Network

KELVIN DE'MARCUS ALLEN BIOGRAPHY

Kelvin De'Marcus Allen is accomplished writer, producer and documentary filmmaker with numerous articles and essays to his credit. He has produced television specials and training videos for ABC affiliate station WTNH-TV, New Haven, Ct., the National Cancer Institute, and the University of North Carolina at Chapel Hill.

Allen's career began in 1986 when he was one of only six actors chosen from a field of 500 to serve as actors and community liaisons in Los Angeles, Ca. for Kaiser Permanente and the Children's Television Workshop, the producers of Sesame Street.

He is the author of the biopic ["Looking Back to Move Forward, Reconciling the past - Liberating the future"](#). The book is an authentic attempt to meaningfully gauge the effects of the past upon the present. In his unique exploration of selfhood, Allen risks it all as he divulges his family origins and breaks a socially-imposed silence with true stories that are oftentimes painful, heart-wrenching and haunting. Looking Back to Move Forward is a straight-from-the-belly exercise in purging.

Allen is also featured in Steve Peha and Margot Lester's book, ["Be A Writer: Your Guide to the Writing Life"](#) the book focuses on proven tips and techniques to help young writers get started.

In 1992, Allen's video documentary "Imagine If" won the Connecticut Higher Education Telecommunications Association's Screening Room Award for entertainment programming. To his credit, Allen has interviewed some of the most notable names in Arts/Entertainment, including actors **Ruby Dee, Ossie Davis, Spike Lee and Danielle Spencer-Fields**, filmmaker **Haile Gerima**, author and filmmaker, the late **Gordon Parks**, gospel music great **Rev. John P. Kee**, and up and coming conductor, **Andre Raphel**.

He is the producer and host of "Body and Soul" Peer Counseling training video, the National Cancer Institute's national campaign designed to encourage healthier eating habits among African Americans. The

interactive DVD is distributed nationally to churches and promoted on urban radio stations throughout the country.

Allen is a graduate of [North Carolina Central University](#) in Durham, N.C.; and holds a Master of Arts degree in Leadership and Liberal Studies from [Duquesne University](#) in Pittsburgh, Pa. Allen also holds a Juris Doctor Degree from Charlotte School of Law.

Currently, Allen is the Marketing Director for Distance and On-line Education at North Carolina Central University and the President and CEO of the Beulah Project, Inc. A not-for-profit organization whose mission is to create and sustain projects that empower people and communities through health, the arts, media and law.

Allen is also a North Carolina Dispute Resolution Certified Superior Court Mediator, and is also certified by the Veterans Administration to represent veterans seeking disability benefits.

Adjunct Instructor AY 2020-21

ALLEN BOSWORTH

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allbos5859@gmail.com • [LinkedIn: www.linkedin.com/in/allenbosworth/](https://www.linkedin.com/in/allenbosworth/)

Experienced President with a demonstrated history of working in the marketing and advertising industry. Strong business development professional skilled in Digital Strategy, Advertising, Integrated Marketing, Experiential Marketing, Social Media, and Mobile Marketing.

EXPERIENCE

FEBRUARY 2016 TO PRESENT

PRESIDENT, EP+CO GREENVILLE, SC AND NEW YORK, NY

JUNE 2011 TO FEBRUARY 2016

CHIEF OPERATING OFFICER, ERWIN-PENLAND, GREENVILLE, SC & NEW YORK

APRIL 1988 TO JUNE 2011

EVP, CO-FOUNDER, DIRECTOR OF CLIENT SERVICES, ERWIN-PENLAND, GREENVILLE, SC AND NEW YORK, NY

1983 TO 1988

ACCOUNT MANAGEMENT, DMB&B, NEW YORK, NY

EDUCATION

JANUARY 1983

MASTER OF ARTS, JOURNALISM (PUBLIC RELATIONS), UNIVERSITY OF GEORGIA, ATHENS, GA

MAY 1981

BACHELOR OF ARTS, JOURNALISM AND POLITICAL SCIENCE, UNIVERSITY OF NORTH CAROLINA, CHAPEL HILL, NC

ACTIVITIES

BOARD OF ADVISORS, UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL SCHOOL OF MEDIA AND JOURNALISM, 2017 - PRESENT

BOARD OF DIRECTORS, MARKETING COMMITTEE, CHARTER CLUB COUNCIL; STRATEGIC PLANNING AND ETHICS COMMITTEE, AMERICAN SADDLEBRED HORSE ASSOCIATION, 2015-PRESENT

Stephen L. Bouser
155 North Weymouth Road
Southern Pines, NC 28387
(910) 693-4399

Objective

Position as adjunct lecturer in journalism at the University of North Carolina-Chapel Hill

Employment History

The Pilot, Southern Pines, NC
Editor, current

The Salisbury Post, Salisbury, NC
Editor, former

USIA and USAID
1993-1997

Worked on media assistance programs for newly independent provincial programs in Russia and former Soviet republics

Newspapers in Wisconsin and Florida

U.S. Army
Trained as Russian linguist

Education

Southwest Missouri State University, Cape Girardeau, MO

Highlights of Interests and Accomplishments

Plays and screenplays, including:

“Senator Sam,” which has been produced several times
“Ben,” now being prepared for production

Books, including:

Non-fiction, on mysterious death of young heiress
Non-fiction, of experiences in Russia (in progress)

Numerous commentaries for NPR’s “All Things Considered”

MARK D. BRIGGS

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University Place, WA 98466

briggs@alumni.unc.edu
(253) 304-1817
@markbriggs

Education

University of North Carolina
Chapel Hill, N.C., May 2000

- M.A., Journalism and Mass Communication.

Gonzaga University
Spokane, Wash., May 1991

- B.A., journalism

Honors and Awards

Presstime magazine
"20 under 40" list for 2007

Digital Edge Awards
First place, Most Innovative Use of Digital Media, 2003

Digital Edge Awards
1st place, Public Service, 2002.

James K. Batten Innovator Award
Chapel Hill, N.C., 2002

Online Journalism Awards
Finalist in Affiliated Service Journalism, 2001.

Council for the Advancement and Support of Education
Grand Award recipient for magazine writing, 2001.

Grants awarded

Park Fellowship, Chapel Hill, N.C.

- Tuition, \$10,000 annual stipend, plus research funding while pursuing master's degree.

Speaker/Panelist

For most recent appearances, see journalism20.com/blog/appearances/

Volunteer

Board of Directors, Children's Museum of Tacoma, 2004-2010

Board of directors, Investigate West, 2011-2014

KING Broadcasting

Seattle, Wash.

Director of Digital Media managing and directing all web, mobile and social media operations at TEGNA-owned TV station. The flagship website, www.king5.com, was recognized with Edward R. Murrow award for Best Local News Website in Large Market.
June 2010-present

Poynter Institute

St. Petersburg, Fla.

Ford Fellow for Entrepreneurial Journalism assisting in planning, organizing and executing entrepreneurial programs, including three on-site week-long seminars per year, NewsU webinars and occasional contributions to www.poynter.org.
July 2010-2012

Journalism 2.0 / Journalism Next / Entrepreneurial Journalism

Author of three books: "Journalism 2.0: How to survive and thrive in the digital age," published by J-Lab and the Knight Citizen News Network in 2007 and downloaded as a PDF more than 200,000 times in English, Spanish and Portuguese; "Journalism Next," an updated and expanded version published by CQPress in December 2009; and "Entrepreneurial Journalism: How to Build What's Next for News," published by CQPress in 2011. Accompanying blog and more information can be found at www.journalism20.com.

Serra Media

Seattle, Wash.

CEO and co-founder of technology company developing interactive web applications and mobile solutions to build community for hyperlocal news, information and shopping and help companies capture local advertising dollars shifting from traditional print publications.
February 2008-June 2010

The News Tribune

Tacoma, Wash.

Assistant Managing Editor for Interactive News and Content and Strategy Manager leading the company's push for audience and interactivity online. Editor of thenewstribune.com and advisor to the newspaper on new business opportunities online.
June 2004-October 2008

Seattle University

Seattle, Wash.

Adjunct professor for the Communication/Journalism Dept., leading a 300-level class on the basics of web page design and print design. Taught Photoshop, Dreamweaver and QuarkXpress.
September 2002-May 2006

The Herald

Everett, Wash.

New Media Editor and Director charged with extending the newspaper's reach and maximizing interactivity through new technology. Responsible for financial performance; helped turn a negative cash flow into the most profitable division of the newspaper. Web traffic increased 300%.
June 2000-June 2004

Lindsay Carbonell

Product Manager, Front End Engineer, Journalist.

EXPERIENCE

- Apr 2019 – present
Morrisville, NC
(remote; office based in Arlington, VA)
- American Press Institute**
success engineer, Metrics for News
- Manage the technical needs of Metrics for News partners, from setup to bug fixes to feature development. Complete technical tasks using PHP, HTML/CSS, JavaScript, Git, AWS, MySQL, and more.
 - Lead the product development of Metrics for News using industry and user experience research. Develop several in-depth redesigns and features for the product in response to partner needs and meeting industry demand.
 - Manage technical contractors, assign tasks to internal team and external individuals and agencies, write statements of work and job descriptions, and more.
- May 2018 – Mar 2019
Morrisville, NC
- Atlantic BT**
front end web developer
- Worked with clients to build clean, responsive, efficient websites that served their needs. Clients included Red Hat, Blue Cross Blue Shield of North Carolina and Campbell University.
 - Communicated directly with project managers and clients to brainstorm technical solutions. Worked internally with sales to develop innovative presentations to present to potential clients.
- Sept 2017 – Apr 2018
Raleigh, NC
- EducationNC**
web developer, product developer
- Pioneered the product development of Reach NC Voices, a platform utilizing data analysis and SMS to survey hundreds of users across North Carolina to get their input on education policy issues. Co-led the product's first week-long product design sprint and led the user testing for the resulting prototypes.
 - Designed and built visual web presentations and data visualizations for EdNC.
- June 2017 – Aug 2017
Chapel Hill, NC
- The UNC Center for Innovation and Sustainability in Local Media**
database manager
- Designed the schema of, cleaned and migrated a dataset of U.S. newspapers into a **SQLite** database.
 - Developed a **Flask (Python)** application to facilitate the merge of two datasets on a composite id.
 - Built a prototype for a chatbot using **Node.js**, **Chatfuel**, **Microsoft QnA Maker** and several other APIs.
- May 2017 - June 2017
New York, NY
- The New York Times Student Journalism Institute**
data journalist
- Collaborated with a reporter to produce a data story in a two-week long program through the New York Times.
 - Used **SQL** and **Node.js** to clean a dataset about school bus breakdowns in New York City.
 - Created visuals to accompany the written story using **D3**, **LeafletJS**, and **Mapbox**.
- Jan 2017 - May 2017
Chapel Hill, NC
- UNC's "Cuba's New Wave"**
lead developer
- Led a team of 4 developers to work with designers and reporters to build a multimedia website about youth in Cuba. Used a branching environment with **Git/GitHub**.
 - Set development timelines, enforced code conventions, divided development among team members.
 - Built a lightweight CMS using **Node.js**, **Express**, **EJS**, and the **Google Drive API**.
- Awards won: ONA 2017 David Teeuwen Student Journalism, BEA Student Interactive Multimedia/Emerging Technologies*
- June 2016 – Aug 2016
Austin, TX
- The Texas Tribune**
data visualization fellow
- Pitched, designed and programmed data visualizations in **Node.js** templated with **Nunjucks**.
 - Collaborated with journalists in the newsroom to decide the best visualizations to accompany stories.
 - Wrote scripts to analyze datasets in **Google Sheets** and worked with larger datasets being scraped with **Django**.

EDUCATION

University of North Carolina at Chapel Hill | May 2017
BA in Interactive Programming, School of Media and Journalism

Marshéle Carter Waddell

P.O. Box 1103
Chapel Hill, N.C. 27514
719-440-1000
lmwaddel@live.unc.edu

International speaker and non-profit organization founder/president with more than 30 years of experience in all aspects of public relations management and team leadership, including:

Integrated Marketing Campaigns
Corporate Identity/Promotion
Strategic Corporate Communication
Crisis Communication

Marketing and PR Research
Media Relations
Social Media Management
Cause Marketing Campaigns

PROFESSIONAL EXPERIENCE

NON-PROFIT ORGANIZATION FOUNDER AND PRESIDENT (2002-PRESENT)

Hope for the Home Front, www.hopeforthehomefront.com

501(c)3 non-profit organization serving military families of combat veterans

- Primary media contact, proficient in delivery of live TV and radio interviews
- Cause-marketing strategist for post-traumatic stress disorder and traumatic brain injury issues in military service members and families
- Advocate on Capitol Hill and in the White House
- Keynote presenter for any size audience
- Author of organizational web content, social media platform and publicity
- Manager of donor relations and fundraising efforts

AUTHOR AND MOTIVATIONAL SPEAKER (1989-PRESENT)

- Four-time published author, newest release March 2013: *Wounded Warrior, Wounded Home: Hope and Healing for Families Living with PTSD and TBI* (Revell Books/Baker Publishing Group)

FOUNDER, MEDICAL MARKETING OF ARIZONA (PR AGENCY) (1986-1989)

- Developed corporate identity, logos, brochures, media relations, corporate newsletters, community educational seminars, and radio and television ads for 35 Phoenix physicians and attorneys

DIRECTOR OF MARKETING AND PUBLIC RELATIONS (1985-1988)

Center for Sports Medicine and Orthopedics, Phoenix, Arizona

- Initiated and directed all community and media relations and advertising for state-of-the-art sports medicine complex and nine physicians who served professional and amateur teams

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Marshéle Carter Waddell

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PUBLIC RELATIONS ASSISTANT (1984-1985)

Coronado Hospital
Coronado, California

EDUCATION:

M.A., Mass Communication, Strategic Corporate Communication

- School of Journalism and Mass Communication
University of North Carolina-Chapel Hill
- Expected Graduation Date: May 2014

B.A., Journalism, 1984

- Walter Cronkite School of Journalism and Mass Communication
Arizona State University

References Available Upon Request
Available for Relocation

P.O. Box 1103, Chapel Hill, N.C. 27514
P: 719-440-1000
lmwaddel@live.unc.edu
marshele.waddell@hopeforthehomefront.com

Madison Cavalchire

3934 Wentworth Drive
Durham, NC 27707
mcavalchire@yahoo.com
(919) 208-7810

Education

University of North Carolina at Chapel Hill, 2012 – 2016

Bachelor of Arts in Media and Journalism, Broadcast and Electronic Journalism Specialization

- Tucker Family Scholarship Award Recipient
- Second Bachelor of Arts in Spanish

Work Experience

Spectrum News (News 14 Carolina), Raleigh NC

On-Air Reporter, July 2017 – Present

- Generate and develop story ideas using beat sources, contacts, and leads
- Write, shoot, edit, and report news stories within a deadline of a few hours
- Produce and promote enterprise segments/series
- Edit stories using non-linear editing systems (Final Cut and Dalet)
- Write web articles and post to website and social media accounts

13WMAZ Eyewitness News, Macon, GA

On-Air Reporter/Fill-in Anchor, July 2016 - June 2017

- Pitched story ideas for the daily newscasts
- Found people to interview, shot, wrote, and edited my own stories
- Completed daily story assignments for the 5 and 6 p.m. newscasts
- Researched and public records requests for investigative pieces
- Live reports in the field
- Fill-in anchor experience

CBS 17 News (Formerly WNCN), Raleigh, NC

Reporting Intern, August 2015 - December 2015

- Shadowed reporters in the studio and in the field
- Wrote, edited, and produced stories
- Live reporter for intern newscast

Other Experience

The Carolina Hurricanes, Raleigh, NC

Professional NHL Cheerleader, August 2012 - August 2015

- Interacted with fans as a professional cheerleader
- Hosted special events, sold promotional items

Burch Field Research Seminar, Spain and Germany

Honors Scholar, summer 2015

- Traveled to Spain and Germany with a team of professors, journalists, and environmental scientists to interview, write, and report for *Transition Magazine* on the emerging renewable-energy revolution in Europe
- Acted as a translator in the field (Spanish to English and English to Spanish)

Skills

Spanish

Production software: EDIUS, Adobe Premiere, Adobe Audition, Inception, ENPS, TVU, LiveU

Finn Maguire Cohen

646.510.4096
523 Dixie Trail
Raleigh, NC

finncohen@gmail.com

Apple News, Sept. 2017-Feb. 2018

- **Editor, Apple News**, a curated news source for all iPhone and iPad users. This job involves curating the best news stories of the day into batches, coordinating features tailored to readers' preferences, and building special packages around a specific topic by coordinating with our publishing partners.

The New York Times, Feb. 2011-Sept. 2017

- **Editor, Arts & Leisure**, the Culture desk's weekly print features section; responsible for editing and writing features in Pop, Film, Television, Classical, Dance, Art and Theater genres; coordinating print/digital assignments; working with designers on print layout; digital presentation of print stories.
- **Editor with NYTNow**, an iPhone app for The Times that served as an incubator for the company's current mobile app. This role included a 6-month period of testing with designers, editors, management and iOS developers before launch. Work involved rewriting headlines and summaries to reflect sharper focus of individual Times articles as well as curation of content from around the Web for an Editor's Picks section of the app.
- **Homepage Editor**, responsible for production, layout and design on www.nytimes.com; responsible for maintaining content of homepage, writing/editing all headlines and summaries on the page, selection and cropping of photographs, slideshows, multimedia; edited initial web submissions from correspondents around the world for breaking news; coordinated with editors in Hong Kong, London and Paris on breaking news stories from Asia, Europe and the Middle East; served as de facto slot editor for the entire Web site, coordinating changes with various desks and adding corrections when necessary
- embedded with Metro copy desk for 6 months to learn The Times's style; worked closely with reporters on daily stories and enterprise features
- worked all shifts on multiple desks (Foreign, Politics, National, Sports, Metro, Opinion, Video) in a 24-hour newsroom; trained new hires to work all shifts.
- Familiar with Adobe Photoshop, Adobe InDesign, Final Cut Pro.

The Moscow Times, Moscow, Russia, 2008-2010

- **Web Editor**: assisted with restructuring of web site, including development of media content for Sept. 2009 launch of new site
- responsible for maintaining content of site, editing wire and staff stories, working with staff photographers, supervising and training deputy web editors, coordinating marketing plans with advertising department, updating all social networking aspects of site.
- **Copy Editor**: edited all exclusive web content from columnists, created unique web photogalleries from staff photographers' work
- proofread and corrected all print articles for style and grammar
- wrote numerous articles about arts, music, culture, real estate, education ([archive](#))

- developed page layouts in Adobe InDesign, edited articles as needed
- conducted interviews in Russian, helped with translations and transliteration in staff stories

FREELANCE JOURNALIST

- [Complex.com](#), NY — [feature](#) on Swedish label Sincerely Yours, [exclusive interview/feature with Max B](#) July 2013; frequent blog posts for the City Guide about film, music, city events all over the U.S. and in Moscow (2010-current)
- [The Moscow Times](#) — copy editing and reporting for special financial supplements (2010-2011)
- [Pitchfork Media](#) — 5,000-word [feature](#) about Moscow's electronic music scene (2010)
- [Element Moscow](#) — film reviews, club reviews, short color pieces (Sept. 2008-April 2010)
- [Independent Weekly](#), Durham, NC — features, interviews, editing of special student issues (2001-2008; [archive](#)).

ENGLISH TEACHER/TRANSLATOR *Sept. 2008-August 2010*

- taught basic grammar and conversation to private students
- assisted Moscow-based linguistics professor with translation of academic articles
- translated articles from Russian into English (and copy edited them) for several design firms

TEACHING ASSISTANT, Film/Video/Digital Program, Duke University

Fall 2007 (Introduction to Film Animation)

Spring 2008 (Intermediate Animation, Film/Video/Digital Production)

- assisted professors with lectures, equipment and syllabus
- assisted students with technical and aesthetic aspects of production, including camera operation and editing with Final Cut Pro
- coordinated editing and presentation of students' final projects
- proofread papers and gave students feedback on style, content, and grammar

Education DUKE UNIVERSITY, Bachelor's Degree in Music, Trinity College 2007

- Dean's List 2005, 2006
- Benenson Arts Award 2006
- MacAnderson Foreign Language Scholarship 2006

Languages **RUSSIAN and FRENCH, advanced; TURKISH and SPANISH, beginner**

Bill Cokas
12212 Fieldmist Drive
Raleigh, NC 27614
919.961.6126
bill@margawriterville.com

Key Objective

Rid the world of bad advertising, one idea at a time.

Summary of Qualifications

Since being “sent back to school” and teaching copywriting to idealistic UNC students, I have renewed hope in my ability to achieve my objective. Primarily because in imparting my so-called wisdom, I found it necessary to return to the basics of what the business is all about: making a memorable, relevant promise and keeping it.

Achievements

- Conceived original TV, print and radio campaign to launch McLean Deluxe, **McDonald’s** lowfat hamburger. Trial response was overwhelming, and reaction was immediate and unforgiving.
- Created “direct sell” TV, print and radio campaign for the **Amway Corporation** in the Raleigh-Durham test market. After a pronounced spike in new business, Amway rolled the campaign out in three other markets with similar encouraging results, but ultimately decided to revert to its longstanding “curiosity” approach.
- Worked with the owners of **Rocky Top Hospitality**, then a Raleigh-based company with one restaurant, to establish distinct personalities for each of their restaurant concepts. Based on strictly a menu, provided name and logo for each concept along the way. The relationship eventually grew to encompass seven distinct concepts.
- Reinvigorated the struggling **American Tourister** brand of luggage by updating its classic “gorilla” commercial on TV and in print for a new generation.
- Shaped **Builders Mutual Insurance Company’s** parity workers’ compensation insurance policies into strong, identifiable brands (WorkSafe and Builders Best). On the strength of these brands, they have become the largest writer of workers’ comp in North Carolina and have since expanded into seven other states.

Professional Experience

Strategic Insights, Raleigh, NC (www.strategicinsights.net)

1/97-present

Creative Director/President

- Shape clients’ strategies, manage creative department, drive conception of marketing materials and uphold exceptionally high creative standards. Question clients’ motivations when presented with benefit-free messages to execute. Bring proprietary philosophy of *Vibrant Brand Personality* to bear for small and mid-sized companies. Demand consistently refreshing and memorable work for all clients, including Builders Mutual, Amway, First Citizens Bank, Salesforce.com, KIOTI Tractors, SAS Institute, Cisco Systems, Eaton, CareFirst Animal Hospitals, British Standards International, RapidXchange and the restaurants of Rocky Top Hospitality.

University of North Carolina at Chapel Hill, Chapel Hill, NC (Top 5 Journalism School)

1/01-present

Adjunct Professor of Copywriting and Advertising Campaigns

- Introduce beginning writers to fundamentals of creating effective, memorable advertising and crafting a strategically sound campaign. Open forum lectures cover print, broadcast, direct, retail, promotional, out-of-home, alternative, digital and social media. Semester culminates in a multi-media campaign presentation judged by actual clients.

Leo Burnett USA, Chicago, IL

6/88-1/97

Vice President/Associate Creative Director

- Solved creative challenges in arresting and persuasive ways, often bending strategies to make a better connection with the consumer. Worked in a partnership with an art director, guided by a creative director. Produced numerous effective and award-winning print, broadcast, direct mail and out-of-home executions and campaigns for national and worldwide clients as McDonald's, Heinz, Samsonite, Nintendo, Kellogg's, American Tourister and the Lincoln Park Zoo.

Recognition, 1988-present

- Triangle Addy Awards
- Davey Web Award
- Restaurant Industry Association Awards
- District Gold Addy
- Vision Awards
- Telly Awards
- Silver Microphone Awards
- New York Festivals
- London International Advertising Awards
- Mobius Awards
- Creativity 26
- Chicago International Film Festival
- Cannes Television Finalist
- Clio Television Finalist
- Zigmund's Quarterly Karaoke Championship
- *Biggest Parrothead in the Triangle*, Raleigh News & Observer

Assorted Taglines

- *After Billions and Billions, Another First.* (McDonald's McLean Deluxe)
- *Life is Hard. Don't Go Soft.* (Samsonite Hardside Luggage)
- *Making Travel Less Primitive.* (American Tourister Luggage)
- *The Perfect Place to Coast.* (North Carolina's Brunswick Islands)
- *Right By You.* (Fidelity Bank)
- *Big Time Beer. Small Town Soul.* (White Street Brewing Co.)
- *Where Builders Come First.* (Builders Mutual)

Education, etc.

UNC-Chapel Hill, Chapel Hill, NC, B.A. in Journalism, Advertising Valedictorian

The Man from UNCLE, daily comic strip in the Daily Tar Heel

The Daily Tar Heel, Staff Editorial Cartoonist

Freelance illustrator

Novelist: [*Ring of Fire*](#) and [*Battle Axe*](#)

TIMOTHY CROTHERS

tcrothers@aol.com
117 North Street
Chapel Hill, NC 27514
(919) 969 8915

PROFESSIONAL EXPERIENCE

SPORTS ILLUSTRATED

Senior Writer

1994-2001

As one of 25 senior writers at the magazine, report and write on a wide range of sporting events, personalities and issues. Current focus is on college basketball and football. Past subjects have ranged from the Tour de France to Tiger Woods to Washington Generals coach Red Klotz.

CNNSI/CNNSI.COM

Contributor

1997-2001

Tape television reports on baseball and college basketball. Host a weekly internet chat during basketball season.

SPORTS ILLUSTRATED

Reporter

1988-94

Joined the staff as a reporter, a position that includes mostly fact-checking and research. Also wrote stories and columns.

THE DURHAM MORNING HERALD

Sportswriter

1986-88

After working part-time during college, joined the staff full-time following graduation. Beats included North Carolina Central University and the Durham Bulls.

THE DAILY TAR HEEL

Assistant Sports Editor

1984-1986

Covered a variety of UNC sports. Edited and laid out pages, as well as recruiting and hiring writers for the sports desk.

WXYC

Broadcaster

1985-1986

Provided play-by-play and color commentary for lacrosse and baseball games on the campus radio station.

BOOKS WRITTEN

- Greatest Athletes of the 20th Century
Bishop Books, Inc., 1999
- Greatest Teams, The Most Dominant Powerhouses in Sports
Bishop Books, Inc., 1998

EDUCATION

B.A., English, University of North Carolina, 1986
UNC Study Abroad Program. Montpellier, France, 1983-84

REFERENCES

Greg Kelly, Sports Illustrated, Senior Editor • (212) 522 5782
Morin Bishop, Bishop Books, Inc., President • (212) 254 6282
Mick Mixon, Broadcaster, Tar Heel Sports Network and UNC Guest Journalism Professor • (919) 968 8383

Cate Doty

1307 Crabapple Lane, Raleigh, N.C. 27607 | 917.627.6705 | mcdoty@gmail.com

Cate Doty is a veteran content strategist, journalist and writer, with 18 years of experience in major media and technology markets. Her expertise runs from covering national politics, business, food and agriculture, to marketing emerging and established technologies to new and diverse audiences. She is deeply versed in media ethics and trained in Agile principles.

Ketchum, Raleigh, N.C.

2018-present

Vice president, content strategy, Financial and Professional Services

- Serve as a content strategist and counselor across several large accounts. Author and direct communications plans, messaging, op-eds, and other media support. Support clients involved in M&A, financial services, technology, energy, healthcare, human capital/workforce issues, diversity and inclusion, cybersecurity, and economic development.
- Special focus on technology matters, including cloud and analytics, and workforce matters, including Future of Work strategy and diversity and inclusion.
- Support CEOs and other C-Suite executives with developing their authentic voice and messaging.
- Co-lead Deloitte Consulting and Deloitte Services client as part of national team.
- Create long-term go-to-market strategies and content and collateral, including thought leadership whitepapers/POVs, handouts, and other printed, digital and social media materials.
- Participate in new business development and mentoring junior staff.

Red Hat, Raleigh, N.C.

2017-2018

Content strategist, Marketing and Communications team

Served on a small team to execute Red Hat's website redesign.

- Built messages and content strategies for the brand, both for customers and a broader audience.
- Created consistent marketing content, telling the Red Hat and open-source stories in partnership with in-house marketing teams, business units, subject matter experts and stakeholders. Translated business and technical information into clearly written, understandable and shareable content for a non-technical audience.
- Develop content to establish value with customers and optimize the customer's buying journey to buying Red Hat's products.
- Worked with data analysts, SEO, and on-site search experts, as well as user experience teams, to identify clear goals for marketing content. Evaluated performance vs. goals.
- Used Agile principles, work in three-week sprints on a cross-functional team, including user experience designers and resource managers.

The New York Times, New York, N.Y.

2002-

2016

Senior staff editor, Food section and NYT Cooking

2014-2016

Founding editor of the NYT Cooking iOS app and website. Designed and executed editorial strategy for NYT Cooking, growing it to a monthly user base of 8 million unique visits and 400,000 habituated users.

- Social media strategy: managed social-media team of five, working to expand the product's presence on major social platforms as well as emerging social products.
- Content production and management: assigned and edited Cooking guides written by Times reporters and freelancers, including Melissa Clark, Alison Roman and Sam Sifton.
 - Contributed ideas and guidance for planning of weekly print edition of the Food report.
 - Assigned, edited and promoted six weekly newsletters by Food Editor Sam Sifton.
 - Developed SEO-optimized online how-to reports geared to novices and experienced cooks.
 - Worked with stylists, video producers and photographers on visual concept and execution of guides, pursuing and maintaining visual style and goals.
 - Managed Thanksgiving digital report and online-only coverage.
- Data Analytics: using data generated daily by Google Analytics, coordinated messaging to increase traffic from social platforms and editorial to both the Food report and the Cooking site. Led weekly meeting on metrics and traffic.
- Database: edited recipes and led management of 17,000-recipe database.

Staff editor, nytimes.com, International and National News print editions

2009-2014

- Edited and produced nytimes.com using Scoop, the Times' proprietary content management and custom publishing system.
- Worked with masthead and executive editors to determine the most important news of the day, identify supporting illustrations and then frame in a successful digital atmosphere. Content changed regularly depending on breaking news. Managed the international home page on the night of Osama Bin Laden's death. Worked on coverage of the Newtown, Conn., mass shootings.
- On nightly deadline, edited articles, designed content for visual presentation and wrote headlines and all pagework for the International and National newspaper editions.
- Monitored media for developing news stories. Summarized articles, wrote headlines and performed essential editing; edited photographs and produced slide shows and podcasts.
- Managed reporting teams and edited state-level reporting for midterm elections in 2012/2014.

Researcher/assistant

2002-2009

- General assignment reporter/researcher for the National, Business, Metro, Regional and Politics desks, with contributions to coverage including coverage of Hillary Clinton and Barack Obama during the Iowa political caucuses; the Virginia Tech shootings; Black Friday shopping, lead of the Business section; and The Scripps/Howard National Spelling Bee.
- Performed research, reporting and logistical support for national columnist Dan Barry.
- Helped coordinate operations at the 2008 Democratic and Republican National Conventions.
- Provided support for breaking news operations, including Hurricane Katrina.

Education and Awards

- B.A., Journalism and Mass Communication, The University of North Carolina, Chapel Hill, N.C.
- William Randolph Hearst Foundation Awards, 2000- 2002: Awards for national writing, editorial writing and spot news competitions.

Peter Doyle:
e-mail peterdoyle@bellsouth.net : cell (310)993-2763
<http://www.linkedin.com/in/peterjdoyle>

Summary

Award winning multi-media producer, journalist and communications specialist with extensive experience in television news and documentaries, corporate communications, digital media, licensing and marketing in the US and Europe.

Highlights

Digital Media and Multi-Platform Marketing: 2006-2019

Created the first sponsored digital media channel designed to accelerate the commercialization of promising technologies <https://www.scifin.net> Technologies licensed and funded, clients include; NASA, Department of Defense, SAIC, GSK, Deloitte, Wake Forest University, UNC, NC State, ECU, North Carolina Biotechnology Center.

News and Science Journalism: 1995-2005

Award winning television journalist for WGBH Nova, CBS News, NBC News, and MSNBC in New York covering major domestic and overseas news events such as; 911, Iraq War, kidnappings, climate change, hurricanes, scientific breakthroughs and criminal cases.

Media Consulting: 2009-2019

Advised production companies on marketing and promotion of media properties, designed new digital media vehicles for more effective communication, wrote proposals, PR campaigns and oversaw production of pilots and metrics, clients include; COMSOL, NOAA, Arbovax, Intercell, Allergy Partners, Case Consulting, Agile Sciences.

Lecturer 1990-2017

Adjunct Professor Stage and Screen, Western Carolina University, Cullowhee NC
Guest Lecturer, Science Journalism, UNC Chapel Hill, NC
Guest Lecturer, UNC Kenan-Flagler, Entrepreneurs and Start-Up Marketing
Lecturer, Institute of Audio Video Engineering, Hollywood, CA

Documentary Producer/Director/Writer: 1992-2004

Producer/Writer/Director for five documentary series on A&E and The History Channel: Biography, Time Machine, Ancient Mysteries, Civil War Journal and Save Our History. Series Producer for Discovery, National Geographic and TLC: New Detectives, Demolition of The Kingdome, Cancer and Interpol.

Other

Radio

Music Director KFOX Redondo Beach, California, Airborne Traffic Reporter KABC Los Angeles
On Air Personality KCRW Santa Monica

Education

Masters of Liberal Arts and Science, University of North Carolina
Certificate Climate and Society, University of North Carolina
Bachelor of Science Chemistry, University of Durham, UK

Awards

AAAS Excellence in Science Reporting 2006, CINE Nova 2005, 2 National News and Documentary
Emmys Nominations 2002, PRCA 2000, 2 Tellys 2007

Memberships

Society of Professional Journalists
Judge International Emmys 2003-2004

Publications

Reporter: Lewisboro Ledger

Columnist: Innovation Excellence

Author: "Massive Open Online Courses: Will they create greater opportunity of inequality", "Why
Do People Vote Against Their Own Self Interest"

[https://www.questia.com/library/journal/1P3-3775850501/massive-open-online-courses-will-they-
create-greater](https://www.questia.com/library/journal/1P3-3775850501/massive-open-online-courses-will-they-create-greater)

References on Request

melissa eggleston

704-280-9080

melissa@melissaegg.com

UX DESIGNER, RESEARCHER, STRATEGIST

4000 Inwood Drive, Durham, NC 27705

Summary

Versatile and collaborative user experience professional with more than 9 years creating data-informed design and content solutions for organizations of all sizes. Seeking a challenging UX role to solve interesting problems.

Areas of Expertise

- Human-centered design
- Qualitative and quantitative research
- Data analysis and synthesis
- Content strategy/information architecture
- Agile and Lean UX methods
- Mobile/multi-platform solutions
- Workshop facilitation for all size groups
- Ecommerce, financial services, sports

Relevant Experience

UX Director, Teamworks, July 2018 - present.

Senior UX Designer, Teamworks, December 2017 - June 2017.

Started the UX practice at this sports tech startup, helping increase revenue and retain clients in collegiate, professional, and emerging markets.

- Conducting generative, formative, and evaluative research working cross-functionality across the company to uncover critical insights for each Department
- Helping product managers incorporate UX into the Agile process as well as learn the value of early-stage research and regular usability testing

UX Researcher, Lenovo, Apr. 2017 - December 2017.

Planned and conducted qualitative and quantitative research as a member of Lenovo's Global Ecommerce User Experience Team.

- Made data-informed design recommendations to reduce friction and better website user experience to increase sales
- Increased understanding of target audiences and the importance of early-stage UX research among internal stakeholders across departments

UX Consultant and Content Strategist, Eggleston Multimedia, Sept. 2012 - December 2017.

Improved the software, websites and apps of businesses, universities, and non-profits. See example projects at www.melissaegg.com.

- Responsible for UX design, research, information architecture, workshop facilitation, and/or content strategy for more than 20 digital projects
- Provided UX, analytics, and content services for two national digital agencies

Relevant Experience Continued

UX Researcher and Content Strategist, UX-Shop, Apr. 2015 - Aug. 2016.

Part of an interdisciplinary collaborative of UX experts in the Triangle.

- Led UX research and content strategy efforts to deliver recommendations to clients, collaborating with a visual designer and information architect
- Conducted UX research for products such as an iPhone app, a research database as well as for marketing and ecommerce websites

Communications Specialist, Duke University, Oct. 2009 - May 2013.

Responsible for all digital strategy and communication for Duke's Department of Economics.

- Planned and executed all digital communication for the Department
- Conducted qualitative and quantitative research to improve the Department website
- Trained other staff on topics such as photography, copywriting, SEO, and UX

Recent Teaching & Speaking Experience

(upcoming) Workshop facilitator, Agile Alliance, Washington, DC, August 2019

Workshop facilitator, UX Camp DC, January 2019

Teacher, Intro to UX, Girl Develop It, Oct. 2015 - Dec. 2018

Speaker, All Things Open Conference, Oct. 2018

Speaker, Google Developers Group, Sept. 2018

Speaker, edUI Conference, Sept. 2017, Sept. 2016

Speaker, Content Marketing World, Sept. 2017

Speaker, NCCASA Conference, May 2017

Speaker, High Five Conference, March 2017, March 2016

Professional Service

Speaker Selection Committee, Triangle UXPA UX Y'all Conference, Jan. 2019 - present

Communications Committee, Women in Sports and Events, Raleigh, March 2019 - present

Co-Founder and Co-Organizer, Ladies that UX Durham, Oct. 2015 - Oct. 2018

Teacher and Event Organizer, Girl Develop It Raleigh Chapter, Aug. 2014 - Dec. 2018

Best Practices Committee, Content Strategy Alliance, May 2014 - April 2017

Education & Professional Training

Service Blueprinting, ROI of UX, Nielsen Norman Group Training, Fall 2018

The Course for Human-Centered Design, IDEO/Acumen Design, Fall 2016

Research Methods, UNC-CH School of Information & Library Science, Fall 2014

MA in Visual Communication, UNC-CH School of Media & Journalism, Aug. 2017 - May 2009

Intermediate Economics, San Francisco State University, Fall 2005

CFP Courses, College for Financial Planning, Denver, Colorado, Fall. 2000 - Fall 2002.

BA in Philosophy, Minor in Spanish, Davidson College, Davidson, NC, August 1993 - May 1997

David Francis

1.202.492.4922 | dcfranci@gmail.com | www.linkedin.com/in/david-francis-jr/

International Journalist

PRINT | MEDIA | PUBLIC SPEAKING | WEBSITES | BLOGS | NEWS

- Widely sourced and experienced around the world, including Afghanistan, the European Union, Central America, and Africa. Covered over 15 countries in both print and digital media.
- Proven website traffic generator on multiple news sites, increased readership as much as 40%.
- Media appearances on the BBC, NPR, ESPN, Voice of America, and others averaging more than ten appearances annually.
- Presenter and trainer for events holding up to as many as 500 attendees.

Work Experience

Freelance Writer/Editor/Researcher

2007-Present

- Reported from around the world on a wide array of topics including European politics and culture; crises in Nigeria, Mexico, and Afghanistan; global economics; and international politics.
- Appeared as a commentator on radio and television programs.
- Reported regularly for the following media outlets: Christian Science Monitor, Correspondent; The Fiscal Times, Editor-at-Large; Business Insider, Contributing Writer; World Politics Review, Contributing Writer; Pittsburgh Post-Gazette, Contributing Writer; SportsIllustrated.com, Contributing Writer; Financial Times Deutschland, Correspondent, Berlin; Deutsche Welle, Correspondent, Germany
- Launched numerous marketing and social media campaigns that increased engagement by as much as 40%

Foreign Policy Magazine

2014 – 2017

Senior Writer - Washington, D.C.

- Cover trade and global finance. Topics include sovereign debt crises, China's economy, and U.S. fiscal and monetary policy, among others.
- Oversaw "The Cable," Foreign Policy's breaking news blog. Wrote news and analysis pieces on the American perspective on international news and longer features for FP.com and for the magazine.
- Wrote "The Situation Report," a daily national security brief and FP.com's most widely read newsletter, sent to 165,000 subscribers each morning. Generated 40,000 new subscribers in six months and averaged 23 percent open rate.

Center for Transatlantic Relations, Johns Hopkins University School of Advanced International Studies (SAIS) and The Brookings Institution

2015 – 2018

Fellow - Washington, D.C.

- Moderate panels, provide analysis on transatlantic affairs, host events.
- Conduct research on relevant topics, including the Syrian refugee crisis, Greek finance, NATO, and other European affairs.
- Head speaker at Johns Hopkins University SAIS, "Europe's Relations with Russia and China"

European Council on Foreign Relations

2013

Richard Holbrooke Journalist-in-Residence - Berlin

- Conducted in-depth research on the rise of al Qaeda in Africa, EU-U.S. counterterrorism strategies, NATO, and the rise of hackers in Eastern Europe. Reported from Europe and East Africa.

International Reporting Project, Johns Hopkins University SAIS

2011 – 2012

Visiting Scholar - Washington, D.C.

- Conducted research on al-Shabab, Boko Haram, and other emerging extremist groups around the world.

Washington Examiner 2006 – 2007
 Senior Business Reporter / Demographics Reporter / U.S. Senate Campaign Reporter /Arlington / Alexandria, Va.
 Reporter – Washington, D.C.

National Journal Group 2005 – 2006
 Staff Writer, *Global Security Newswire* - Washington, D.C.

Inside Washington Publishers 2004 – 2005
 Associate Editor, *FDA Week* / Associate Editor, *Inside OSHA* / Associate Editor, *InsideHealthPolicy.com* -
 Washington, D.C.

Education

UNIVERSITY OF NORTH CAROLINA, Kenan-Flagler Business School- Chapel Hill, NC 2018
 Masters of Business Administration (MBA), GlobalOne Executive Program

- Finance and entrepreneurship focus in conjunction with Xiamen University School of Management; Erasmus University; Tecnológico de Monterrey; and Fundação Getulio Vargas

GEORGETOWN UNIVERSITY 2009
 MALS with honors, Concentration in International Affairs

- Thesis: "The Delicate Balance: Gazprom and Russia's Competing and Complimentary Roles in 21st Century International Relations"

UNIVERSITY OF CHICAGO 2001
 Bachelor of Science (BA) in Political Science, Concentration in Political Theory

Awards and Fellowships

American Council on Germany 2008-2019
 Kurt Schork Award 2011/2013
 International Reporting Project Fellow at Johns Hopkins University SAIS 2011
 International Center for Journalists/Internationale Journalisten Programme Research Grant 2010
 Arthur F. Burns Award 2010
 Arthur F. Burns Fellow 2009
 John J. McCloy Journalism Fellow 2008
 Arizona State University Media Fellow 2008
 Lilly Scholarship for Journalists 2007/2006

Highlights for Public Speaking and Volunteer Work

- Columbia University, "Defense Policy and NATO," Columbia Transatlantic Conference – April 2015
- Institute of International Education, "U.S. Foreign Policy and the 2016 Election" – July/September 2015
- University of North Carolina at Chapel Hill, "Confronting the Threat from Al Qaeda 2.0" – April 2015
- University of Chicago, "Careers in International Relations" – April 2015
- European Council on Foreign Relations, "German Elections: What Does Europe Think?" – September 2013
- Prime Movers Media, volunteer journalism instructor at the Richard Wright Public Charter School in Washington, D.C. – Fall 2012
- National Press Club, "International Reporting in the Digital Age" – July 2012
- International Center for Journalists, "Understanding the International News Marketplace" and "Working in Conflict Zones" – March 2012/March 2013
- American University, "Reporting from Conflict Zones" – November 2011
- Delbarton School, "Problems of Contemporary Europe" – April 2010
- World Affairs Institute, Pittsburgh World Affairs Council, "European Foreign Policy Challenges in a Non-Polar World" – November 2008
- Pittsburgh Chapter of the American Council on Germany, "Transatlantic Relations in the Obama Administration" – November 2008
- Georgetown University School of Foreign Service, "Europe's Changing Relations with Russia and the United States" – October 2008
- Johns Hopkins University SAIS, "Russia and European Energy Security" – September 2008

Andrew (Andy) M. Freedman

3822 Churchill Circle • Durham, NC 27707

Phone: 352-246-3599 • E-Mail: andy.freedman@gmail.com (AMFreedman@cbs.com)

AF

CBS SPORTS

DIRECTOR

2013 - Present

Requests desired shot angles and positions from camera operators while ordering the switcher to initiate cuts between each signal. Before the game works with crew/team on camera locations and studies each teams playing tendencies.

TAPE PRODUCER/ASSOCIATE DIRECTOR

2007 - 2016

Fulfills many different roles in one game assisting both the producer and director. Most importantly stays in contact with master control to count into and out of commercial breaks; lets the director know the source of all in-game and pre-produced elements; and ensures all sponsored elements make it into the show. Prior to each game responsible for preparing videotape elements and research ideas to show in game.

BROADCAST ASSOCIATE/GRAPHICS COORDINATOR

2002 - 2007

Responsible for all graphic elements during broadcast, including but not limited to; score, statistics, biographical info, trends, historical records. Also assisted the producer/director/associate producer and talent with any research before or during the game.

Sports/Events

NFL – Regular season, playoffs and Super Bowls

GOLF – The Masters, PGA Championship, PGA TOUR

BASKETBALL – NCAA Tournament (March Madness), Conference tournaments, College regular season

US Open tennis – SEC Football - Spring training baseball - College baseball – Rodeo – High School basketball

Awards and Organizations

Sports Emmys - 5-Time Winner & 15-Time Nominee (The National Academy of Television Arts & Sciences)

Directors Guild of America – Member Since 2007

Education

UNIVERSITY of FLORIDA

1997 - 2001

B.S. – Public Relations – College of Journalism and Communications & Minor in Sports Recreation

References (contact info available upon request)

Lance Barrow – Coordinating Producer of NFL on CBS and Golf on CBS

Steve Karasik – Vice President, Remote Production for CBS Sports

Jim Nantz – Lead Announcer, CBS Sports

SCOTT C. GEIER

(843) 906-3035

scgeier@gmail.com

www.scottcgeier.com

SUMMARY

I am an investigative reporter and multimedia producer, specializing in interactive content. As an investigator, I have more than 12 years of experience conducting legal research, interviewing witnesses, and writing biographical reports on plaintiffs in multimillion-dollar corporate tort lawsuits. My multimedia work includes front-end web development, documentaries, and data journalism.

EXPERIENCE

Smith & Carson, Inc., Investigative Reporter (2008-present)

- Analyze results of nationwide background investigations on parties involved in mass tort litigation; results typically include civil and criminal court documents, police reports, medical records, proprietary database reports, witness interview summaries, and social networking profiles
- Develop interactive data visualization applications for investigative results
- Write investigative reports for counsel's use during deposition and trial
- Analyze social media profiles of potential jurors during jury selection
- Research and write news articles for company website and industry publications
- Edit copy for use in corporate communications (e.g. presentations, proposals, and client correspondence)

Scott Geier Interactive Multimedia, Proprietor (2016-present www.scottcgeier.com)

- Design and develop front-end web applications for magazines and corporate clients
- Produce works of interactive narrative journalism on a freelance basis

Millennium Memory Project, Founder (2016-present, www.millenniummemory.com)

- Create and manage the first known digital platform for gathering and analyzing Americans' memories from the turn of the millennium
- Orchestrate a nationwide online survey through Qualtrics and Mechanical Turk
- Record oral history field interviews
- Build and maintain website with longform articles, interactive data visualizations, audio documentaries and an oral history archive

Freelance Writer, Musician and Actor (2003-2008)

- Wrote, recorded, produced and performed acoustic rock music in greater Austin, Texas, area
- Performed as a regular paid cast member with Austin Children's Theater

- Co-wrote sitcom pilot that placed in the top 15 out of over 10,000 submissions in Bravo TV's "Situation: Comedy" competition

Carson-Brooks, Inc., Senior Investigator (2000-2003)

- Conducted field witness interviews of parties involved in tort lawsuits in the greater New York City area
- Drafted interview summaries and coordinated witness investigation with counsel
- Conducted onsite court research, database investigations, and surveillance

SKILLS

Web Design and Development

HTML5, CSS3, Bootstrap, JavaScript, jQuery, AngularJS, D3.js, Node.js, Express, MongoDB, Mongoose, social media API's, Git, CLI, Google Analytics, UI/UX design (e.g., wireframes, mockups, user personas)

Audio/Photo/Video

Adobe Photoshop, Illustrator, Premiere Pro, Audition, Animate, Lightroom, Bridge, Cubase, Canon EOS DSLR cameras and lenses, Zoom h4N recorders, wireless Lavalier microphones

Research

Ethnography, online survey platforms (Qualtrics and Mechanical Turk), usability testing, investigative and academic databases (e.g., Accurint, TLO, WestLaw, LexisNexis), federal, state and county court databases

EDUCATION

University of North Carolina at Chapel Hill, M.A. in Media and Journalism, with specialization in Interactive Multimedia

Davidson College, B.A. in Philosophy, cum laude, Phi Beta Kappa

South Carolina Law Enforcement Division, Continuing education courses in cellular forensics, homeland security, criminal law, surveillance, and insurance fraud

James A. Gray III

Curriculum Vitae

312 Blackwell St., Apt. 208, Durham, NC 27701 (C) 919-597-1228 (H) 919-381-4781
jamesagrayiii@gmail.com/www.grayiiiconsulting.com

Updated September, 2019

SELECTED ACCOMPLISHMENTS

NC Wesleyan College: As president 2009-2014: achieved highest enrollment (1,608 per SACS Jan. '14) since 2006, increased the graduation rate each year, raised \$7.2 million in capital campaign (most in school's history), grew adult degree program to No. 2 in eastern North Carolina (9 locations), completed \$3.5 million campus renovation summer 2013, created the Eastern NC Center for Business & Entrepreneurship, and rebuilt strong ties with the Rocky Mount community. NC Wesleyan was the fastest growing private college in North Carolina 2013 (when president)-2018.

UNC Kenan-Flagler Business School: As associate dean for communications and development/stewardship, led branding and the Carolina First campaign for the business school 2005-2008 that raised \$202 million on goal of \$180 million. The b-school campaign was \$50 million behind-- with 3 years to go-- when I was brought on from Duke to rejuvenate development. Worked daily with business and education news media. Rankings rose. For the second year, in 2019 I serve part-time as an MBA interviewer.

Harvard Graduate School of Education: Completed both the New College Presidents and Experienced Presidents week-long courses 2009 and 2012.

Wake Forest Medical Center and Medical School: From 2014-2016 served as part-time principal gifts officer and stewardship manager, exceeding my assigned goals for two major scholarships and construction of a new \$80 million medical school in downtown Winston-Salem. Created new \$10,000/yr. scholarship for four female medical students each year—and met fundraising goal to create the endowment. Responsible for the re-starting of the \$150,000/yr. Lettie Pate Whitehead Foundation grants.

Durham Nativity School: As part-time Senior Development Officer and later Interim Director of Development July 2014-June 2017, along with the director led the successful \$2.63 million capital campaign 2016-17. Managed contacts with the Kenan Charitable Trust, The Duke Endowment, and other major foundations.

International Education: Four years' experience recruiting highly qualified Chinese students for North Carolina colleges and universities. Made five recruiting trips to China (two involving Salem College).

Lenoir-Rhyne University in Hickory, NC: Served as Interim Vice President for Advancement January-April 2017.

Teaching: Served as Adjunct Professor at UNC-Chapel Hill, taught the capstone “Public Relations Campaigns” course (JOMC 434) in the UNC School of Journalism and Mass Communications (January through April 2009).

Duke’s Fuqua School of Business: Served as Associate Dean for Marketing and Communications at Fuqua 1999-2005. Supported annual fund and capital campaigns. Led the global branding and communications campaign that aided Fuqua’s ascension to the top tier of the world’s business schools. Fuqua ranked as high as No. 5 in BusinessWeek rankings. Leader in launching Duke Corporate Education, which is ranked consistently as No. 1 in the world. Frequent contact with Financial Times, the Economist, NY Times, BusinessWeek. Co-founder of Fuqua/Coach K Conference on Leadership.

Olympics: Served on Board of the Atlanta Organizing Committee for the 1996 Olympics, ran the committee’s first communications marketing agency, and created the 65-member Dream Team of young Atlantans who helped “win” the games before IOC in Tokyo 1988.

Marketing Agency: Led 210-person USA division of the world’s 9th largest public relations agency, increasing profits fivefold and revenues by 45 percent. Specialties: corporate PR, crisis communications, business media, media relations. Directed worldwide professional development.

Brand Reputations: Won three national Silver Anvils, the highest national award for brand reputation/strategic communications given by the Public Relations Society of America.

UNC: Was Morehead-Cain Scholar, Order of the Grail, Dean’s List, President of the Interfraternity Council 1969-70, founder UNC Fraternity Alumni Advisors Committee.

Strategic Communications and Fundraising Counselor 23 years: Educational, Agency, Corporate.

EXPERIENCE

Gray III Consulting

Consulting in fundraising and marketing communications (May 2014-present)

Clients: Robertson Scholars (current application reader, part-time); TROSA; KIPP Schools eastern NC (current); Ermerson Waldorf School (current); Delta Kappa Epsilon Foundation (national, current); Child Evangelism Fellowship; UNC Kenan-Flagler Business School; Lenoir-Rhyne University (as Interim VP Advancement); Salem College, Wake Forest University School of Medicine, Global Classroom Alliance

(China), and Jerry Richardson Companies.

North Carolina Wesleyan College, Rocky Mount, NC. President, (June 2009-May 2014)

Launched “Strength of Heart” Capital Campaign December 2011 with goal of \$20 million. In the quiet phase, gifts total \$7.2 million including tennis center.

Grew Traditional Program new entrants 16 percent in 2012 (one of only 9 of 35 private colleges in NC to grow in new students that year) and 6 percent in fall 2013. From 2013 to 2018, NCWC was the fastest growing private college or university in the state.

Increased Aspire adult degree enrollment from 650 to 1,000 students in four years and increased sites in Eastern North Carolina from three to nine in the last two years.

From fall 2012 to fall 2013, Wesleyan enrollment growth was No. 6 highest among the 36 private colleges and universities in North Carolina. It was No. 1 the year I retired.

UNC Kenan-Flagler Business School, Chapel Hill, NC: Special Assistant to the Dean for International Development (January-May 2009)

With Carolina First successfully completed and the new dean’s desire to build his own leadership team, transitioned from Kenan-Flagler with six-month assignment to create international network of alumni.

UNC Kenan-Flagler Business School: Associate Dean, External Affairs (development, alumni relations and marketing), December 2005-December 2008

Managed 25-person staff of fundraisers and communicators.

Directed marketing of the school with advertising, public relations, alumni magazine, electronic newsletter, video, Flash emails, web space, and special events. Consistently ranked in Top 15 in the world.

Led the last three years of a highly successful campaign to raise \$180 million. Final tally: \$202 million.

Directed development in FY 2008 that brought in \$32.1 million in gifts and pledges- the most ever raised in a year in the school’s 91-year history.

Staffed the 50-person Board of Visitors.

Served as top relationship manager for 10 donors, generating gifts and pledges of more than \$15 million.

Created the first Alumni Council, first Corporate and Foundation Relations Director’s position, KFBS’ first planned giving society.

Duke University's Fuqua School of Business, Durham, NC. Associate Dean for Marketing and Communications, 1999-December 2005

Key manager of \$4.1 million annual communications and marketing budget. Dean's Cabinet, guest lecturer on marketing strategy and academic branding, including AACSB (accreditation) and CASE. PR lead for launch of Duke Corporate Education, Inc. Served on its Marketing Council three years. Managed 5-person news bureau.

Taught "Strategic Planning for Marketing Communications" to Duke's full corps of communicators.

Strategic communications support for \$32 million Fuqua campaign for a new classroom and library building.

A founder and co-chair Fuqua/Coach K Leadership Conference.

Citigate Communications. President, US Operations, 1998-1999. Based in New York City.

Headed US division of worldwide communications agency based in London that specializes in financial and investor communications.

Led teams for General Electric, Denny's Restaurants, American Society of CPAs, and PriceWaterhouseCoopers (including two firms' precedent-setting merger in 1999).

Managed 4 US offices in New York, Miami, Chicago, and Los Angeles.

Broulliard Communications, New York (Corporate Division of J. Walter Thompson/WPP). President, Public Relations, 1996-1998.

Managed 10-person, \$2 million unit in the integrated ad/PR agency. Named by Agency Report Card as best niche agency in corporate advertising and public relations.

Supervised Denny's, Coopers and Lybrand, IACPA, Visa PLUS, Atlantic Mutual, ARCO, and CIT group accounts.

Manning, Selvage & Lee, Inc., New York. Executive Vice President, Corporate and Worldwide Director of Professional Development and Client Services, 1994-1996.

Board of Directors.

US and European Executive Committees.

Manager, 50-agency international affiliate networking, training, IT and client service program.

Manning, Selvage & Lee, New York. President, USA Division, 1991-1994

Managed \$20 million division with six US offices.

Manning, Selvage & Lee/ Atlanta, 1976-1991

Rose from account executive to managing director. Named “Best Agency” three times by the *Atlanta Business Chronicle*. Played key role in Atlanta’s winning the 1996 Olympic Games.

Atlanta Constitution and Winston-Salem Journal, 1970-1976.

Promoted from summer intern to City Hall reporter in Winston-Salem. Covered Georgia statehouse, Fulton County, and Atlanta governments while in Atlanta.

EDUCATION

University of North Carolina, Chapel Hill, NC B.A., English Literature, 1970

Morehead-Cain Scholar, Dean’s List, Order of the Grail, President of Interfraternity Council, Attorney General Staff, volunteer basketball coach at Y (1 win-18 losses built resilience!)

Outward Bound School (Pacific Crest), 1990. Served on on NC Outward Bound School board 2015-2018.

International Business Fellow, London & Paris, 199.

Washington Journalism Center Fellow, 1973

Harvard Graduate School of Education New Presidents Seminar 2009.

Harvard Graduate School of Education Experienced Presidents Seminar 2012.

HONORS AND CIVIC INVOLVEMENT

Board of Directors, North Carolina Outward Bound School 2015-2018.

Chairman of the Board Tar River Region United Way, December 2012-November 2013.

Campaign Chair, Rocky Mount United Way 2011—made \$1.26 million goal in lingering

recession/highest NC unemployment.

Board of Directors, Rocky Mount Area Chamber of Commerce 2009-2011 and Carolinas Gateway Partnership (economic development board) 2009-2014.

Chairman, Rocky Mount Organizing Committee (USA South Spring Sports Festival 2013-2015).

Chairman, USA South Athletic Conference Presidents Council 2011-2012.

Chairman, Board of Advisors, Eastern NC Center for Business & Entrepreneurship.

Board of Trustees, Old Salem, Inc. (Moravian restoration in Winston-Salem, NC) 2005-2014.

President, Alumni Board-Delta Kappa Epsilon, 2000-2004, completing \$2.3 million capital campaign.

Board of Directors, chairman of communications committee, Exploris Museum (now Marbles).

Board of Directors, East Side Settlement House, South Bronx, NY, 1994-1999

Co-founder, UNC Fraternity Alumni Advisors Committee.

Board of Directors, Atlanta Olympic Organizing Committee, 1988-1991

Board of Visitors, North Carolina School of the Arts, 1998-2004.

Bicentennial Commission and 50th Reunion Committee, Deerfield Academy, Deerfield, MA.

Vice Chairman-Marketing-United Way of Metropolitan Atlanta, 1987-1992. Helped raise \$50 million.

Ten Outstanding Young People of Atlanta, 1985

Board of Directors- Leadership Atlanta, 1987-1991

Vice Chairman & Board of Directors (current) - Matlock Advertising and Public Relations, Atlanta, GA. One of nation's largest African-American agencies.

Board of Advisors, UNC Medical's SECU Family House in Chapel Hill, 2003-2004.

Founder and donor James Gray and James Gray Jr. Football Manager's Scholarship at UNC-CH, 2004. Raised \$150,000 from family and friends

PERSONAL

Born in Winston-Salem, N.C.

Married 49 years to Elizabeth Carter Gray (Salem graduate).

Three children, eight grandchildren.

Interests: Golf, antiques, UNC and Duke basketball and football.

Updated September, 2019

###

CAROLINE GRAYBEAL

106 Willesden Dr, Cary, NC 27513
215-480-5270
carolinefwelch@gmail.com

Experience

ABC Owned Station Group/Disney

1992-2008

President, ABC11/WTVD,
Raleigh-Durham, NC

2012-2020

Responsible for all aspects of the local multimillion-dollar ABC-owned station in a top 25 market. Results included a successful transition to a multiplatform media company, record revenue share and station profitability, a rise to #1 in the vital morning time period, social media dominance, new connected-TV products, and the acquisition of broadcast and digital rights to the largest local event in the Raleigh-Durham region.

Vice-President of Programming, 6abc/WVPI,
Philadelphia, PA

2004-2012

Responsible for all non-news content on the station. Results included the launch of a major revenue-generating magazine show FYI Philly, new revenue-generating multiplatform content for the multimillion-dollar Philadelphia Thanksgiving Parade, and the consolidation of two production departments for greater efficiency.

Vice-President of Creative Services, 6abc/WPVI

1997-2004

Award-winning leader of marketing for the #1 station in the Philadelphia region.

Asst. Director/Producer, 6abc/WPVI

1992-1997

Other Experience

Promotion Producer, WBFF Fox 45, Baltimore

1990-1992

Project Producer, Simmons-Fortune, Arlington, VA

1989-1990

Editor, Tonga Today Magazine, Nuku'alofa, Tonga

1987-1989

Professional Associations and Recognition

Board Chair, Durham Chamber of Commerce, 2019

Vice President for Television, North Carolina Association of Broadcasters, 2020

Broadcasting & Cable Magazine Brand Builder Award Winner

Promax Entertainment Marketing Association Gold Award Winner

Education

BA Religious Studies, University of Virginia ***1987***

Minor in History

Phi Beta Kappa

Angelia L. Herrin

Adjunct Instructor AY 2020-21

Editor, Special Projects and Research, Harvard Business Review

📍 504 W. 110th St. New York,, New York 10025

☎ 857 753 6766

✉ aherrin@hbr.org

TEACHING

- Harvard University, Instructor, MLA Journalism, Extension/Distance Program
 - Northeastern University, Undergraduate Writing Coach, School of Journalism
 - University of Maryland, Adjunct Professor, School of Journalism
-

ACADEMICS

- B.A. - University of Oklahoma
- M.A. - Northeastern University
- Graduate Assistant, University of Maryland
- John S. Knight Fellow in Professional Journalism Stanford University
- Poynter Institute, Educators "Teachaplooza" program

SUMMARY

Editor, writer and teacher focused on delivering great stories across every platform

PROFESSIONAL EXPERIENCE

2000 - present **Editor, Special Projects and Research**

Harvard Business Review

- Leads team of writers and editors for Harvard Business Review Analytic Services, producing research reports, articles and special projects
- Created HBR audio/video webinars and podcasts: Edits all content
- Served as Group Editor, HBR newsletters and online

1997 - 2000 **Vice-president for Content**

WomenCONNECT.com

- Established online site with Working Woman and Working Mother magazine; Directed Paycheck Checkup annual salary survey
- Created content syndication program with partners including CNN, MSNBC and USA Today
- Founded Women's Political Hotline with The National Journal

1991 - 1996 **Assistant National Editor, Washington Editor**

USA TODAY

- Lead national daily new coverage, breaking and feature news
- Directed national campaign coverage 1994-1996 election cycles
- Established Investigative Team for political coverage

1983 - 1992 **Reporter**

Knight-Ridder Washington Bureau

- Covered Capitol Hill, campaign finance
- Covered congressional and presidential elections cycle 1984-1988
- Created agriculture and food beat

1980 - 1983 **Reporter**

Wichita Eagle-Beacon

- Covered Kansas legislature
- Served as lead writer, state news
- Lead Sunday feature coverage

1976 - 1980 **Reporter**

Raleigh News and Observer

- Wrote feature stories across North Carolina
- Edited the food section (and I can still write a great recipe story)

Peter Hoffman
500 N Duke St. 56-102 Durham, NC 27701
+1.630.730.2308
Studio@peterghoffman.com
www.peterghoffman.com

Artist C.V. (06/2019)

Born 1984
Hinsdale IL.
Lives and works in Durham, NC

Education

2019 – M.F.A. (Studio Art) – The University of North Carolina, Chapel Hill,
2009 – M.A. (Photography) – Ohio University School of Visual Communication
2006 – B.S. (Advertising) – University of Illinois at Urbana-Champaign

Select exhibitions

2019 – Sacred Wasteland, Ackland Art Museum, Chapel Hill, NC (group)
2019 – Under the Rug, The Fruit, Durham, NC (group)
2018 – Anti-Nostalgia, The Carrack Modern Art, Durham, NC (group)
2018 – File under: Landscape, The Alcott Gallery At UNC, Chapel Hill, NC (2-person)
2017 – Spectre Gallery: Works from Loop - Durham, NC (Solo)
2016 – Osnova Gallery: A Great Sum in Parts – Moscow (Group)
2016 – Latitude/Filter Photo Space Chicago: Landscape (Group)
2014 – Viaduct Gallery: The Ones We Love – Des Moines, Iowa (Group)
2013 – Catherine Edelman Gallery: The Chicago Project V (10 year anniversary), Chicago, IL
2012 – Roper Arts Gallery – Celebrate Forests – Frostburg State University, Frostburg, MD (Group)
2012 – ADP Workshop Exhibition – Pittsburgh, PA (Group)
2011 – Dairy Barn – Celebrate Forests: Glimpses Into the Communities and Ecosystems that Sustain Us All – Athens, Ohio (Group)
2011 – Kiernan Gallery – Street Stories – Lexington, VA (Group)
2011 – ANKA Gallery – PXL – Portland, OR (Group)
2010 – Vermont Photo Space Gallery – Scene on the Street (Group)
2010 – Fotografia Festival – Unpublished, Unseen? – Rome, Italy (Group)
2010 – Project Basho – Onward, Philadelphia, PA (Group)
2009 – Slideluck Potshow Chicago
2009 – Union Street Gallery – Assume Nothing, Chicago Heights, IL (Group)
2009 – Fovea Exhibitions – Man vs. Nature Projection Series, Beacon, NY (Group)
2008 – Stuart Opera House – People and Land- Photographs of Sustainable Forestry and Rural Culture Nelsonville, Ohio (Three person show)
2008, 2009 – Dairy Barn Annual Exhibition – Viscom Show – Athens, Ohio (Group)

Collections

Beinecke Rare Book & Manuscript Library at Yale University
Detroit Center for Contemporary Photography
Joan Flasch Artist's Book Collection – School of the Art Institute, Chicago
John Cleary Library – Houston Center for Photography
Documentary Photography Archive – Ohio University Library
Sloan Art Library – University of North Carolina at Chapel Hill

Books and independent publications

Monographs:

2018 – Glass Corner - Designed with Elana Schlenker
2014 – Again and Again: Designed by Elana Schlenker, Edited by Melissa Catanese (Self-Published, Out of print)
2010 – Bryan House: Beginnings (Self-Published, Out of Print)

Other Publications:

2018 – New Materialism: Publisher – BonniersKonsthall + Art and Theory Publishing (contributing photographer)
2016 – ADP: It Could Be Worse (contributor)

2016 – Mossless 4: Public/Private/Portait (contributor)
2015 – The Monocle Guide to Cosy Homes: Publisher – Gestalten (Berlin) (Contributor)
2015 – Oranbeg Press: Interleaves II
2014 – The Ones We Love Volume 1 (contributor)
2011 – Collect.Give: The Book (contributor)
2011 – Romka Magazine: Issue #6 (contributor)
2011 – Our Choice (iPad edition) by Al Gore (contributor)
2011 – FOAM Magazine: A Book of Beds (Group)
2010 – American Photography 26 (Group)

Grants, fellowships, residencies

2019 – Useful Fictions Symposium: Graduate Fellow (Paris, Fr)
2012 – Blueberry View Artist's Residency (Benton Harbor, Michigan)
2012 – Bruce Gilden Masterclass Scholarship recipient: Look3 Festival of the Photograph in Charlottesville, VA
2010 – Puffin Foundation – Artist's Grant (for Bryan House work)
2009 – Ohio University Graduate Student Senate Original Work Grant
2009 – Scripps College Graduate Work Grant
2008 – National Network of Forest Practitioners documentary photography fellow

Select Awards + Recognition

2014 – PDN 30 Nominee
2013 – Named to the Art Director's Club Young Guns class of 2013 (ADC Young Guns 11)
2013 – Prix Pictet Nominee
2010 – American Photography 26 – Selected for book publication
2008 – Illinois Press Photographer's Association : Runner up Student Photographer of the Year
2007 – College Photographer of the Year: Award of Excellence for General News Coverage

Artist talks

2018 – Photographs Are a Start – Common House, Charlottesville, VA
2015 – Guest Lecturer – Carnegie Mellon University
2013 – Guest Lecturer – Milwaukee Institute of Art and Design

Curation/production

2013 – Co-producer and Co-Curator for ADP Workshop: Making it Home at UnSmoke Systems, Braddock PA

Teaching

2018 – 2019 – Graduate Teaching Fellow at University of North Carolina Chapel-Hill Dept. of Art + Art History,
Curriculum Designer – University of North Carolina Chapel-Hill
2010 – 2011 – Adjunct Instructor in Digital Photography at Harrington College of Design, Chicago Ill.
2010 – 2011 – Summer Photography Instructor at Upward Bound Columbia College, Chicago Ill.
2008 – 2009 – Ohio University Graduate Instructor

Select Editorial + Commercial Clients/Publications

AARP, Art in America, Bloomberg Businessweek, Chicago Magazine, The Chicago Tribune, CNN, Condé Nast Traveler, Crate and Barrel/CB2, Curbed, Der Spiegel (Germany), Education Week, enRoute (Canada), The FADER, FT: Financial Times Magazine (U.K), GO Magazine, GOOD, The Guardian: Weekend Magazine (U.K.), Guernica, INC. Magazine, Intro (Germany), Le Figaro (France), Medium.com, Michigan Ave. Magazine, Monocle, MSNBC, National Geographic, Newsweek, The New York Times, Nike, NPR, Nylon Guys, re:porter (Canada), Runner's World, Running Times (R.I.P), The Telegraph (U.K.), Time Inc., The Times of London, TimeOut Chicago, US News and World Report, Urban Outfitters, The Wall Street Journal, Winkreative, VSCO and others.

Select Non-profit clients and collaborators

Alliance for the Great Lakes, Bryan House Community Development Corporation, The Kellogg Foundation, Loaves and Fishes Community Services, Illinois Academy of Family Physicians, Illinois Geographic Information Systems Association, The National Network of Forest Practitioners, The Ocean Conservancy, Ohio University, The Rebuild Foundation, The University of Illinois at Chicago and others

Select Press and features

2019 – Humble Arts Group Show 61: Loss
2017 – Lenscratch: Glass Corner

- 2017 – INDY Week: Peter Hoffman: Works from the Loop 2013-2017
- 2016 – VSCO: Fox River Derivatives
- 2016 – Art Director's Club: Interview
- 2015 – LENSSCRATCH: Interview
- 2015 – Detroit Center for Contemporary Photography PAGES: Again and Again
- 2015 – American Photo: Glass/Corner Interview
- 2014 – National Geographic PROOF Q&A: Peter Hoffman's Again and Again
- 2014 – Communication Arts FRESH: Peter Hoffman
- 2014 – This is Paper: Peter Hoffman, Again and Again
- 2014 – Aint Bad Magazine: Peter Hoffman
- 2013 – This is the What: 10 Minutes with Peter Hoffman
- 2013 – PDN (Photo District News) Magazine Photo of the Day: Like Oil and Water
- 2013 – Time Magazine – LightBox: Burned to Nothing: When Photographers Destroy Their Own Negatives
- 2013 – Juxtapoz Magazine: The Effects of Oil: The Photography of Peter Hoffman
- 2013 – Fast Company: Why This Photog Sets His Negatives Ablaze
- 2013 – Phaidon: Why does this photographer set his film on fire?
- 2013 – The Huffington Post: Peter Hoffman Photos Show What Happens When You Set An Oily Negative On Fire
- 2013 – Gizmodo: What Happens When You Soak a Negative In Gasoline and Set It on Fire
- 2013 – PetaPixel: Photos Created by Coating Negatives with Gasoline and Setting Them On Fire
- 2013 – Top Photography Films: Sincerely and Simply
- 2013 – Feature Shoot: Photographer Coats Negatives With Gasoline for Series on Clean Water Scarcity
- 2013 – CNN Photos: Aftershocks of the Christchurch Earthquake
- 2013 – The New Yorker: Photo Booth – Photographing Climate Change
- 2012 – Guernica Magazine: Bryan House
- 2012 – Interview at The Press (Christchurch, NZ)
- 2011 – Interview at The Naperville Sun (Naperville, Ill.)
- 2011 – Urbanautica: Post-Landfill Landscapes
- 2011 – Leica Camera: Peter Hoffman: Photojournalism to Conceptual Work

KEVIN KEARNS

kevinkearns@me.com / 919-268-0413

CURRICULUM VITAE

EMPLOYMENT

Art Director

Duke University Development / Durham, NC June 2012 – Present

Responsible for creative implementation and extension of Duke University visual identity in preparation for national launch of the 2010-2017 Capital Fund Campaign. Collaborate with members of the Development Marketing and Communications team to develop an ongoing plan for campaign marketing and communication needs over the course of the 7-year fundraising campaign.

Creative Director, Marketing and Creative Services

Duke Medicine / Durham, NC February 2007 – July 2012

Lecturer / Adjunct Professor

UNC-CH, School of Journalism and Mass Communication / Chapel Hill, NC January 2006–Present

Class: *Integrated Marketing Campaigns*

Class: *Art Direction in Advertising*

Creative Director

The Stone Agency / Raleigh, NC January 2005–December 2006

Associate Creative Director

DDB / Chicago June 1998–December 2004

Art Director

DDB / Chicago May 1993–May 1998

ORGANIZATIONS

Board of Directors

InSource / January 2009–present

Committed to creative leadership excellence and effective business management, InSource focuses on providing a platform to share ideas and practices among leaders of inhouse creative teams to encourage one another in various professional pursuits. (in-source.org)

EDUCATION

Master of Arts–Advertising Design
College of Visual and Performing Arts
Syracuse University, Syracuse, New York
Pending completion of thesis

Bachelor of Fine Arts–Graphic Design
School of Fine Arts
Miami University, Oxford, Ohio

AWARDS

Cannes International Advertising Festival: Bronze Lion, Chicago International Film fest: Best of Show, National Addys, New York Festivals Gold, Print Annual, AAMC National Gold, CASE II

6 Bittersweet Trail
Rowayton, CT
06853

m 917.327.8963
p 203.853.0457

lkilleffer@fmrmktg.com

Louis MacM. Killeffer

Profile

Marketing strategist helping leaders look ahead, embrace change, and sustain success. Accomplished marketer, manager, and brand builder. Resourceful, fresh thinker with keen analytical abilities. Extensive experience resolving complex issues into opportunities and the practical strategies to achieve them. Broad-based business acumen and management skills that deliver results. Exceptional interpersonal and communication skills. Track record of building and leading innovative teams, unifying organizations behind new programs for growth, and developing enduring businesses and brands.

Experience

2009 - Present FIVE MILE RIVER MARKETING, Rowayton, CT

<http://www.fivemilerivermktg.com>

Principal Lead an independent marketing strategy practice helping companies focus and optimize their efforts for marketplace success through an array of services, including: go-to-market strategy; integrated marketing planning; brand positioning and stewardship; new product innovation; and corporate, marketing, and employee communications.

Clients comprise corporations, professional service firms, and early-stage companies, including: **AIGA, Buyology, Inc., Nova/WGBH, Nestlé Waters NA, Dow Chemical, Hearst Magazines, Nestlé Canada, Barba Commodity Trading, Royal Caribbean, Vivaldi Partners Group, UBS Financial Services, Optiv LLC, Relationships Audits and Management, Innovation Excellence, Yamaha, Sustena Group, and Signals Analytics Group.** Engagements span corporate strategy and planning; management facilitation and alignment; new business development; customer loyalty and retention; in-depth qualitative research and marketing strategy and communications.

2007-2008 STERLING BRANDS New York

Executive Vice President, Managing Director, Strategy Led strategic consultancy featuring proprietary strengths in: insight-based, creative, qualitative research; brand positioning and architecture: marketing strategy and planning; and new product innovation from concept through positioning, identity, and design.

- Reorganized the group for growth, developing key personnel and attracting new consultants
- Revised and renewed best practices, enhancing overall quality and repeat business
- Managed P&L delivering increased efficiency and productivity
- Led new business development from prospecting through pitch process

Directed domestic and global engagements for corporate and consumer brands of a wide range of clients, including **IBM, Royal Caribbean, Time Warner, Pepsi, Nestlé Waters, Abbott Labs, A&E, Visa, Viacom, and Shell.**

Key deliverables beyond fundamental positioning and innovation variously encompassed:

- Ethnographic, trend and cultural studies

- Consumer segmentation and target expansion
- Management audit
- Corporate and brand visioning and road mapping
- Customer experience modeling and loyalty programming

2001-2006 MERKLEY+PARTNERS New York

Chief Marketing Officer Coordinated direction, performance, and profile of the agency. Directed business development from prospecting to pitch across Merkley's suite of companies. Acting chief integration officer for the agency and its healthcare, interactive, and relationship marketing subsidiaries.

More than doubled the size of the agency behind \$450MM in new billings.

New business wins included: **SBC, TAP Pharmaceutical's Prevacid, Smith Barney, Health Net, The Citigroup Private Bank, William Grant's Glenfiddich & Balvenie, Arby's, Citigroup Corporate Investment Bank, Ferrero's Tic Tac and Rocher, AXA/Equitable, and Pinnacle Foods.**

Maintained C-suite client engagements while managing the agency P & L at SBC, Citigroup, TAP, William Grant, and Ferrero.

1999-2000 BENEFITPORT, LLC Greenwich, CT

Chief Marketing Officer A B2B Internet startup created with \$60MM of initial financing from MMC Capital and J.P. Morgan. A leader in technology, marketing, and distribution services to the group insurance/employee benefits industry. \$1 billion of premium in-force, generating \$27MM in revenue through 250 employees in ten offices serving 17,000 brokers.

Defined corporate/business objectives and strategy with the management team and board. Directed e-comm marketing initiatives, site development, and related Internet alliances.

Developed/executed marketing, sales, and communications strategy across: corporate identity; web design; direct marketing; public relations; sales training, employee communications, and collateral.

1991-1999 AMMIRATI PURIS LINTAS New York

Executive Vice President, Managing Director of the Americas - United Parcel Service, Sara Lee, Labatt USA Marketing and communications planning integrating advertising, direct, interactive, and event marketing. Primary focus on business development, brand positioning and marketing, and financial stewardship of clients generating \$120MM in billings and \$18MM in revenue. Led team of twenty, reporting to the Chairman. Member, Chairman's Advisory Council.

- Advertising, direct, and interactive programs promoting UPS sponsorship of the *XVII Winter Olympic Games, Nagano 1998* and *XXVII Summer Olympic Games, Sydney 2000*. Additionally, extended agency role by articulating future positioning and brand strategy
- Led Labatt Blue through brand positioning to introductory advertising in the US
- Returned Rolling Rock to unique equities in advertising, resurrecting both the business and brand at a higher price point
- Doubled agency revenue in twelve months, reversing years of losses on Labatt USA

- Led Labatt global brand project from business case through positioning and advertising development in the US, Argentina, Mexico, Venezuela, Cuba, and the Dominican Republic

Executive Vice President, Managing Director - UPS, General Motors, Amtrak, AT&T

- Repositioned UPS behind “*Moving at the Speed of Business*” increasing awareness and performance on key attributes. Directed UPS sponsorship of the *XXVI Summer Olympic Games*, Atlanta 1996
- Extended subscriber base while re-launching Cellular One as AT&T Wireless (Bronze Effie 1996)
- Pitched and won: Amtrak, and General Motors’ **OnStar**, a joint venture of GM, Hughes, and EDS

Senior Vice President, Group Director - UPS, Cadbury Schweppes, Cellular One

- Led positioning and brand character assessment for UPS
- Directed advertising and promotion for **Hires, Crush, and Schweppes**
- Pitched and won Cellular One

1987.1991 SCALI, McCABE, SLOVES New York

Senior Vice President, Group Director - Castrol, Maxell, and Nikon. Led largest group in the agency with \$45MM in billings. Drove strategic evolution of Castrol GTX (Silver Effie 1990). Maintained Maxell’s dominance in audiotape. Increased Nikon’s “Touch” line awareness and brand preference +35%.

Senior Vice President, Management Supervisor - Castrol and Maxell. Elected youngest SVP of the agency. Accelerated Castrol and Maxell’s market share +32% and +20% respectively.

1981.1987 ALLY & GARGANO New York

VP, Management Supervisor - Polaroid (Bronze Effie 1986), **Ciba, Pfizer** (Gold Effie 1986) **VP, Account Supervisor - Timberland, Union Carbide. Account Supervisor - MCI, Federal Express**

1979.1981 GREY ADVERTISING New York Account Executive - P&G’s Downy Fabric Softener. **Assistant Account Executive - P&G’s Joy** Dishwashing Liquid

1977.1979 MARSTELLER, INC. New York Account Executive - Chemical Bank, FMC

Education

University of North Carolina at Chapel Hill. Bachelor of Arts, English and Fine Arts, 1976.

Community Leadership

Recipient of Bronze, Silver, and Gold **EFFIE Awards** for advertising effectiveness from the **American Marketing Association** and past **Global EFFIE judge**. Former member of the **New Business Committee** of the **American Association of Advertising Agencies**. Visiting lecturer with the **Advertising Educational Foundation**. Member of the Advisory Board of the **Global Rights Fund II**, an equity fund focused on the development of

intellectual property rights. Former Board member of **Connecticut Odyssey of the Mind** and the Communications Committee of the **Norwalk Education Foundation**, a non-profit providing private investment to public education. Continuing **Editor-at-Large, Innovation Excellence**. Recently **Adjunct Professor, UNC-CH** teaching *Advertising Campaigns* in the **School of Media & Journalism**. An advisor to both **Amirabilia**, the world's first location-based experiential learning platform, in Chapel Hill, and **Farmer Foodshare**, an engine for social innovation creating markets for local farmers and delivering fresh food to hungry people in need in Durham, NC.

Personal

Married, proud father of three. Continuing student of society, technology, and culture. Avid cyclist, sailor, printmaker, <http://fivemileriverprints.com>, White Mountain hiker, and wing and clay shooter.

EDUCATION

- 2018 (expected) *MFA in Experimental and Documentary Arts*, Duke University
- 2018 (expected) *Certificate in College Teaching*, Duke University
- 2013 *B.A. in English*, dual concentration in The Novel and Rhetoric & Composition, The University of Georgia, Honors Program, *summa cum laude*

PROFESSIONAL & TEACHING EXPERIENCE

- 2017– **Graduate Teaching Assistant**, Duke University
- Teaching Assistant to Shambhavi Kaul – Spring 2018
Expanded Cinema
- Section Leader & Teaching Assistant to Victoria Szabo – Fall 2017
Web-Based Multimedia Communications
- Teaching Assistant to Pedro Lasch – Fall 2017
Advanced Visual Practice
- Teaching Assistant to Victoria Szabo – Spring 2017
Visual Media Studies Capstone, Information Science + Studies Capstone
- 2017– **Lab and Project Manager**, FHI Social Practice Lab, Duke University
Bringing together scholars, artists, and activists through regional and international projects, public interventions, advanced research, and other exchanges
- 2017 **Curator**, Fredric Jameson Gallery | Durham, NC
International Installation of Multimedia Artist Gigi Scaria's work
- 2016–2017 **Installation Graduate Assistant**, Power Plant Gallery | Durham, NC
An Experimental Laboratory for the Arts
- 2016–2017 **Visiting Artist Graduate Assistant**, MFA|EDA @ Duke University
Visiting Artist Education and Mentorship Initiative
- 2015–2016 **Freelance Digital Marketer**, Upwork
Analytically-driven creative digital marketing solutions in the form of SEO audits, brand content strategies & voice-specific optimized website copy
- 2014–2015 **Internet Marketing Analyst**, Full Media | Atlanta, GA
Increased organic website traffic for small and mid-sized businesses through online & social media management, website copy, and digital content creation

Adjunct Instructor AY 2020-21

2014 **Digital Services Intern**, Public Broadcasting Atlanta & WABE 90.1 FM | Atlanta, GA
Collaborated with reporters to quickly turn around quality, community-driven photographs and digital content for both Atlanta's NPR and PBS websites

SELECTED EXHIBITIONS & PUBLICATIONS

2018 *A tangle of branches*, Solo exhibit
(forthcoming) SPECTRE Arts | Durham, NC

2018 *Inscription*, Premiere screening
(forthcoming) Full Frame Theater | Durham, NC

2017 *Nature*, Cover image
Cover image shot for Nature, Volume 551, Number 7679

2017 Curator and Installer for *Iconic Interruptions: Select Works of Gigi Scaria 2007-2015* and
International Conference *China Rising? India Shining? The Art of Comparison*
Frederic Jameson Gallery, Duke University | Durham, NC

2017 *COUSINS*, Solo installation
Installation Array, Duke University | Durham, NC

WORKSHOPS & REVIEWS

2017 Portfolio Reviewer, Nasher Museum of Art, *High School Portfolio Day*

AWARDS & HONORS

2017 Kenan Art Grant recipient

2016 & 2017 David & Elizabeth Roderick Scholarship to attend Duke University

2013 Awarded Phi Beta Kappa Lifetime Membership

2009–2013 Dean's List, The University of Georgia
Honors Program, The University of Georgia

2009, 2011–2 Presidential Scholar, The University of Georgia

SKILLS

SOFTWARE & PROGRAMMING: Adobe Photoshop, Lightroom, Audition, Premiere Pro, InDesign, p5.js, WordPress, HTML & CSS

MULTIMEDIA: Digital photography, analog photography, photojournalism, filmmaking, video editing, directing, audio documentary, printing, experimental film



CHRISTOPHER MICHAEL KIRKMAN

7 Frances St., Chapel Hill, NC 27517 • 919.698.0680 • chris.kirkman@gmail.com

EDUCATION

Bachelor of Arts in Journalism

University of North Carolina - Chapel Hill

School of Journalism and Mass Communication

Visual Communications

REFERENCES

DON WITTEKIND

Professor of Journalism
University of North Carolina
at Chapel Hill

919.929.2501
don@

swarminteractive.com

MIKE KEEGAN

Deputy Managing
Editor - Art
The Washington Post
202.334.6322

JEFF GLICK

Information Media
Design Consultant
615.975.3337
design@jeffglick.com

*Additional references
available by request.*

JULY 2007 - PRESENT

SENIOR MULTIMEDIA DEVELOPER - *Swarm Interactive*

I got the chance to come back home to the Southern part of Heaven. At Swarm, I help to develop interactive patient education animations for independent medical practices and hospitals. I also develop interactive graphics and projects for companies like National Geographic and The Discovery Channel.

JULY 2006 - JULY 2007

SENIOR GRAPHICS REPORTER - *South Florida Sun-Sentinel*

I returned to the newspaper that hired me out of college, and worked as a long-term print projects and online multimedia developer.

JANUARY 2005 - JUNE 2006

SENIOR GRAPHIC ARTIST - *The Boston Globe*

I was hired to specialize in health/science and long-term investigative graphics, as well as projects that involve in-depth individual reporting. While there I also took the lead in developing an online Flash presence for the Globe's print design departments. This included assisted training of staff, creation of templates and styles, and acting as a liaison to boston.com.

MAY 2001 - JANUARY 2005

DEPUTY ART DIRECTOR - *The Washington Post*

As deputy art director, I was responsible for daily graphic production. My duties included assigning and directing projects to the nine graphic artists and five cartographers in the department, as well as taking on daily and long-term graphics myself. During each production day, I was also liaison to the section editors, design and layout editors, and producers at washingtonpost.com.

JAN. 1997 - APRIL 2001

GRAPHICS REPORTER - *South Florida Sun-Sentinel*

I cut my professional teeth at the Sun-Sentinel, and honed the skills of in-depth graphics reporting. During my first year, I assisted in developing 3d and photo-realistic production techniques — making the Sun-Sentinel one of the first papers in the country to do so. I also had the opportunity to assist in the production of online interactive graphics during the development of The Edge.

FALL 1995 - SPRING 1996

GRAPHICS EDITOR - *The Daily Tar Heel*

University of North Carolina at Chapel Hill

PROFICIENCIES

Adobe Photoshop 2.5 - CS3 • Freehand 4.0 - MX • Adobe Illustrator 10 - CS3
Strata Studio Pro 3d (all versions) • Flash 2.0 - CS3 • Adobe InDesign 2.0 - CS3
Dreamweaver 1.0 - CS3 • Fireworks 1.0 - 5.0 • Amadeus Pro
Professional photojournalism, event photography, and studio portraiture

Naz B. Knudsen

nazaninbk@gmail.com | 520.490.8956 | www.nbkmedia.com | [LinkedIn](#) | Durham, NC.

SKILLS

Producing
Directing
Multimedia Storytelling
Documentary Production
Film & Video Editing
Color Grading

Cinematography
Experienced with DSLRs &
Digital Cine Cameras
Photography
Digital Image Manipulation
Graphic Design

University Teaching
Student Engagement
Curriculum Development
Program Assessment
Project Management
Proposal Writing

EDUCATION

Master of Arts, Media Arts, The University of Arizona, Tucson, AZ.

Thesis: Censorship and the Iranian Cinema, A study of female representation in Iranian films

Certificate of Merit, Graduate Writing Institute, The University of Arizona, Tucson, AZ.

Bachelor of Fine Arts, Cinema, Directing, Tehran University of Art, Tehran, Iran.

Certificate of Scriptwriting, Hozeh Honari, Tehran, Iran.

WORK EXPERIENCE

Adjunct Instructor, School of Communications, Elon University, Elon, NC.

July 2019

- Teach an intensive video production course in the Interactive Media graduate program
- Teach undergraduate courses: Creating Multimedia Content, and Writing for TV and Cinema

Instructor, Center for Documentary Studies at Duke University, Durham, NC.

2019-current

- Curriculum development for courses on visual storytelling and media business practices
- Teach onsite and online courses in the Continuing Education Program

Filmmaker, Producer, NBK Media, Durham, NC.

2011-current

- Documentary and narrative film production in collaboration with local artists
Recent films: "Across the Stream" (work-in-progress), "5AM" short documentary
- Advise and assist with development and fundraising for independent films
- Produce promotional, commercial, and corporate videos for small businesses
- Contract editor for local production companies including Media Inc. and Insibah Media

Lead Faculty, Digital Film and Video Production

The Art Institute of Raleigh-Durham Durham, NC.

2016-2019

- Communicated and implemented the program's vision and overall strategies
- Designed and developed curricula for a wide range of film production and media courses
- Taught hands-on courses with a proven record for student engagement and success
- Mentored students on the creation of strong portfolio material (reels, websites, prints)
- Mentored adjunct instructors in engagement strategies and course evaluations
- Initiated community and industry partnerships for internships and career planning
- Formed and led a Program Advisory Committee consist of industry professionals and local artists
- Program assessment for institutional effectiveness and complying with regional accreditation standards
- Planned, organized, and managed operation of the film program events
- Represented the film program in all-campus functions including outreach events, portfolio shows, orientations, and graduation ceremonies
- Served in Strategic Planning, Faculty Development, Curriculum Committees
- Produced videos for marketing and promotion of various school programs
- Assisted with academic advising, course scheduling, and student audits

Producer, Senior Videographer Adjunct Instructor AY 2020-21
FCM Dept. College of Medicine, The University of Arizona, Tucson, AZ. 2007-2012

- Planned and managed media projects, led budgeting, research, and casting
- Directed and edited educational, promotional, and documentary videos
- Designed lighting and shot various Chromakey setup interviews and lectures
- Managed the delivery and exhibition of cross-departmental videos
- Assisted with design and development of the department website

Media Specialist, Media Production Instructor
College of Public Health, The University of Arizona, Tucson, AZ. 2006-2009

- Produced PSAs, promotional and educational videos
- Collaborated with the principal investigator and her team in research and grant writing
- Developed art and media curricula for community partnership public health initiatives including: Hiva Yu Allowame, NAYEP (Native American Youth Empowerment Project), and Seeds of Wellness
- Taught Media Literacy, Video Production, and Digital Storytelling workshops for minority youth and other community members

Team Lead, Graduate Teaching Assistant
Media Arts Dept. The University of Arizona, Tucson, AZ. 2003-2005

- Led a team of five TAs responsible for 150 students' learning outcomes
- Created content for presentation and lectured as guest lecturer
- Taught and led discussions, graded assignments

Editor, Assistant Director, Television Series. Iranian Public Television (IRIB), Tehran, Iran. 2002-2003

- Edited and delivered documentary shorts for weekly broadcasts as part of a controversial documentary series about the chemical warfare veterans
- Assisted with lighting design, cinematography, and conducting interviews

PROFESSIONAL AFFILIATIONS & SERVICES

Panelist, Fiscal Sponsorship Program
Southern Documentary Fund. Durham, NC. 2018-current

- Review application proposals (treatment, budget, timeline, feasibility) and provide
- feedback for projects in various fundraising and production stages
- Vote on new application submissions to receive Fiscal Sponsorship

Panelist, Emerging Artist Grant
Durham Arts Council. Durham, NC. 2018

- Reviewed film and animation applications and voted on grant recipients

Member of Promotion Committee
Arizona Women's Conference, Tucson, AZ. 2008-2010

- Led marketing strategies, fundraising campaigns, and event planning
- Advised and assisted on production of the promotional and event videos

SOFTWARE & PROGRAMS

Adobe Creative Cloud: Premiere Pro, Audition, After Effects, Photoshop, Lightroom, InDesign
Excel, Word, PowerPoint.

Learning Management Systems: D2L, Brightspace, Blackboard, Canvas

Project Management Programs: Basecamp Submission Management Programs: Submittable

COURSES TAUGHT

Fundamentals of Editing
Audio & Editing Techniques
Advanced Editing
Sound Design
Introduction to Film Applications
Intermediate Video Production
Short Format Media Production
Principles of Cinematography
Portfolio I & Portfolio II
Senior Project, Pre, Production & Post

Conceptual Storytelling
Short Format Storytelling
Storytelling Beyond Words
Fundamentals of Scriptwriting
Media Business Practices
The Business Side of Film
History of Film & Media
Film Theory & Criticism
Discovering Media (online)
Film Genre - Melodrama Crime
Media Theory & Aesthetic

SELECTED PROJECTS & PUBLICATIONS

Writer, Co-producer, "The Window" Animated short film, in development, 2019. Durham, NC.

Producer, Editor, "Across the Stream" documentary, work-in-progress, 2019. Durham, NC.
Selected to be screened at 2019 Alice Fest

Executive Producer, Post Producer, "Notes of Coffee" 30 min short film, 2019. Durham, NC.

Producer, "Create Tomorrow", promotional video for the Art Institute of Raleigh-Durham, 2018. Durham, NC.

Editor, "5AM" short documentary, Reservoir documentary series. 2018. Durham, NC.
Screened at 2018 Hayti Heritage Film Festival, 2018 Alice Fest, and the 24th Annual Cucalorus Film Festival.

Director, Editor, "A Healthy Start" a video series teaching children about diabetes and coping strategies.
2011-2012. Tucson, AZ. Raleigh, NC.

Director, Editor, Cinematographer, Co-Producer, "Two Cultures of Healing" documentary produced for
National Library of Medicine in Collaboration with NARTC University of Arizona 2009. Tucson, AZ.

Producer, Director, Editor, Cinematographer, "The Woman of Me" experimental film, Illustration of the works of
Forough Farokhzad's Iranian Poetess. 2005. Tucson, AZ.

Editor, "Yet a Road" documentary on the story of the stage production of *A Midsummer Night Dream* in
Tehran which was raided by the extremist forces on its 4th public performance. 2003. Tehran, Iran.

Editor, Assistant Director, "The Road to Heaven" documentary broadcast series about warfare chemical
veterans, 2003. Tehran, Iran.

Translator, "Welcome to Sarajevo" published feature screenplay, Frank Cottrell Boyce, Saghi Publications,
2000. Tehran, Iran.

PAIGE LADISIC

910-448-2003
paigeladistic@gmail.com

JOURNALISM EXPERIENCE

August 2018 to present**Managing Director of Sales & Strategy at The Daily Tar Heel and 1893 Brand Studio**

- I guide the strategy behind The Daily Tar Heel's advertising and marketing revenue streams, which make up more than half of the 501(c)(3) nonprofit's annual operating budget.
- I advise and oversee a staff of 10 student account executives on the advertising sales team, as well as 30 marketing and creative students at 1893 Brand Studio. This includes training and education on best sales practices, editing and providing feedback on client work and more.
- I maintain client relationships with our twenty largest clients and oversee interactions between account executives and other campus and local business clients.

Project Executive at JeremySaid**February to August 2018**

- As project executive, I oversaw all projects at JeremySaid, a marketing analytics and digital marketing agency in Durham, N.C., as well as our three full-time employees. I was second-in-command to the CEO.
- I pitched our services to clients in the pre-sales process and presented proposals to clients for our service offerings, including lead generation, SEO, Facebook Ad campaigns, paid search, ecommerce and more.
- I serviced all client accounts and ran weekly review meetings with top clients, as well as onboarded all new clients and monitored their onboarding experience.
- I led the agency's work on Facebook Ad campaigns and organic social media marketing.

National Growth Editor at McClatchy**May 2016 to February 2018****Social Media Specialist at McClatchy**

- As a member of McClatchy's reinvention and readership teams, I traveled to newsrooms two to three weeks out of every month to launch the corporate reinvention plan and provide individual coaching and team-wide training to reporters and editors in newsrooms like the Charlotte Observer and the Sacramento Bee.
- I led newsroom trainings on SEO, headlines, story choice and social media promotion to small groups and full newsrooms.
- Using Adobe Omniture, CrowdTangle, Facebook Insights and Chartbeat, I analyzed page views, social media referrals, growth, engagement and other data to develop specific training for newsrooms based on individual needs.
- I launched CrowdTangle, a social media engagement platform, in 30 newsrooms and developed training curriculums for all experience levels.
- I worked with the McClatchy Real-Time News Team as an editor, choosing coverage and editing breaking news and trending stories before they were published on all 30 newsroom websites.

EDUCATION

The University of North Carolina at Chapel Hill | School of Media and Journalism**Class of 2016**

- B.A. in Editing & Graphic Design sequence from the School of Media and Journalism
- Second major in Political Science from the College of Arts & Sciences.

SKILLS

- Expert at most social media platforms for marketing purposes, both paid and organic, including but not limited to Facebook, Instagram, Twitter and Pinterest.
- Facebook Ad campaigns and Google AdWords campaigns.
- Analysis of campaigns, engagement and analytics using Google Analytics, Facebook Insights, Chartbeat and CrowdTangle.
- Intermediate SEO, both on-page and technical.
- Lead generation campaigns and analysis, including call tracking, email tracking and user tracking.
- Marketing automation using tools like Hubspot and Mailchimp.
- Email marketing campaigns for fundraising and marketing purposes.
- Project management and account management.
- Adobe InDesign, Photoshop and Illustrator.

SARAH E. LAMM

SENIOR EXECUTIVE :: MARKETING | COMMUNICATIONS | STRATEGY

(919) 451 -1832 – sarah.e.lamm@gmail.com

Marketing, communications and public relations professional with experience in brand strategy, business / corporate consulting, client service, copywriting and promotional strategies. I lead, foster and facilitate excellence – externally and internally.

EXPERIENCE

CRISP

2016 – present

VICE PRESIDENT, CLIENT & BRAND STRATEGY GROUP ACCOUNT DIRECTOR

- A crucial member of the agency's seven-person executive team, which launches new initiatives, considers new approaches to existing processes and continues to iterate and redesign the agency structure to work smarter for internal teams and clients
- Lead one of the agency's two portfolio teams: Manage staffing, client ownership and revenue results for a 19-client book of business
- Serve as head of two agency practice groups – account management and branding – responsible for creating the structure/rollout of these teams and driving revenue for and engagement from current and prospective clients
- Oversee and advise on the effectiveness of all client relationships and partner with agency's senior leadership to define and execute high-level client strategy
- Drive the creation and delivery of integrated marketing plans for all top-tier accounts
- Pitch, develop and foster key client relationships at the executive level, ensuring that these relationships are driving results and are ripe for renewal and expansion
- Manage and mentor team members, with core management responsibility for up to 10 employees

Three Ships

2014 – 2016

CLIENT SERVICES DIRECTOR

- Advised clients on digital strategy: Developed proactive marketing plans, anticipated and reacted to shifts in clients' needs
- Developed and maintained effective client relationships at all levels of the client's organization: Understood clients' goals, asked for feedback and communicated the value of our initiatives to the client
- Ensured Three Ships delivered its best to clients: Served as the last check on quality before we presented work. Used project management tools to hit 100% of client deadlines. Steered the work of our digital services teams to ensure that everything we did met KPIs and led to performance results for the client
- Architected a great client experience: Communicated information effectively to digital services teams. Partnered with those teams to brief clients on key initiatives in digital advertising, SEO, creative and conversion. Managed the delivery of reporting.

Rivers Agency
2013-14; 2002-04

PUBLIC RELATIONS DIRECTOR

- Oversaw the strategy, planning and execution of public relations and social media strategies for the agency and its clients, including Capel Rugs, Bassett Mirror Company, Carolina Meadows and Biltmore For Your Home
- Served as project manager for client initiatives including Cree, the UNC General Alumni Association, UNC Center for Faculty Excellence, Duke Innovation & Entrepreneurship and Ravenscroft School
- Managed a three-person PR/social media team
- Provided marketing/PR strategy and client consulting services to agency and client teams
- Facilitated new business opportunities through research, proposal development and pitching

Capstrat
2010 – 2011

SENIOR ACCOUNT EXECUTIVE

- Sustained positive, high-level client relationships with accounts including Blue Cross and Blue Shield of North Carolina (BCBSNC) and Nurse-Family Partnership
- Oversaw the management of and served as client services lead for the multi-million dollar production of four national-caliber television spots
- Led executive thought leadership initiatives for North Carolina's largest health insurer
- Wrote communications plans, presentations, speeches, news releases and scripts
- Supported new business efforts by researching, developing proposals and pitching

UNC General Alumni Assoc.
2004 – 2010

MANAGER OF MARKETING

- Developed and implemented annual marketing plans for 10 program areas
- Oversaw all of the Association's print and electronic marketing projects
- Created annual membership campaigns, including conceptualization, copywriting and coordination of design, production and distribution
- Served on a five-member team, which managed the content, layout, navigation and future direction of alumni.unc.edu; partnered with the Association's webmaster to properly implement website changes and upgrades
- Participated in quarterly GAA board meetings and presented membership and marketing strategies to a 12-person committee
- Researched, implemented and analyzed all of the Association's social media efforts
- Served as lead for the University's campus-wide mobile marketing initiative

EDUCATION

UNC Chapel Hill
1999; 2015

BACHELOR OF ARTS, MASTER OF ARTS

Joy Gibson MATC Cohort Award / Outstanding MATC Graduate

ACTIVITIES

**Boards,
Certifications
& Memberships**

Google AdWords Certified

Vice President, Board Member: Girls on the Run of the Triangle

Member: Junior League of Raleigh

Member: American Marketing Association, Triangle Chapter

Past President, Board Member: UNC Journalism Alumni and Friends (JAFAs)

Past Board of Advisors Member: UNC School of Journalism and Mass
Communication

Past President: North Carolina Public Relations Society of America

Adjunct Instructor AY 2020-21
Julia Reynolds La Roche

210 West 70th Street Apt. 306
New York, New York 10023
434.390.2789
laroche@verizonmedia.com

PROFESSIONAL EXPERIENCE

Yahoo Finance

New York, NY

Correspondent

2016 - Present

- Book and interview CEOs, including Goldman Sachs' David Solomon, Walmart's Doug McMillon, Bridgewater Associates founder Ray Dalio, Starbucks founder Howard Schultz, Dallas Mavericks owner Mark Cuban, and others
- Publish an average of 230 articles per year and consistently rank as one of the site's most-read reporters
- Contribute daily to Yahoo Finance's live show programming with breaking news, scoops, and executive interviews
- Secure and develop exclusive live coverage opportunities, including the 10th anniversary DoubleLine Capital and Walmart's Annual Meeting
- Cover key industry events including The World Economic Forum and Berkshire Hathaway's Annual Meeting
- Moderate high-profile conferences such as The SALT Conference, The Greenwich Economic Forum, Money 20/20, and the Cayman Alternative Investment Summit

Business Insider

New York, NY

Senior Finance Reporter

2011 - 2016

- Contributed from an early stage to the growth of Business Insider by building the site's Wall Street coverage
- Published more than 3,000 bylines averaging personal monthly views of more than 2 million and unique views of around 750,000 per month
- Recognized as a monthly "rock star" in the newsroom on multiple occasions
- Appeared on ABC's "Good Morning America," Fox News, and CNBC's "Closing Bell"

CNBC.com

Englewood Cliffs, NJ

News Associate

2010 - 2011

- Handled the posting of newswire articles for the breaking news desk, covered earnings, and updated commodity and fixed income market news
- Contributed regularly to the website's retail blog and Wall Street blog "NetNet"

EDUCATION

University of North Carolina at Chapel Hill

Graduated: 2011

Bachelor of Arts, Journalism and Mass Communication
Emphasis in Electronic Communications

COMMUNITY SERVICE

New York Junior League

2011 - Present

- Volunteer for the Senior Friends committee, with prior experience on the Cancer Awareness & Support, External Communications, Volunteer Education Training committees
- Organize and publicize volunteer opportunities and training programs

Project Sunshine

2012 - Present

- Volunteer with a chapter connected to New York Presbyterian Hospital
- Raised \$5,000 for the organization running New York City Marathon two consecutive years

JUDY LIU, MPH

312 Weycroft Grant Drive, Cary, NC 27519

Home (919) 388-2288 Cell (646) 709-6648 email liu_judy@yahoo.com

Extensive Professional Experience:

Marketing, brand management, public relations and communications (digital/internet/social media and traditional marketing media), product commercialization, business development, strategic planning, coaching/leadership / talent development, staff management, corporate healthcare and startup experience.

Experience:

Strenua, LLC

Founding Partner / Marketing Consulting

Sept 2013-Present

Offer professional marketing and public relations services to clients.

Florida Institute of Technology

Adjunct Graduate Professor

January 2010-Present

Teach Healthcare Marketing, Managed Care, Healthcare Organizations, Community Health Evaluation/Quality Improvement Initiatives, Medical Ethics and other online undergraduate and graduate courses. Experience using Blackboard and other online learning systems. Develop new graduate and undergraduate online course syllabi & programs, curricula and grading rubrics. Grade and review assignments. Monitor and post student progress and grades. Assess student learning outcomes. Provide career coaching and academic counseling to graduate and undergraduate students.

GlaxoSmithKline (RTP/Philadelphia)

Oct 2010 - Sept 2013

Director, Strategic Planning & Marketing

(July 2011-Sept 2013)

Responsible for the annual strategic planning development for the General Medicine (Cardiovascular, Diabetes, Men's Health and Dermatology) Business Unit with annual sales goal of over \$1 Billion. Led the implementation of marketing/communications plans. Developed short and long term accountability KPI metrics and time lines for branding, marketing and communications and made key management decisions. Led and facilitated North American Marketing forum to share across Business Unit best practices and foster understanding and input for enterprise wide initiatives. Led the development and implementation of Women's leadership/coaching topics offerings for GSK Women's Leadership Initiative members (group of over 150 GSK members).

Leadership Development

Served as 2013 GSK Women's Leadership Initiative (WLI) Employee Resource Group RTP Site Lead, lead GSK WLI mentoring, training and talent development program. Delivered strategic marketing education to company-wide businesses units. Completed GSK Leading Delivery Executive Education course, GSK Wharton Execution Marketing Education course and Practical Coaching in the Workplace GSK course. Developed in-house marketing training courses and collaborated in the development of the first marketing peer educator training program.

Rare Disease / Companion Diagnostics Strategic Pricing Lead

(Oct 2010-June 2011)

Participated in global workshops developing product commercialization plans. Evaluated new business opportunities with Business Development. Managed GSK (Information Technology) IT team and led the development of a global competitor pricing model for rare disease / genomic assets. Developed short and long-term market forecasts and reports by directing market research initiatives.

Central Brevard Art Association

Publicity/Marketing Committee Chair

March 2010-December 2010

Responsible for all Public Relations/Marketing communications for a 150+ member not for profit arts organization. Led development and execution of all external and media communications, including researching, writing and pitching news stories, cultivating contacts, and responding to requests from national, regional and local news media. Track media trends and developed proactive outbound communication strategy to ensure appropriate messages are being relayed through the various media outlets.

Pfizer, Inc. (New York City) **July 2000-April 2008**
Senior Marketing Manager, Caduet **(May 2006-April 2008)**
Senior Product Manager, Specialty Group **(June 2003-May 2006)**
Senior Marketing Manager, Consumer Marketing Group **(July 2000-June 2003)**

Brand Lead & Management (P&L Responsibility) experience in various therapeutic areas (Cardiovascular, Injectables, Arthritis, and Women's Health) through active collaboration with internal stakeholders. Led product positioning and brand development (e.g. development of brand guidelines and procedures). Managed and led all aspects of the marketing mix (payer, provider and consumer). Partnered with Media Relations in the development and execution of media strategy to disseminate key organizational successes stories and messages. Led regional/account marketing efforts. Led Key Opinion Leader (KOL) development and strategic communications at major medical meetings and conferences. Supervised marketing team in development and execution of approved collateral marketing materials. Developed POA (plan of action) implementation and sales training plan. Led the development of key organizational messaging, media and reports. Led the Cardiovascular portfolio (Lipitor & Caduet) Business Unit strategic planning development. Led development of corporate wide CRM initiatives to drive performance and acceleration of CRM strategy.

[Medsite.com, Inc.](http://www.medsite.com)

Director, Client Services **September 1999-June 2000**

Columbia University Mailman Graduate School of Public Health
Adjunct Professor **1999-2000**

Taught graduate courses: Total Quality Management/Continuous Quality Improvement and Assessment of Healthcare.

Schering Plough - Integrated Therapeutics Group
Manager, Health Management Finance **May 1998-September 1999**

Oxford Health Plans **June 1996-May 1998**
Management Associate, Medical Affairs and Medicare **(May 1997-May 1998)**
Research Associate, Quality Management **(June 1996-May 1997)**

Education:

Duke University Certified Integrated Health Coach **March 2015**

GSK Sponsored Wharton Executive Marketing Education Certificate Program **December 2012**

Columbia Graduate School of Public Health, Columbia University **May 1998**
Masters in Public Health - Health Policy & Management

Barnard College, Columbia University, Major G.P.A. 3.7, Dean's List **May 1996**
Bachelor of Arts, Major in Biology and Minor in Economics
College of Arts & Sciences, Univ. of Rochester, Dean's List Junior year study leave

Professional Memberships and Affiliations:

Vice President/Board Member: North Carolina Roadrunners Club, Healthcare Businesswoman Association, Global Marketing Committee Member: Association of National Advertisers (ANA), Board of Director Member & Committee Chair: Women in Health Management (1999-2000), Member: American Marketing Association

MICHAEL MACMILLAN

1602 Eco Drive Chapel Hill, NC 27516 • 908.868.8063

mike.macmillan55@gmail.com

Highly successful public relations entrepreneur and senior media strategist with a career-long focus on asset managers and financial services. Built and ran an award-winning New York City-based financial services public relations firm for more than 20 years. Provided counsel to more than 30 mutual fund companies with assets under management ranging from \$2 billion to in excess of \$500 billion. Proven ability to develop and implement creative communications strategies and to advise on the broad range of marketing challenges facing clients in a rapidly changing media marketplace.

CAREER HIGHLIGHTS (1996-2018)

- A leader in providing public relations counsel and marketing support to mutual fund families and ETF sponsors. Multiple “firsts” in creating strategies to introduce new funds to market. New assets raised by clients in excess of \$95 billion.
- Provided counsel to investment banks, financial advisory and private equity firms on strategic communications, market positioning, thought leadership issues and product launches. Clients included the country’s fifth largest bank and one of the biggest private equity real estate firms, among many others.
- Oversaw the successful introduction of a leading ultra-high net worth financial services firm on behalf of a bank client.
- Managed the media campaign celebrating the 100th Anniversary of the Dow Jones Industrial Index generating coverage around the world, highlighted by GE’s then-CEO Jack Welch ringing the Closing Bell at the NYSE.
- Built and managed a team of public relations professionals. Many went on to senior level positions at other firms including Schwab and AQR.
- Sold business to a partner in the firm.

ADDITIONAL EXPERIENCE

- Directed the financial service group at mid-sized New York public relations firm for five years, growing market share and overseeing the successful introduction and support of multiple new mutual funds.
- Managed the publicity campaign around the first use of a computer system by the New York City Marathon and the New York Road Runners Club.
- Represented multiple Fortune 500 companies, including Ryder System, D&B, and GE Capital.
- Published multiple articles and opinion pieces on public relations and other topics in outlets including *The New York Times*, *The Wall Street Journal*, *Forbes*,

HedgeWorld, Business North Carolina, Mutual Fund Market News and the Raleigh News & Observer, among many others.

EDUCATION

The University of North Carolina at Chapel Hill (1979)
B.A. Political Science

Woodberry Forest School (1974)

ACTIVITIES

- Student/Partner Alliance. Acted as a mentor to an inner-city high school student in Newark, New Jersey.
- Communications support for Durham 150, celebrating the 150th anniversary of the city of Durham, N.C.
- Senior member of the Christ Church Communications Committee.
- Twenty plus years of coaching youth sports, including basketball, soccer, and baseball.

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C. AMANDA MARTIN

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919-755-0889



stevens martin vaughn & tadych, PLLC
attorneys at law

AREAS OF PRACTICE CONCENTRATION

First Amendment, communications and intellectual property representation and litigation; non-profit representation and litigation; corporate employment law.

EDUCATION

UNIVERSITY OF NORTH CAROLINA SCHOOL OF LAW, Chapel Hill, NC

Juris Doctor with Honors: 1992

North Carolina Law Review Staff and Senior Staff

Dean's List

Teaching Assistant, Legal Research and Writing

UNIVERSITY OF FLORIDA, Gainesville, FL

Bachelor of Science in Journalism, minors in English and business: 1989

National Merit Scholar

Florida Academic Scholar

Omicron Delta Kappa

Mortar Board

EMPLOYMENT

STEVENS MARTIN VAUGHN & TADYCH, PLLC, Raleigh, NC

Founding Partner

General civil practice, concentrating in First Amendment, communications and internet issues; intellectual property litigation; corporate employment law; administrative and non-profit law.

- General Counsel to N.C. Press Association and N.C. Press Services
- Associate General Counsel and Assistant Secretary to N.C. Press Foundation
- Litigation of libel, privacy, reporters' privilege, courtroom and court records access, open government and internet issues;
- Prepublication counsel to newspapers and television stations on access issues and liability avoidance;
- Conduct workshops on defamation, privacy, access, and internet liability

CAMPBELL UNIVERSITY, NORMAN ADRIAN WIGGINS SCHOOL OF LAW, Raleigh, NC

Adjunct Faculty: Media Law – Spring 2014, 2013, 2012

EVERETT, GASKINS, HANCOCK & STEVENS, LLP, Raleigh, NC
Partner August 2000 - August 2010
Of Counsel 1999 - July 2000
Associate: 1995 - 1998

UNIVERSITY OF NORTH CAROLINA SCHOOL OF LAW, Chapel Hill, NC
Adjunct Faculty: Media Law – Spring 2007
Adjunct Lecturer: Research, Reasoning, Writing and Advocacy – Spring 1996 and 1995

UNIVERSITY OF NORTH CAROLINA SCHOOL OF JOURNALISM AND MASS
COMMUNICATION, Chapel Hill, NC
Adjunct Instructor: Mass Communication Law and Ethics – Spring 2001 and 2002

THE LAW FIRM OF JOHN A. BUSSIAN, P.A., Durham, NC
Associate: 1994 - 1995
General civil practice, concentrating in communications law, First Amendment and
access litigation

DOW, LOHNES & ALBERTSON, Atlanta, GA
Associate: 1992 - 1994
General civil practice including communications law and commercial litigation
Firm served as regular outside counsel to Cox Enterprises, Inc.

PROFESSIONAL and CIVIC MEMBERSHIPS and ACTIVITIES

Bar Admissions: Georgia 1992, North Carolina 1994
AV Rated by Martindale-Hubbell since 2002
The Best Lawyers in America (First Amendment law) – listed since 2005
UNC Center for Media Law and Policy, Advisory Board, 2008 to present
American Bar Association
 Member Litigation Section and Communications Law Forum
North Carolina Bar Association
 Member, treasurer Litigation Section Council
 Member, former chair, vice chair, secretary and treasurer Constitutional Rights and
 Responsibilities Section Council
Wake County Bar Association
 Member and former director
North Carolina Chief Justice's Media and the Courts Forum, 2000-2002
Member N.C. Secretary of State's Advisory Council on Legislative Lobbying Policy and
 Regulation, 2004
Former Member, Braxton Craven Inn of Court, Duke Law School
Raleigh Chamber of Commerce Leadership Raleigh, 2000-2001
Member – St. Michael's Episcopal Church

PUBLICATIONS and PRESENTATIONS

- *Media Privacy and Related Law*, Fourth Circuit Survey, Media Law Resource Center (2014)
- *Getting the Info You Need Protecting the Info You Create*, National Association of Science Writers Annual Conference, 2014
- *Online Communication, Social Media and the Law*, ScienceOnline Annual Conference, 2014
- Faculty, NCPA Newspaper Academy: 2004 to present
- Faculty, UNC Festival of Legal Learning: 2015, 2013, 2102, 2011, 2007, 2006, 2005
- *State Open Records Laws and Libraries: Can We Value Openness and Privacy at the Same Time?* American Association of Law Librarians Annual Conference, 2013
- Co-editor, N.C. Media Law Handbook, (Cathy Packer, Hugh Stevens and C. Amanda Martin, eds., 5th ed. 2012); co-author chapter on Public Records
- *Online Community Building and Managing: What are the Legal and Editorial Concerns You Need to Know?* Media Law in the Digital Age 2011
- Co-editor, N.C. Media Law Handbook, (Cathy Packer, Hugh Stevens and C. Amanda Martin, eds., 4th ed. 2007); co-author chapter on Access to Government Meetings
- Co-author - "The Open Government Guide: North Carolina" Reporters Committee for Freedom of the Press, 1996-present (formerly "Tapping Officials Secrets")
- Faculty and Planner, What You Need to Know About Public Records and Open Meetings in North Carolina: 2006
- Faculty, ABA Training & Development Media Advocacy Workshop: 2005
- Faculty and Conference Planner, UNC School of Journalism and Mass Communication Executive Education - - Gathering News Legally: Exploring Libel, Privacy and Other Legal Questions Involved in Newsgathering in North Carolina: 2001
- Co-editor, N.C. Media Law Handbook, (Cathy Packer, Hugh Stevens and C. Amanda Martin, eds., 3d ed. 2001); co-author chapters on Access to Government Meetings, Invasion of Privacy and Infliction of Emotional Distress
- Presenter, Cyberlaw in the 21st Century: Intellectual Property in an Online World, Thomas M. Cooley School of Law: 2000
- Faculty and Planner, UNC School of Journalism and Mass Communication Executive Education -- Government vs. the Media: Exploring Both Sides of Access and Privilege Conflicts in North Carolina: 2000
- Author, A Primer on Election Coverage and Commercials, LDRC LibelLetter, August 21, 2000, at 45
- Author, Access to Public Records in North Carolina, (North Carolina Bar Foundation, November 18, 1999)
- Author, The Road to a Shield Law in North Carolina, LDRC LibelLetter, August 20, 1999, at 23
- Panelist, "No Access? The Future of Crime Reporting," Criminal Justice Journalists 1999 Annual Meeting
- Presenter, Fair Housing and Employment Advertising, Conference of Southeastern Classified Advertising Managers Association (Feb. 1, 1997)
- Co-author and presenter, Overview of the Federal and North Carolina Laws Regarding Legislative and Political Activities (N.C. Bar Foundation, Jan. 28, 1997)

- Faculty, North Carolina Bar Association CLE -- Nonprofit Corporation Legal Update, Overview of the Federal and North Carolina Laws Regarding Legislative and Political Activities: 1997
- Co-author, Libel in Cyberspace: A Framework for Addressing Liability and Jurisdictional Issues in this New Frontier, 59 Albany L. Rev. 1083 (1996)
- Author, Sifting through the Fallout of North Carolina Death Penalty Jurisprudence: Getting Down to the Real McKoy, 69 N.C.L. Rev. 1504 (1991).

Representative Cases

In re Baker Investigation, 220 N.C. App. 108, 117, 727 S.E.2d 316, 322 (2012) (affirming trial court order unsealing search warrants)

Dalenko v. News & Observer Pub. Co., 447 F. App'x 490, 491 (4th Cir. 2011)(affirming dismissal of libel suit)

Janis v. Wefald, Case 10-00266-8-SWH (E.D.N.C. 2011)(\$650,000 verdict for libel plaintiff)

Johnson v. WRAL et al., Case No. 5:09-CV-154-BO (E.D.N.C. 2010) (dismissal of libel suit)

Wright v. Walker, et al., Case No. 5:08-CT-3048-FL (E.D.N.C. 2010)(dismissal of libel suit)

USA vs. Demario James Atwater, Case No.1 :08CR384-1 (M.D.N.C. 2010)(order quashing subpoenas in murder case)

In re Investigation into Death of Cooper, 200 N.C. App. 180, 683 S.E.2d 418 (2009)(establishing test for sealing search warrants)

News Reporter Co., Inc. v. Columbus County, 184 N.C. App. 512, 646 S.E.2d 390 (2007)(granting access under public records law)

Bennett v. News and Observer Pub. Co., 167 N.C. App. 370, 605 S.E.2d 267 (2004)

City of Burlington v. Boney Publishers, Inc., 166 N.C. App. 186, 600 S.E.2d 872 (2004)(finding government does not have right to sue under public records and open meetings laws)

Young v. McClatchy Newspapers, 603 S.E.2d 127 (N.C. App. 2004)(leaving undisturbed lower court order quashing subpoena)

Bennett v. News and Observer Pub. Co., 167 N.C. App. 370, 605 S.E.2d 267 (2004)(

Broughton v. McClatchy Newspapers, Inc., 161 N.C. App. 20, 588 S.E.2d 20 (2003)(affirming summary judgment in favor of defendants in libel case)

State v. Peterson, 2003 WL 22965551, 31 Media L. Rep. 2501 (N.C. Super. 2003)(quashing subpoena)

Higgins v. Young, 2001 WL 1692379, 29 Media L. Rep. 2528 (N.C. Super. 2001)(quashing subpoena)

Multimedia Pub. of North Carolina, Inc. v. Henderson County, 136 N.C. App. 567, 525 S.E.2d 786 (2000) (amicus brief)

News and Observer Pub. Co., Inc. v. Coble, 349 N.C. 350, 507 S.E.2d 272 (1998)(reversing trial court's dismissal of open meetings lawsuit)

DTH Pub. Corp. v. University of North Carolina at Chapel Hill, 496 S.E.2d 8 (1998) (finding student honor court to be "public agency" under N.C. Open Meetings Law)

H.B.S. Contractors, Inc. v. Cumberland County Bd. of Educ., 345 N.C. 178, 477 S.E.2d 926 (1996) (amicus brief)

PROFILE

Editor, journalist, and manager with 14 years of experience at The New York Times, most recently on the politics desk during the 2016 presidential campaigns, a fast-paced department with a high volume of content. Highly skilled in editing complex stories on tight deadlines; improving a story's structure, flow and clarity; shaping digital content; and honing a continuing narrative.

EXPERIENCE

THE NEW YORK TIMES, New York, NY, 2002-2016

Senior Staff Editor, Politics Desk — February, 2015-November, 2016

- Served as the night side editor during the Republican and Democratic primary season and through the general election, focused on helping to manage immediate responses to breaking news.
- Assigned stories to reporters and provided first edits of content both online and for print
- Sole editor and producer of the politics newsletter, called First Draft, which published Monday through Friday.
- Corrections editor for the desk, responsible for assessing reader inquiries or assertions of error, and formulating language for corrections when merited.

Staff Editor, Various Roles, Metro Desk — 2008-2015

Saturday Assignment Editor, 2014-2015

- Assigned coverage of breaking news and managed the desk's full report.
- Oversaw three print editions, often including high profile and front page stories.

Lead Editor of the The New York Times 2014 Neediest Cases Campaign:

- Dealt directly with city aid agencies and chose which of articles we would pursue from the hundreds of story submissions.
- Assigned, edited and produced nearly a hundred articles in three months, coordinating with photo editors, copy editors and news designers.
- Managed a team of dozens of reporters.
- Responsible for managing the project's budget, paying contributors, and dealing directly with The Times business side to promote the campaign, including giving speeches and appearing on television to discuss the 100 year history of the Neediest Cases campaign..

Copy Editor:

- Responsible for line editing the desk's wide ranging coverage, most often on tight deadline, with a focus on grammar, style, usage and fairness.
- Wrote headlines, captions, blurbs and summaries of several articles a night, both for the print and online reports.
- Performed several other roles, including helping to manage the desk's editing process as the slot and late slot editor, and serving as the production coordinator for the Sunday Metropolitan section.

News Assistant, 2002-2008

- Provided clerical and editorial support across most news departments, served three years as the research and news assistant to Clark Hoyt, The Times Public Editor, and ran logistical and editorial support on site during major news stories, including in Iowa for the 2004 presidential caucuses; in New Orleans during the immediate aftermath of Hurricane Katrina in 2005; and at the 2004 and 2008 Republican and Democratic conventions.

THE MOBILE REGISTER, Mobile, Ala.

New Assistant — 2000-2002

- Wrote wedding announcements and obituaries, and maintained event calendars in regional and entertainment listings.

SKILLS

Highly proficient in grammar, style, and usage; creative writing

Team management

Project management: coordinating complex projects on tight deadlines;
editing content across multiple platforms

EDUCATION

The City College of New York

Bachelor of Arts in Theatre, Magna cum laude

New York, NY

2007

LEE MEREDITH

225-400-7711
slmeredith1@gmail.com

623 Woodgate Blvd.
Baton Rouge, LA
70808

Objective

To improve the outlook for journalism by providing future leaders with robust practical skills, respect for the profession's role in our democracy and the critical thinking abilities needed to navigate their careers at a time of significant change.

Education

University of Memphis, Memphis, TN — M.B.A., 2017

- One of eight students who graduated with a 4.0 GPA. Program was ranked among top 25 Online MBA programs by Princeton Review.

Trinity University, San Antonio, TX — B.A., 1974

- Majored in Journalism and Political Science. Editor of the student newspaper.

Experience

Vice President and General Manager, Raycom Media — 1998-2018

- Led television stations in four different markets, beginning at one of the smallest profit centers in the company, and currently serving at one of the biggest. Individual station experiences are detailed below.

VP/GM, WAFB-TV, Baton Rouge, LA — 2014-2018

- Supervise television news operation that dominates with more than a 50 share of market.
- Built major digital news presence in Baton Rouge; currently serving more page views of content than any other division among the 42 markets served by Raycom Media.
- Broadcasting & Cable named me "General Manager of the Year" in 2016.
- Earned "Broadcaster of the Year" honor from the Louisiana Association of Broadcasters in 2017. Group named WAFB "Station of the Year" in 2018 for the third year in a row.
- WAFB won the regional Emmy Award for "Best Newscast" in 2017.

VP/GM, WMC-TV, Memphis, TN — 2006-2014

- Led rebuilding effort for news/weather operation.
 - News operation moved from a first-place tie to a double-digit lead in viewer preference.
 - Steered sales effort that continuously maintained an enviable power ratio.
-

VP/GM, WAFF-TV, Huntsville, AL — 2001-2006

- Focus on sales results and news ratings enabled station to triple profits over five-year period.
- Led effort to move news ratings from a distant second to number one.
- Station received the “Friend in Need Award” from NAB for providing outstanding service in the face of a natural disaster.
- The Nashville chapter of the National Academy of Television Arts & Sciences inducted me into its “Silver Circle;” this award is given for significant contributions to the community and the television industry.

VP/GM, WACH-TV, Columbia, SC — 1998-2001

- Improved localism through programming and community initiatives.

News Director, WCNC, Charlotte, NC — 1995-1998

- Led station-wide effort to build a competitive news operation.

News Director, WTVD, Raleigh-Durham, NC — 1990-1995

- WTVD was named the state’s Outstanding News Operation in 1994.
- Helped build statewide news network among ABC affiliates.
- Improved coverage of hyphenated market with regional newsrooms.

News Director, WRCB-TV, Chattanooga, TN — 1985-1990

- Led effort to move news ratings from distant second place to number one.
- Successfully completed the Leadership Chattanooga program which equips emerging leaders with skills to have a positive impact in the community.
- Led effort to launch community-wide food drive to benefit the Chattanooga Food Bank; annual event is still going strong 32 years later.

Account Supervisor, Weekley & Penny, Houston, TX — 1981-1984

- Broadened experience by completing the Institute of Advanced Advertising Studies program offered by the American Association of Advertising Agencies.

Reporter, Assignment Editor, Executive Producer — 1974-1981

- Received state and regional awards for investigative reporting and producing for several Texas television stations.
- The Robert F. Kennedy Awards for Excellence in Journalism presented me with a special citation for co-producing a documentary on an inner-city neighborhood in Houston.

Leadership

Vice Chairman, Louisiana Education Television Authority — 2014-Present

Board Member, Baton Rouge Area Chamber — 2014-Present

Board Member, BBB of South Central Louisiana — 2014-Present

Board Member, Louisiana Association of Broadcasters — 2014-2017

Board Member, United Way of the Mid-South — 2006-2014

- Co-chaired task force to modernize fund raising and community engagement; member of executive committee.

Chairman, Board Member, Tennessee Assn. of Broadcasters — 2006-2014

- Led efforts by television broadcasters in Tennessee to interface with the FCC during the transition to digital television.

Vice Chairman, Board Member, BBB of the Mid-South — 2006-2014

- Member of executive committee.

Board Member, Baptist Mem. Hosp. Community Advisory Bd. — 2006-2014

Board Member, United Way of Madison County — 2003-2006

Board Member, Alabama Broadcasters Association — 2001-2006

- Member of executive committee.

Board Member, South Carolina Broadcasters Association — 1998-2001

Board Member, United Way of the Midlands — 1999-2001

References

- **Sandy Breland**, Vice President, Raycom Media, 504-483-1100, sbreland@raycommedia.com.
- **Paul McTear**, Former President and CEO, Raycom Media, 334-201-8679, pmctear@raycommedia.com.
- **Tracey Rogers**, Vice President and General Manager, WKRN-TV, 615-369-7371, trogers@wkrn.com.
- **Sonya Forte Duhe, Ph.D.**, Director and Professor, Loyola University, 504-284-8031, sduhe@loyno.edu.

MARGARET MOFFETT

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Greensboro, N.C. 27405

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margaretfmoffett@gmail.com

Twitter: @MargaretMoffett

EDUCATION

M.A., English, UNC-Greensboro, 1993

Concentration in rhetoric and composition

GPA: 3.7

B.A., English, UNC-Greensboro, 1989

Cum laude graduate (3.54 GPA)

Honors Program participant

PROFESSIONAL EXPERIENCE

Academic

Adjunct journalism instructor, High Point University, Nido R. Qubein School of Communication, 2017-18

COM 2283: Multimedia Storytelling (Spring 2018)

COM 3373: Investigative Journalism (Fall 2017)

Adjunct English instructor, Guilford Technical Community College, March 2016 to present

ENG 002: Transition English (2 sections Fall 2019)

DRE 096: Integrated Reading and Writing I (Fall 2017; Spring 2016)

DRE 097: Integrated Reading and Writing II (Fall 2017; Spring 2017; Fall 2016)

DRE 098: Integrated Reading and Writing III (Spring 2018; 2 sections Spring 2017; Fall 2016)

Newspaper leadership

Managing editor, Triad Business Journal, Greensboro (N.C.). June 2018 to September 2019

- Maintain web site, including selecting and editing all stories
- Plan, edit and proof weekly print editions
- Assign stories to reporting staff of 4
- Plan and edit special sections

Assistant city editor/assignment editor, News & Record (Greensboro, N.C.), February 2010 to January 2014

- Managed team of five government reporters
- Assigned stories to reporting staff of 15
- Planned daily report with executive editor and city editor

Assistant sports editor, News & Record, March 2008 to February 2010

- Supervised staff of six
- Led daily meeting with sports copy desk
- Planned centerpieces daily for Sports fronts

Newspaper reporting

Staff writer, News & Record, February 1995 to March 2008; January 2014 to May 2018

Beats: City Hall, county government, database reporter, investigative reporter, general assignment, religion, features, Rockingham County Schools and Rockingham County government

Staff writer, Reidsville (N.C.) Review, July 1994 to February 1995

Beats: City Hall, features and Rockingham County Schools

Staff writer, Thomasville (N.C.) Times, June 1992 to July 1994

Beats: Religion, Thomasville City Schools, Davidson County Schools, weekly columnist

AWARDS

Individual

First place, N.C. Press Association Contest, News Features category, 2018

Second place, N.C. Press Association Contest, City/County Government Reporting, 2018

Third place, Senator Sam Open Government Award, N.C. Associated Press, 2017

First place, N.C. Press Association Contest, Best Collection of Leads category, 2017

First place, The Society for Features Journalism (national) Excellence-in-Features Awards, Short Features category, 2017 (\$300 prize)

First place, N.C. Press Association Contest, News Feature Writing category, 2015

Winner, Rugaber Prize, annually awarded to News & Record employee who demonstrates "intense curiosity, depth of understanding and enterprising drive," 2004 (\$1,000 prize)

Second place, N.C. Press Association Contest, News Feature Writing category, 2002

First place (among entries from 11 southeastern states), Green Eyeshade Award, Society of Professional Journalists' Excellence in Journalism contest, Features category, 2001

Second place, Landmark Award (from then-News & Record parent company Landmark Communications), Features category, 2001 (\$500 prize)

Third place, N.C. Press Association Contest, Feature Writing category, 2000

Second place, Landmark Award, Features category, 2000 (\$500 prize)

First place, N.C. Press Association Contest, News Feature Writing category, 1998

Third place, N.C. Press Association Contest, Feature Writing category, 1998

Second place, Landmark Award, Features category, 1998 (\$500 prize)

Second place, Landmark Award, Features category, 1997 (\$500 prize)

First place, N.C. Press Association Contest, Column Writing category, 1994

Team

First place, Associated Press Sports Editors national contest, Breaking News category (combined entry with two other reporters), 2012

Second place, N.C. Press Association Contest, General News Reporting category (combined entry with three other reporters), 2012

PROFESSIONAL DEVELOPMENT AND SERVICE

Recent panels, guest lectures and media appearances

Panelist, resume workshop for journalism students, Nido R. Qubein School of Communication, High Point University, April 2019

Moderator, Triad Business Journal's "State of Guilford" panel, Union Square Campus, Greensboro, N.C., December 2018

Panelist, resume workshop for journalism students, Nido R. Qubein School of Communication, High Point University, April 2018

Panelist, High Point University Chapter of the Society of Professional Journalists, "Is Time Really Up? Female Journalists and the Current Media Landscape," March 2018

Radio interview, WFDD public radio in Winston-Salem, "High Point stadium," September 2017

Radio show guest, The State of Things, WUNC public radio in Chapel Hill, "City Council calls for review of excessive force case," September 2016

Panelist, public records training session, N.C. Open Government Coalition's Sunshine Day conference, Durham, N.C., March 2015

Guest lecturer, Elon University School of Journalism, COM 110 (Media Writing), January 2015

Radio show guest, The State of Things, "UNCG Three case," October 2014

Radio interview, WFDD, "Newspaper, UNCG at odds over records," October 2014

Radio interview, WFDD, "UNCG faculty concerned; want more answers on firings," October 2014

Multimedia, Freelance and Consulting

Freelance writer, Pace Communications, Greensboro. Wrote article for BB&T Leadership Institute Magazine, September 2019

Freelance writer, Bluezoom Advertising, Design & Chemistry, Greensboro. Wrote copy for Chamber of Commerce-sponsored recruitment and retention website, June to August 2019

Writer and producer, Greensboro 48 Hour Film Project, contest to write, film and edit an 8-minute movie in 48 hours, 2014 (Best Choreography and Best Music awards), 2016, 2017

Dissertation advisor, Carola Dwyer, Ph.D. candidate, University of Illinois at Urbana-Champaign, "The Serpent Woman as a Grotesque in French, English, and German Medieval Narrative," 2013-2015

REFERENCES

John Robinson, former Editor, News & Record; Adjunct Journalism Professor, UNC-Chapel Hill, (336) 312-1018, 25johnrobinson@gmail.com

Mark Sutter, former City Editor, News & Record; Adjunct Journalism Professor, UNC-Chapel Hill, (336) 202-6396, mksutter22@gmail.com

AWARD-WINNING TV, CINEMA, AND DIGITAL PRODUCER *with 20+ years of experience working in the development, production, and marketing of creative content and big brands. Rare blend of creative instincts, technical know-how, and project management savvy.*

Projects and Credits

Disney

Produced Tween game show for Disney called Disney Duels 2017

“Band of Brothers” Premiere

Produced and supervised HBO Entertainment News’s behind the scenes coverage at the premiere of HBO’s award-winning series “Band of Brothers,” which took place in Normandy on the anniversary of D-Day.

HBO Interstitial Segments

Co-created three new interstitial segments including “On the Phone” with Joel Stein, “Upfront in the Backseat” with Holly Millea, and “At The Movies” with Judy Gold.

ESPN

Produced over 35, 2-3 minute videos and promotions for the most successful network launch in ESPN’s history—SEC Network—

Super Bowl 2015

Managed and oversaw the creation one of the top ten Super Bowl spots for Nationwide Insurance, Directed by Doug Liman and starring Mindy Kaling and Matt Damo (his first E! commercial appearance).

Audi, Sony, Lenovo, and More

Produced advertising campaigns—from large, multi-million dollar clients to pro bono work—for a multitude of clients, including Audi, Sony, Nationwide Insurance, Nationwide Financial, Sherwin Williams, Travelocity, Mizuno Running, Gold’s Gym, Lenovo, and The Ad Council.

Travelocity

Directed all logistics for an around-the-world contest. Managed a crew of eight to produce high quality, three-minute video pieces at each two- to three-day stop. Visited cities like Rome, Rio De Janeiro, Lisbon, Beijing and Mumbai.

Career Timeline

Hocus Pocus Productions – NY, NY and Saxapahaw, NC – 04/2016 to Present **Executive Producer**

Develop TV shows to sell to broadcast networks. Slate available on request.

Bid, oversee and manage production budgets: from moderate to multi-million dollar projects and campaigns including mixed-currency. Experienced in all creative genres, including: VFX, EFX, stunts, aerials, and other specialty filming arenas. Liaison between directors, advertising agency & client in regards to overall creative, sales objectives, budget, cost savings and schedules Actualization and cost projections of all budgetary costs and line items. Hire, oversee, manage above the line and below the line crew and talent. Maintain outstanding relationships with crew, production partners, agencies and clients.

Ideate and produce long formatted documentaries, series, and branded videos.

McKinney (formerly McKinney & Silver) – Durham, NC – 11/2002 to 04/2016) **SVP, Executive Producer** (01/2013 to 04/2016); **VP, Senior Producer** (02/2008 to 12/2012); **Senior Producer** (11/2002 to 01/2008)

Directed and project managed high-dollar advertising campaigns for numerous national and international brands across a wide range of industries—such as cars, electronics, clothing, insurance, paint, travel, sports, and fitness.

Tribune Entertainment – NY, NY – 05/2002 to 09/2002 **Producer**, “The Carolina Rhea Show”

Oversaw the production of celebrity and non-celebrity segments. Researched and booked talent. Pre-interviewed celebrities, came up with questions and briefed host.

HBO – NY, NY – 03/1997 to 02/2002 **Supervising Producer**, “HBO Entertainment News”

Successfully produced and supervised the production of more than 350 “HBO Entertainment News” features around the world. Budgeted and field-produced all “HBO Entertainment News” packages and interstitial shoots. Including Behind the scenes on The Sopranos and Sex and The City.

Lifetime – NY, NY – 11/1989 to 12/1990 **Associate Producer**, “The Jane Wallace Show”

Researched and booked talent for former West 57th Street anchor. Associate Produced the highest rated episode in the shows history.

Skills and Qualifications

Business Development – Create and pitch new film and television concepts to networks, media houses, and partners; Build collaborative partnership agreements

Content Creation – Bring a steady flow of quality ideas; Create and recognize projects at the conceptual stage poised to be “the next big hit”

Team Management – Build and manage an energetic production team to create high quality cutting edge content; Handle “creative personalities” of crew and staff

Media Releases and Distribution – Develop and promote ads, teasers, trailers, releases, and similar content; Identify new sales and distribution strategies

Project Management – Manage all aspects of production, including deal memos, insurance, production contracts, risk assessment, budgets, and safety

Production Experience – Research, field produce, and shoot pieces for TV and cinema; Supervise development and production of concepts through pilot stage

Education

Barnard College – NY, NY
Bachelor of Arts in Psychology

Tamara Rice

315 Westside Drive | Chapel Hill, NC 27516 | 919.370.9570
tamara@sliceinteractive.com

Experience

Slice Interactive *Owner*

2006-Present, Chapel Hill

- Run a successful web development business. Portfolio can be viewed at www.sliceinteractive.com.
- Handle every aspect of each project from proposal and negotiation to strategy, design, coding and testing.
- Maintain a reputation for professionalism, timeliness, and strong client relations.
- Hire and manage subcontractors for large projects.
- Work with clients from diverse industries such as education, law, non-profit, technology, and many more.
- Implement technical components including e-commerce sites, blogs, event registration, form processing, content management, social media integration, search engine optimization and email marketing.
- Provide pro-bono work for local organizations such as Super Cooper's Little Red Wagon and Orange Literacy and League of Women's Voters NC.

National Geographic *Web Producer*

2004-2006, Washington, DC

- Produced a monthly online version of *National Geographic Magazine*.
- Coordinated with writers, designers, photographers and editors for special interactive features.
- Worked with an outside agency to oversee a site-wide redesign.
- Spearheaded a partnership with Google to cross reference National Geographic content with Google Earth.

Scient Corporation *Front End Technologist, Director Level*

1999-2002, New York City

- Led teams of Front-End Technologists to create many complex e-businesses.
- Developed use cases and technical requirements.
- Clients included Major League Baseball, Pepsi, Johnson and Johnson.
- Represented a team of 20+ Front-End Technologists from the New York office at global meetings and strategy sessions.

Teaching

UNC School of Media and Journalism *Adjunct Professor*

2014-Present, Chapel Hill, NC

- Teach graduate and undergraduate students various courses involving interactive media design and development in the Visual Communications track

Education

New York University

Masters of Professional Studies, 1999
Interactive Telecommunications
Tisch School of the Arts

University of Pennsylvania

Bachelor of Arts, 1994

Skills

User Experience

- Information Architecture
- Interface Design
- Prototyping
- Usability Testing
- Content Strategy
- Graphic Design

Technical

- HTML
- CSS
- JQuery
- Javascript
- PHP

Software

- Wordpress
- Photoshop
- Illustrator
- Experience Design
- Google Analytics
- E-commerce

Community Involvement

Orange Literacy

Board Member, current
Adult Literacy Tutor, 2011

Leadership Chapel Hill-Carrboro

Participant, 2015

Frank Porter Graham Elementary

Mary Scroggs Elementary

PTA Board Member, 2006-present

John L. Robinson

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Greensboro, NC 27403
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news-record.com/blog/jrblog/
twitter.com/johnrobinson
Facebook: <http://bit.ly/o4qRFn>

Education

St. Andrews College, Laurinburg, N.C.

B.A., English, 1974

Experience

Elon University

Director of Communications, Elon University Poll 2012
Adjunct professor 2012

News & Record, Greensboro, N.C.

Editor 1999-2011
* Responsible for all newspaper & digital content

Editorial Page Editor 1997-1999
* Responsible for editorial & Op Ed content

Team Management Coach & 1995-1997
Whole System Architecture leader
* Introduced team-based management to the
company; led a team to reorganize the business

Assistant Managing Editor - News 1991-1995

City Editor 1985-1991

Freelance writer/editor 1983-1985

News & Observer, Raleigh, N.C. 1979-1982
Reporter – education, art, religion

Asheville Citizen, Asheville, N.C. 1977-1979
Reporter – city government, police

Monroe Enquirer-Journal, Monroe, N.C. 1975-1917
Reporter – county government, courts

Salisbury City Schools, Salisbury, N.C. 1974-1975
Teacher – English, journalism

Awards/Honors

Batten Award for Innovation in Journalism, Award of Distinction, 2005
Ten Newspapers That Do It Right, Editor & Publisher, 2002
Ten Newspapers That Do It Right, Editor & Publisher, 2005
1st place, General Excellence-Newspapers, N.C. Press Association, 2003, 2004, 2008

1st place, General Excellence-Websites, N.C. Press Association, 2002, 2010
1st place, General Excellence, Missouri Lifestyle Journalism Award, 2002, 2008
Top Five, Best Features Section, AASFE, 2010
Eagle Scout, 1970

References

- Jane Sharp, former Human Resources director at the News & Record
 - janegsharp@triad.rr.com, 336-286-0679
- Kathy Fincher, former marketing director at the News & Record
 - kassfincher@gmail.com, 910-465-8811
- Catherine Kernels, advertising director at the News & Record
 - Catherine.Kernels@news-record.com, 336-298-7373
- Allen Johnson, editorial page editor at the News & Record
 - Allen.Johnson@news-record.com, 336-288-8106
- Ann Morris, former managing editor at the News & Record
 - amorris002@gmail.com, 336-285-5089

NIKITA SHAMDASANI

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PROFESSIONAL EXPERIENCE

SANI

Fayetteville, NC

Co-Founder and CEO

June 2017 - Present

- Launched a South Asian-inspired fashion brand within the \$2B South Asian clothing market that combines innovative designs with an accessible shopping experience for cultural clothing
- Optimize business for sustainably-crafted and distributed products, including by experimenting with new methods of dyeing, paying workers ethical wages, and prioritizing bulk shipments
- Run the business end-to-end, including design, sourcing, growth, and partnership strategies
- Conceptualized and ran the largest South Asian charity fashion show in North Carolina to date, which included over 300 attendees, to launch Sani's newest collection
- Launched Sani as the first South Asian fashion brand on Rent the Runway

PUBLIC RADIO EXCHANGE (PRX)

Kansas City, MO & Boston, MA

Project Lead

August 2017 - Present

- Contracted on a project basis to aid with curriculum design for Kauffman and Knight Foundation-funded projects focused on applying design thinking to podcast creation
- Conducted 80+ in-depth interviews in workshop locales to identify gaps and potential solutions
- Plan and execute half-day and weekend workshops focused on storytelling and design thinking through podcasts, with over 200 participants in the past 2.5 years

MATTER VENTURES

San Francisco, CA & New York, NY

Chief of Staff / Program and Investments Team

January 2016 – June 2017

- Supported media entrepreneurs building a more informed, connected, and empowered society
- Co-led NYC startup accelerator office launch – designed and built in 3 months with \$300K budget
- Managed 2016 NYC accelerator programming, including 75+ events as only full-time NYC employee
- Oversaw key aspects of the investment process, including sourcing startups, evaluating pitches, and conducting due diligence for 700+ startup applicants

DELOITTE CONSULTING

Washington, DC

Business Analyst

August 2015 – January 2016

- Focused on shared services implementation for one of the US government's largest agencies
- Supported \$100M+ in client proposals, including resume preparation and requirements compliance
- Performed white paper research, competitor analysis, and expert interviews for shared services unit

EDUCATION & HONORS

THE UNIVERSITY OF NORTH CAROLINA

Chapel Hill, NC

B.A. in Political Science, Minor in Business, Kenan-Flagler Business School

May 2015

- Morehead-Cain Scholar (premier full merit-based scholarship)

ACTIVITIES & INTERESTS

- **General Proficiencies:** Social media for business and personal branding (Instagram, Facebook, LinkedIn); e-commerce tools (Squarespace, Shopify, WordPress, CRM systems, SurveyMonkey, Canva); productivity tools (Google Docs, Microsoft Office Suite); podcasting production
- **Online Courses:** HTML Essentials Training, CodewithMadi Beta Team, Quickbooks Essential Training, Accounting Foundations: Bookkeeping
- **Foreign Languages:** Proficient in Hindi, Sindhi. Limited knowledge of Spanish.
- **Other Involvements:** WriteAid (storytelling assistance for students and job seekers), Innovate Raleigh, mentoring at UNC-Chapel Hill (coach for Intro to Entrepreneurship course, Launch Chapel Hill, Morehead-Cain Foundation), UNC Young Alumni Leadership Council, podcasting,



Andrew Nicholas Sipes

704-929-9067 andrew.n.sipes@gmail.com 600 Durant Street, Apartment 103, Chapel Hill 27517

Experience

APPLICATIONS DEVELOPER, SWARM INTERACTIVE, CHAPEL HILL, NC – JANUARY 2018-PRESENT

- Develop interactive features for web applications with HTML, CSS, JavaScript / Vue.js
- Improve the content management system for employees and clients with PHP / Laravel
- Create a performant marketing site that enhances our search engine optimization
- Increase accessibility by expanding support for assistive technologies within our apps
- Write documentation to educate clients and developers on our software and APIs
- Correspond with clients and developers to help them best utilize our content / services

MULTIMEDIA INTERN, SWARM INTERACTIVE, CHAPEL HILL, NC – 2016-2017

- Translated client specifications into responsive medical websites using WordPress
- Designed logos, illustrations, and animations for websites using Adobe Creative Suite

CERTIFIED PHARMACY TECHNICIAN, CVS/PHARMACY – 2011-2016

- Fostered relationships with healthcare providers and pharmaceutical representatives
- Educated customers on medication administration, healthcare services, and the importance of adherence to therapy

Education

University of North Carolina at Chapel Hill – Computer Science, B.A.

Skills

- Languages: HTML, CSS, JS, PHP
- Frameworks: Vue.js and Laravel

Certifications

- CompTIA Security+
- PTCB Certified Pharmacy Technician

Samples

- Interactive Player: <https://viewmedica.com/ondemand/player-features/>
- Marketing Site: <https://viewmedica.com/>
- Client Site: <https://www.sciatica.com/>

KELLY SMITH-CAMPBELL

204 Little Creek Lane
Siler City, NC 27344
Cell: (919) 548-3508

Adjunct Instructor AY 2020-21 smithcampbellstudio@gmail.com

EDUCATION

COLUMBIA COLLEGE CHICAGO

June 2004

M.A. Interdisciplinary Art

Concentration: Text, Image & Sound

OHIO DOMINICAN UNIVERSITY

December 1996

B.A. English Literature

ACADEMIC EXPERIENCE

Academic Video Producer, Duke University, Fuqua School of Business,
2016-Present

- Producer, editor & designer for all online course content for the Global Executive MBA program. This includes creating all assets: video, graphic design, motion graphics, animations, and audio
- Trained Fuqua professors on technologies that allow course creation for just-in-time content such as: ilios and camtasia

Lead Faculty for Media Arts, Art Institute of Raleigh-Durham, a campus of South University, 2013—2016

- Courses Taught: Interactive Storytelling for Game Designers, Audio for Interactive Media, Fundamentals of Design, Survey of Media & Design, Color Theory, Image Manipulation, Art & Design Concepts, Design History, Photography Techniques, Graphic Symbolism, Senior Pre-Production, Survey of Digital Filmmaking, Digital Applications for Film, Fundamentals of Video Production, Conceptual Storytelling, Fundamentals of Producing & Directing, Web Design for Non-Majors, Acting & Directing, Fundamentals of Audio, Intermediate Audio, History of Film & Media, Intermediate Video Production, Electronic News Gathering, Scriptwriting, Short Media Production, & Short Form for Media Arts & Animation
- Lead curriculum writer for all media arts classes noted above
 - Worked and secured student opportunities with local production companies such as: Exit Events, Trailblazer Studios, WLFL/WRDC
 - In charge of equipment acquisition and all trainings of equipment for both students and faculty
 - Wrote all proposals related to equipment and software upgrades
 - Advisor for 'Ai Reel' a student run film club

- Faculty lead for SACS & Institutional Effectiveness reporting
- Lead faculty for portfolio review

Adjunct Faculty General Education, Art Institute of Raleigh-Durham, A campus of South University, 2008—2010

Courses Taught: Survey of Art History I & II, English Foundations, Effective Speaking, Career Development, Student Success Seminar

Adjunct Faculty, Art & Theatre, Randolph Community College, 2006—2009

Courses Taught: Art Appreciation, Art History, Cultural Studies, Theatre Appreciation

Faculty, English, Miller-Motte College, Cary, NC, 2005—2008

Courses Taught: English Foundations, Literature, and Career Development

HIGHER EDUCATION ADMINISTRATIVE EXPERIENCE

Art Institute of Raleigh-Durham, Durham, a campus of South University NC, 2011—July 2016

eCompanion & eBooks Administrator & Student Success Manager, managed and trained faculty on eCollege; an online learning platform. To this end I have managed: the creation of course shells, trained all faculty on online learning platforms and technical assistance. I also project managed the rollout of our conversion to eBooks. Faculty lead trainer for our Student Success Orientation workshops. These workshops trained students on the eCollege platform and included all other online learning platforms, time management, study skills, student portal and information on library services.

Miller-Motte College, 2006—2008

Director of General Studies, Student Services and Career Development, managed all full-time General Education Instructors; administered performance evaluations and professional development, as well as hiring part-time English instructors. Managed and reviewed ACICS requirements for general education department. Secured jobs for graduating students in the medical field.

COMMITTEES

Admissions Chair, 2008—2011

Faculty Development, 2011—2015

SACS, accreditation panel, 2013

Technology, 2013—ongoing

Library, 2014—ongoing

Ai Proud, 2016

NEW MEDIA AND DIGITAL INSTALLATIONS

Adjunct Instructor AY 2020-21

2015

Speaking in Tongues, Marble Studios, Burlington NC, 2 min. video looped

[camera & editor] Through video, photographs and graphic design; an exploration that evokes religious influence on self-identity through investigating memories of a strict religious past.

2014

Liminality, Litmus Gallery, Raleigh, NC 2 min. video looped

[camera & editor, motion graphics] This installation explored the trappings of self-identity and manipulated imagery' through the use of social media. How do we brand ourselves through social media?

2012

Thunder, Nightlight, Chapel Hill, NC, 4 min. short.

[writer, editor, motion graphics, director, and camera] A couple battles with natural forces in hopes of resurrecting their love for one another.

2011

Rhyme in Time, Meredith College, Raleigh, NC, 5 min. looped multi-media installation

[camera, video, audio, writer] Explored female stereotypes and myths found in nursery rhymes. Collaboration with local artist Emily Howard, Assistant Professor of Art at Meredith College.

2008

Couillardville, Gallery 312, Chicago, Illinois, Columbia College Chicago, Chicago, Illinois, 13 min. loop

[writer, video, narrator, audio, producer, director, editor and print] A sound and video installation that takes the viewer on a metaphysical pilgrimage through a girl's memories of her grandmother's mental illness.

2004

Spider Grandmother, Oxbow School of the Arts; affiliated with the Art Institute of Chicago, Saugatuck, Michigan, 30 min. Performance Art/Installation

[writer, audio, video, set-design and sound]. A re-telling of a Native American myth through song, sculpture and writing

2003

Jungle Gets the Fear Out, Props Theatre, Chicago, 20 min.

Multi-media performance

[writer, director, producer, audio, editing]. A parody on over-prescribed antidepressants.

2003

Lounge Car, Hothouse, Green Mill Lounge, Maxims, Nancy Goldberg International Center; operated by the Chicago Department of Cultural Affairs, Chicago, 35 min. musical composition.

[text, writer, audio, vocals, sound recording and production] Recorded at the Experimental Sound Studio, Chicago, IL. Lounge Car was a collaborative group of musicians and writers. The compositions are heavily influenced by: spoken word, song, narratives, poetry, jazz and classical music.

EXHIBITIONS

Alizarin Gallery, Smith-Campbell Studio. Faculty Show. *Mother Awaiting*, (sculpture) Durham, 2015

GRANTS & AWARDS

Faculty of the Quarter, Art Institute of Raleigh-Durham, A campus of South University, 2012

Thesis Scholarship, Alfred P. Weisman Scholarship Fund, 2004

Regional Addy Award-'Pick Your Head Campaign'-Opening and launch for the Center of Science and Industry, a science museum in Columbus Ohio, 2000

2000 Citation of Excellence, 'Center of Science and Industry Fun Newsletter' and members brochure, Ad Federation of Columbus, 2000

WORKSHOPS

Art Educator Consultant: North Carolina Museum of Art, Outreach program, artist workshop and speaker on El Anatsui exhibition, Jenkins Elementary, Hickory NC, 2013

SYMPOSIUMS

Creative Chemistries: Radical Practices for Art + Education, Art 21, Conversations and an experimental platform bringing artists and educators together to explore innovative practices for art and education, New York City, 2015

SERVICE

North Carolina Museum College Advisory Board, Raleigh, NC

Independent Animal Rescue, Durham, NC

Meals on Wheels Association of America, Siler City, NC

Light the Night: Walk for Cancer, Durham, NC

MARKETING & PUBLIC RELATIONS

Interactive Media Manager, The Creative Media People, Cary, North Carolina,
April 2010—May 2011

Advertising and Promotions Manager, Columbus Symphony Orchestra,
Columbus, Ohio 2000—2002

Promotions Manager, Center of Science & Industry, Children's Interactive Science
Museum, Columbus, Ohio 1999—2000

Public Relations & Marketing Coordinator, Contemporary American Theatre
Company, Columbus, Ohio 1996—1999

Script Assistant, (Internship) PBS, Reading Rainbow, 'Follow the Drinking Gourd',
Season 11, Episode 6, 1993

OTHER PROJECTS

Lead curriculum designer for game design course. Consulted for the North
Carolina Museum of Art in their education department to create a game design
course for North Carolina Virtual Public schools, 2013

Producer/Director. Currently working on a documentary film, *Leading the Princess
to Rock*. The film explores documentary photographer Donna Santisi and her
photographs of the New Wave music scene in Los Angeles California during the
late 1970's. Santisi has the largest archived photos of woman music legends such
as: Patti Smith, Deborah Harry, Joan Jett and Chrissie Hynde. Her work shows an
intimate portrayal of her friendship with these women. Ongoing. Release date:
TBD

SKILLS AND QUALIFICATIONS

- Skilled as designer, art director, producer, writer, editor, sound recording,
shooter
- Digital graphic design, video editing and motion graphics
- HD Video camera operation (DSLR's and Camcorders)

SOFTWARE

Illustrator	Excellent
Audition	Excellent
Photoshop	Excellent
Premiere Pro	Excellent
Final Cut Pro	Above Average
After Effects	Average
InDesign	Average
Adobe Muse	Average
HTML	Some experience
Camtasia	Excellent
Ilos	Excellent
Blackboard	Excellent
eCollege	Excellent
Canvas	Above Average
Moodle	Average

PROFFESIONAL MEMBERSHIPS

IFP (Independent Feature Project), present
CAA
AIGA

Heather Stevenson

hmstevenson32@gmail.com
8214 Belneath Ct.
Raleigh, NC 27613
(910) 352-4407

EDUCATION

University of North Carolina at Chapel Hill - School of Journalism and Mass Communication

Broadcast Journalism, B.A.

North Carolina A&T University - School of Technology

Completed course work towards Masters of Technology

PROFESSIONAL EXPERIENCE

Freelance Videographer/Photographer

June 2012- Present

- Served as the producer, videographer, photographer and editor of memorable wedding, life celebrations, instructional cooking and youth sports highlight videos for clients utilizing DSLR cameras, Final Cut Pro, Adobe Premiere, and Adobe Photoshop to edit video.

South Brunswick High School – Southport, NC

Aug. 2008-June 2011

Digital Media Educator

- I taught high school students basic video production skills including capturing and editing of video and audio.
- Ensured the daily live student news broadcast aired on time by managing student staff and directing their production duties.
- Responsible for the purchase, upkeep and maintenance of all equipment including editing equipment, video cameras, and the broadcast studio.

Huntington Learning Center – Wilmington, NC

Jan. 2007-May 2008

Assistant Director of Education/Teacher

- Responsible for diagnostic testing of students and creating curriculum based on test results.
- Arrange all conferences with parents and schools.
- Manage all teaching staff.

Miller-Motte Technical College – Wilmington, NC

Dec. 2004 – Sept. 2006

Admissions Representative

- Recruit prospective students to start school and provide assistance with the application, testing and interviewing processes.
- Help guide students to decide which educational direction to take to fulfill their potential.
- Provided outreach service by giving seminars on financial management to local high school students.

WECT News 6 - Wilmington, NC

2001-2004

Reporter

- Award Winning Education reporter responsible for gathering and reporting information about area county schools and universities and other local news.
 - Served as a replacement anchor for weekend newscasts and Carolina in the Morning when needed
-

RELATED SKILLS

Excellent oral and written communication skills

Exceptional time management, teamwork, and self-discipline skills

Lisa Stockman

34 Sweetbriar Road • Summit, NJ 07901 • (908) 273-3603 • ismauriello@verizon.net • [@LisaStockman](https://www.linkedin.com/company/lisa-stockman)

SUMMARY

Motivated educator with teaching experience at top universities. Respected leader with more than 25 years of global strategic communication and consumer marketing experience across a broad range of health and consumer brands. Extensive experience in product launches, corporate/employee communications, disease awareness campaigns, integrated marketing, issues management, and omnichannel strategies. Change agent chosen to lead initiatives. Proven track record of mentoring, fostering collaboration, and inspiring teams.

ACCOMPLISHMENTS

University of North Carolina, Chapel Hill 2013 – Present
Lecturer

- Taught graduate course on Strategic Communication for the school's online Masters in Digital Communication program, Fall 2019
- Guest lecturer for undergraduate courses on marketing (Kenan-Flager Business School) and strategic communication (Hussman School of Journalism and Media), 2013 to present

New York University 2017 – Present
Adjunct Professor

- Taught graduate courses for M.S. in Public Relations and Corporate Communication for NYU's School of Professional Studies
- Created curriculum for Managing Media Relations course from scratch including selection of textbooks and reading, and development of class lecture and coursework
- Completed NYU's Teaching Excellence in Higher Education certificate focused on learning outcomes, problem-based learning, and assessments, Fall 2017

Syneos Health (New York) 2015 – Present
President, Communications

- Lead global Communications business line comprised of ten advertising, public relations, medical communications, branding and managed markets agencies
- Responsible for \$300M in revenue and 1,500+ employees in 18 offices worldwide
- Restructured business line to drive integration across communications disciplines
- Driving innovation initiative focused on data science/analytics and omnichannel marketing capabilities
- Oversee efforts to improve and expand operations in European and Asian businesses
- Instructor for skill-building classes to entry- and mid-level staffers including Persuasive Writing, Strategic Thinking, Pitch Perfect, Social Media 101, Business Etiquette, and Healthcare Regulations and Laws
- Mentor to senior-level staff in leadership, operations, client engagement and growth strategies

Syneos Health (New York) 2014 – 2015
President, Public Relations and Medical Communications

- Responsible for \$110M in revenue and 500+ employees in 8 offices worldwide
- Developed and managed employee communications of new Commercial Division strategy
- Managed 6 full-service agencies, 4 shared service groups (design, digital, research & measurement, corporate communications) and support services (HR, finance, office services)
- Managed dissolution of a joint venture including communications to employees and industry trades
- Represent company in trade press, industry speaking engagements, awards programs, new business pitches

Adjunct Instructor AY 2020-21

- Instructor for skill-building classes to entry- and mid-level staffers including Persuasive Writing, Strategic Thinking, Pitch Perfect, Social Media 101, Business Etiquette, and Healthcare Regulations and Laws
- Mentor to mid- and senior-level staff in leadership, operations, client engagement and growth strategies

Chandler Chicco Companies (New York)

2012 – 2014

President/Managing Director

Interim London Office Leader, Summer 2012

- Led public relations division with \$80M revenue and 400+ employees in 5 offices worldwide
- Developed 3-year plan for division including re-organization to provide convergent marketing communication services including social/digital, issues management and corporate communications
- Oversaw budget planning, forecasting and reporting process to deliver expected financial results
- Led contract negotiations and directed financial modeling for acquisitions and client contracts
- Represented firm in trade press, industry speaking engagements, awards programs, new business pitches
- Internal instructor for skill-building classes to entry- and mid-level staffers including Business Etiquette, Persuasive Writing, Strategic Thinking, and Pitch Perfect (program development and presentation skills)
- Mentor to mid- and senior-level staff in leadership, operations, client engagement and growth strategies

Biosector 2 (B2), a Chandler Chicco Company (New York)

2008 – 2011

Managing Director

- Responsible for directing agency operations and managing P&L
- Propelled rapid growth tripling revenue to \$16M and staff to 42 people in 3 years
- Repositioned agency as partner of choice for companies driving innovation in healthcare and identifying ways to engage and motivate people to improve health and well-being
- Pitched and won more than a dozen accounts from large and mid-size pharma
- Created B2's digital/social media practice and drove digital strategy for parent company
- Led creation and execution of DRIVE4COPD, a public health initiative named PRWeek's "Healthcare Campaign of the Year" and finalist for "Best Use of Social Media/Digital"
- Oversaw creation of @racewithinsulin, the first pharmaceutical branded Twitter page, as part of corporate communications and reputation work with Novo Nordisk
- Mentor to mid- and senior-level staff in leadership, operations, client engagement and growth strategies

Chandler Chicco Agency (New York)

1995 – 2008

NY Office Leader, 2004 – 2008

Founding Member and Team Leader, 1995 – 2003

- Founded agency along with two executives and helped propel its growth and reputation. In 2010, Chandler Chicco Agency was named "Healthcare Agency of the Decade"
- Supervised as many as 5 simultaneous accounts developing annual strategic programs, overseeing budgets ranging from \$500K to \$5M, and managing up to 20 staff members
- Pitched and led Coca-Cola account adding corporate reputation and consumer wellness to capabilities
- Led the teams managing pre-approval and launch activities for 14 products, including Viagra (Pfizer), the first erectile dysfunction drug; Celebrex (Pfizer), the first COX-2 inhibitor; and Boniva (GlaxoSmithKline/Roche), a once-monthly osteoporosis medicine
- Managed corporate communications for clients including executive visibility, media training, editorial calendars, media relations, and internal communications
- Worked extensively in issues management, counseling clients on HIV transmission through hemophilia products, animal-to-human transfer of antibiotic resistance and the safety of calcium channel blockers
- Managed relationships with external stakeholders such as patient advocacy groups, professional societies, and key opinion leading providers
- Mentor to mid- and senior-level staff in strategic communication

Burson-Marsteller (New York)
Associate, Senior Associate

1993 – 1995

- Directed pan-European efforts for the first effective treatment for Alzheimer’s disease; launched the first biotech drug for cystic fibrosis; managed drug pricing issues

Ruder Finn (New York)
Assistant Account Executive, Account Executive

1991 – 1993

- Coordinated efforts for the Glaxo Institute for Digestive Health. Worked with Dallas Cowboys coach Tom Landry to serve as spokesman in public service announcements
- Supported medical meeting data announcements for Glaxo’s Zantac via media outreach, media monitoring and analysis

OTHER

UNC Kenan-Flagler’s Center for the Business of Health
Board Member and Curriculum Committee Head

2018 – Present

- Serving two-year board term supporting business school in building out its healthcare concentration

EDUCATION

University of North Carolina, Chapel Hill
Master of Arts in Digital Communication

2013

- Completed coursework in new media, technology and digital business transformation, May 2013
- Passed thesis defense, December 2013

University of North Carolina, Chapel Hill
Bachelor of Arts, Journalism and Mass Communications

1991

- Graduated with distinction
- Senior Class Marshal
- J-School Scholarship Recipient

AWARDS

- Named to *PharmaVoice* 100 Most Inspiring People in the life-sciences industry, 2016
- Named #33 on *Medical Marketing & Media* and *PRWeek’s* Health Influencer Top 50 List, 2016
- Luminary Award, Healthcare Businesswomen’s Association, 2014
- Syneos Health “Circle of Excellence” Winner, 2009
- Rising Star Award, Healthcare Businesswomen’s Association, 2005

Mark Kevin Sutter

804 Seven Oaks Dr.

Greensboro, NC 27410

336-202-6396

Email: mksutter22@gmail.com

PROFESSIONAL EXPERIENCE

Dec. 2007- Present

Editor-in-Chief, Triad Business Journal, Greensboro, NC. In charge of all news operations for region's premier business news outlet, including production of weekly print edition, twice-daily online newsletters, special sections and content for industry-specific events. Oversaw complete redesign of weekly paper and led a successful conversion to a daily web-first news organization. Increased online page views by nearly 600 percent during tenure. Other duties include frequent public speaking engagements, including radio, panel discussions and talks on the local economy.

1990 – 2007

(All at News & Record, Greensboro, NC)

Niche Publications Manager, July 2006 to Dec. 2007. Launched and supervised three new community publications. Working closely with advertising and circulation departments, revamped company's zoning strategy and increased profitability. Lead company's Innovation Council.

City Editor – April 1999 to July 2006. Managed news operation in main newsroom and four bureaus. Helped lead paper to five NCPA General Excellence Awards including 1st place in 2002 and 2003. Supervised approximately 30 reporters and nine editors.

Public Affairs Editor – Dec. 1997 to April 1999. Directed political, government and local economic development coverage. Supervised team of seven reporters.

Business Editor – April 1993 to Dec. 1997. Directed business coverage for daily and weekend sections. Supervised team of six reporters and one designer.

Business reporter - April 1990 to April 1993. Reported on furniture, tobacco and real estate industries for daily and weekend business sections.

1987 - 1990

Business Writer - Macon Telegraph & News. Macon, GA

Wrote for daily and weekend business sections. Helped paper launch Sunday Real Estate section. Beats included real estate and aerospace industries, planning & zoning commission and water authority.

1986 - 1987

Business Writer - Marietta Daily Journal. Marietta, GA

Reported on business community in Cobb County, GA, including financial, construction and aerospace industries. Formulated and launched newspaper's Monday business section.

1985

Internship - Gwinnett Daily News. Lawrenceville, GA

General assignment staff writer.

1981 - 1984

Assistant Production Supervisor - Ryan Homes. Atlanta, GA

Assisted in managing all phases of residential subdivision projects in Dekalb County, GA. Scheduled, supervised and inspected subcontractor work and invoice approval. Dealt directly with homebuyers and government inspectors.

EDUCATION

1985

Master's, Communication - Georgia State University. Atlanta, GA

Print journalism concentration. Worked for school newspaper.

1981

Bachelor's, Advertising - Michigan State University. East Lansing, MI

Also completed qualifications for English degree. Coursework included heavy emphasis on management, marketing and writing skills.

Adjunct Instructor AY 2020-21
Carolyn "Cate" Tidwell McLeane

Cate.tidwell@gmail.com – (615) 426-2139
2124 Cowper Drive, Raleigh, NC 27608

EDUCATION

University of North Carolina, Chapel Hill, NC 2012
B.A. Religious Studies, Minor in Social Entrepreneurship
Harpeth Hall High School, Nashville, TN 2008

RELEVANT EXPERIENCE

Chief Operating Officer, Angel Oak Creative, Raleigh, NC 2018-present

Purpose-driven marketing for nonprofits

- Increasing company revenue by 98% and profit margins by 4.7% from 2017-2019
- Implementing business plan by establishing annual goals, quarterly targets and resolving key issues
- Managing department directors of business development and marketing, client services and finance
- Identifying strategic initiatives to advance organization mission and enhance operational efficiencies
- Revising organization chart to clarify roles, responsibilities and key metrics for each seat

Senior Account Executive, Angel Oak Creative, Raleigh, NC 2016-present

- Leading 55+ nonprofit clients through marketing engagements focused on brand development and fundraising communications
- Specializing in organizational brand messaging and positioning, marketing strategy and plan development and fundraising campaign strategy for educational and human service nonprofits
- Managing account teams successfully integrating web, social media, direct mail, collateral development, advertising, multimedia and media relations initiatives

Director of Client Services, Angel Oak Creative, Raleigh, NC 2017-2019

- Ensured client satisfaction and effective product service delivery
- Created and enhanced service delivery and client relations processes
- Managed client services team of six full-time employees and five contractor workers
- Implemented and managed time tracking and project management software measuring project, client and employee profitability

Associate Director, Traditioned Innovation Project, Laity Lodge Leadership Initiative 2014-2016

H.E. Butt Family Foundation, Durham, NC and San Antonio, TX

A collaborative project between Duke Divinity School and the H.E. Butt Family Foundation

- Hosted semi-annual vocation and renewal retreats for purpose-driven entrepreneurs across the country
- Developed a 21-month fellowship program for recent college grads to focus on Christian social innovation through work with social enterprise, volunteering with a church and earning a professional degree
- Worked with Baylor University to develop a 21-month Masters in Christian Social Innovation degree program
- Teacher's Assistant for Duke Divinity School course "Shaping Christian Institutions"

Adjunct Instructor AY 2020-21
Carolyn "Cate" Tidwell McLeane

Cate.tidwell@gmail.com – (615) 426-2139
2124 Cowper Drive, Raleigh, NC 27608

Director of Student Programming, Minor in Entrepreneurship

2013-2014

University of North Carolina, Chapel Hill, NC

Undergraduate academic program focused on entrepreneurship

- Ensured successful placement of 120+ students in mandatory summer internship with a startup organization
- Cultivated relationships with entrepreneurial alumni and E-minor working group
- Managed summer enrichment programs in Beijing, New York City, San Francisco and Atlanta
- Teacher's assistant for courses "Introduction to Entrepreneurship" and "Social Ventures"

Development Coordinator, Binghamton Development Corporation, Memphis, TN

2012-2013

Nonprofit focused on community development in inner-city neighborhood

- Connected current donors with beneficiaries and organizational impact
- Managed 10-year celebration campaign including branding, fundraising, website overhaul, events and communications
- Launched cooking and nutrition program for single moms

LEADERSHIP AND SERVICE

Board of Directors, Fundraising Committee, Reality Ministries, Durham, NC

2017-present

Stewardship and Communications Committees, Edenton Street UMC

2016-present

TRAINING AND PROFESSIONAL DEVELOPMENT

Effective Board Management, Executive Service Corps of the Triangle

Foundations of Christian Leadership, Duke Divinity School

Introduction to Benevon Fundraising, Detroit, MI

Marketing Made Simple, Business Made Simple University

PROFICIENCY

Entrepreneurial Operating Systems implementation, Storybrand marketing framework, organizational branding, campaign branding, brand messaging, organizational positioning, integrated marketing strategies, public speaking, fundraising communications, meeting facilitation, Microsoft Suite, Asana, Harvest, Slack

MATTHEW WHITE

235 N. Serenity Hill Circle, Chapel Hill – 615-944-2692

matthew.f.white@gmail.com

EDUCATION

UNIVERSITY OF NORTH CAROLINA – CHAPEL HILL

KENAN-FLAGLER BUSINESS SCHOOL – MBA, May 2009

UNIVERSITY OF ALASKA–ANCHORAGE – BA, Economics, May 2007, Dean’s List

JOURNALISM

Jan 2018-Present

Executive Editor, *Chatham Magazine*, Shannon Media Inc.

Responsible for all editorial content in bimonthly regional lifestyle magazine with distribution of more than 7,000 (5,000 mailboxes) and development of magazine brand in fast-growing, 70,000-resident market. Responsible for 50-60 pages per issue, including front-of-book, 12-18 page feature well, all departments, editing and fact-checking. As ‘face of publication’ in Chatham, duties include reporting on 12+ events or stories each issue, represent magazine/brand in numerous public and civic events, develop issue line-up, assign/write, edit and produce all content and art. Manage and edit 3-5 writer team, including staff, interns and freelance. Also write 2-3 stories per quarter for sister publications, *Durham* and *Chapel Hill Magazine*.

Oct 2012-Dec 2017

Freelance – specialized in military affairs, adventure sports, Alaska reporting for national magazines and newspapers. Archive: justwhitenoise.blogspot.com

“[The USC Song Girl and the Sea](#),” *Los Angeles Magazine*, Feb 2013. 5,000-word feature on one of two fatalities in sinking of tall ship Bounty off Outer Banks

“[Their Families are suffering in Puerto Rico. The Army needs them in Alaska](#),” *Washington Post*, Oct 2017

“[The Operator: Joshua Wheeler](#),” *Esquire Online*, Dec 2015 (1 of 4 parts)

[First Female Ranger Grads Inspire At West Point](#), *Washington Post*, Oct 2015

“[Arctic Man](#),” *SB Nation Longform*, July 2014

“[Alaska: Where The Tea Party Trail Runs Cold](#),” *The Washingtonian*, July 2014

2005-2006 **Reporter, *Anchorage Daily News*** – Courts, Police, Features

1994-1998 **Reporter, *Philadelphia Inquirer*** – South Jersey bureau (Cherry Hill)

1998 **Sports Columnist, *Newport News Daily Press*** – now “Hampton Roads”

(military and non-profit experience on next page)

MILITARY

2003-2007 **Pararescue Jumpmaster**, ALASKA AIR NATIONAL GUARD Anchorage, AK
1998-2003 **Pararescue Team Leader**, US AIR FORCE Valdosta, GA

- Trained and led special operations rescue teams on air, land and sea missions in Alaska, combat deployments to Afghanistan and Djibouti.
- Credited with 50+ Lives Saved in Alaska, including helicopter-to-ship rescue in Bristol Bay and high-angle rescue at 19,000 ft. on Denali.
- Selected first among 10 peers for promotion to helicopter Team Leader, trained and led Pararescue team on 30+ combat missions in Afghan theater. Awarded Air Medal for on-scene leadership and crew-recovery actions following crash of team's Blackhawk helicopter, Paktika province, Afghanistan.

NON-PROFIT FINANCE

2010-2017 **Acquisitions Manager**, CAHEC, INC Raleigh

Low Income Housing Tax Credit syndication. As manager, responsible for acquisition, negotiation, due diligence and closing of tax credit-funded affordable housing projects totalling ~900 units, ~\$100M equity. Also closed two major urban historic school projects (magnet arts, Norfolk, VA; public charter, Durham, NC).

Jed Williams

8216 Briarwood Lane • Austin, TX 78757

Phone: (919) 265-8899 • Email: jed.e.williams@gmail.com

SPECIALTIES/SKILLS

- Digital media innovation specialist fluent in business modeling, channels strategy and partner development, industry benchmarking and forecasting, competitive analysis, go-to-market strategy
 - Domain expertise: sales transformation, benchmarking, digital advertising/marketing, mobile platforms, social media management, content marketing, native advertising, database management
 - Seasoned operator, strategist, consultant, team leader, project manager, speaker and writer with proven ability to deliver meaningful business results and compel audiences
-

PROFESSIONAL EXPERIENCE

Local Media Association (LMA), Industry Trade Association, November 2016 – Present

Chief Strategy Officer, January 2019 – Present

- Spearhead the creation, launch, and operation of **Accelerate Local**, LMA's business model accelerator, mission-built to reinvent business models for news
 - Collaborate with LMA Board of Directors to vision, prototype, approve and deploy a new 5-year strategic plan to maximize LMA's impact across the local media ecosystem, culminating with the launch of Accelerate Local
 - Lead all aspects of team building, branding and marketing, fundraising, partner development, and media and R&D participation. Initial projects include:
 - Membership Models for Broadcasters: First-of-its-kind consumer research and pilot testing program to develop new direct-consumer revenue models for local TV
 - Digital Transformation for Publishers of Color: Custom business transformation and revenue expansion program to fast-track growth for African-American newspapers
 - Forge industry-leading partnerships with platforms and other industry stakeholders to launch unique testing, learning, and best practice sharing initiatives:
 - Google News Initiative Subscriptions Lab: Partner with Google and FTI Consulting on a nine-month intensive program to empower ten newspapers to achieve short & long-term digital subscriptions growth
 - Google News Initiative Data Lab: Partner with Google and Deloitte on a six-month intensive program to collaborate with six local media companies on data management and activation strategies to generate incremental revenue opportunities
 - Facebook Branded Content Project: Partner with Facebook and Local Media Consortium on a two-phase, two-year program to capture new revenue through branded content

Chief Innovation Officer, November 2016 – December 2018

- Lead industrywide digital innovation, revenue diversification, and business transformation initiatives for 2800+ newspapers, radio & TV broadcasters, digital publishers, and R&D partners. These include:
 - Chief Digital Clubs: Exclusive collaboration and best-practice sharing groups bringing together 75+ senior-level media executives to address key industry challenges and emerging business opportunities
 - Innovation Missions: Custom study-tours designed to empower local media executives to learn about innovation from progressive media and disruptive technology companies
 - Strategic Consulting: Build and lead LMA's first-ever consulting practice, focused on new revenue opportunities, sales transformation, digital agency growth, and cultural innovation
- Lead internal innovation projects, including redefining the R&D partner experience and architecting a new CRM and database marketing strategy
- Provide thought leadership at industry events, state association meetings, corporate summits, and more

Vendasta Technologies, Venture-Backed Media/Agency Platform, June 2015 – November 2016
Vice President, Business Development and Strategy

- Recruited to lead channel relationships with premium media partners and also spearhead Vendasta’s market expansion as “the number one platform for agencies and media companies to sell digital solutions”; Reported directly to the CEO
- Cultivated, managed and grew partnerships with leading North American media companies such as Gannett, GateHouse Media, Valpak, and Vivial; \$100K to \$1M+ ARR partnerships
- Led the design and rollout of the Vendasta Marketplace, a central hub for best-in-class solutions, fully integrated within Vendasta’s platform to give partners a “single source of truth” to sell digital solutions
- Vendasta Marketplace responsibilities and milestones included:
 - Led all project lifecycle stages: proof of concept, market testing, alpha, beta, general release, first revenue, scaling
 - Won \$3 million in funding from the Western Innovation Initiative (WINN) to build out and scale
 - Assembled a cross-functional team encompassing product management, business development, marketing, and R&D to build and promote the platform, integrate vendors, and drive partner success
 - Vetted and managed a vendor pipeline of 100+ digital solutions for possible integration
 - Created scalable processes with the marketing, sales, and customer success teams to drive partner adoption and sales. These included: a) custom-built KPIs dashboard to access and analyze all critical data; b) targeted marketing automation solution to enable partners to generate intent-based sales leads
 - Teamed with CEO and Board of Directors on all industry and investor positioning

Main Street Hub, Venture-Backed Digital Marketing Platform, Austin, TX, July 2014 – June 2015
Director, Business Development

- Recruited to lead all revenue and product partnerships; Reported directly to the CEO
- Cultivated, executed and managed a wide spectrum of channel partnerships: reseller, co-marketing, referral, content, platform integration
- Spearheaded relationships with Facebook, Foursquare, Groupon, OpenTable, Square, and many more
- Grew BD channel from \$0 to \$1M+ lifetime value incremental revenue in less than one year

BIA/Kelsey, Media Consulting/Advisory Firm, Chantilly, VA, August 2010 – June 2014
Vice President, Strategic Consulting, June 2013 – June 2014

- Led all aspects of strategic consulting division, a \$1.2 million business unit: revenue & budget, resource allocation, team management, new product and service development, go-to-market strategy
- Strategic Consulting expertise: digital product development; M&A/due diligence; market research and opportunity assessment; competitive intelligence; partner strategy; customer segmentation
- Managed and/or executed projects for AOL, Associated Press, Deseret Media, Google, Time-Warner Cable
- Built and implemented new products & services to achieve business growth. Spearheaded idea concepting, opportunity assessment, market testing, revenue benchmarking, go-to-market strategy
 - Local Media Investment Watch: Proprietary database and reports on digital media M&A trends
 - Acquisition Consulting: Hybrid offer blending strategic advisory services and transaction brokerage
 - Agency Leads: DMA-level agency database used to identify pre-qualified leads for media sales teams

Senior Analyst, August 2012 – June 2013

- Advised 15 media & technology clients, representing \$400,000+ in advisory contracts; 80% retention rate
 - Multi-level engagement: executive, business development, product, research, sales
 - Domains: strategic planning, product development, market research, competitive analysis, partnerships
 - Sample clients: AOL, Constant Contact, NBC, Valpak, Yahoo, Yext, Yodle
- Developed online search, display and social media advertising forecasts, cited in industry & trade press
- Frequent industry speaker: NAB, NAA, SMX, Digital Summit, Internet Summit, Inland Press, Media Bistro
- Cited by leading press: New York Times, Wall Street Journal, USA Today, BBC, NPR, FOX Business
- Managed key brand relationships at BIA/Kelsey conferences: AOL, Facebook, Google, Twitter

Program Director, Social Local Media, January 2011 – December 2012

- Designed and implemented Social Local Media advisory service (SLM), a \$300,000 business unit
- Established company’s domain expertise and thought leadership in social media: advertising, commerce, emerging consumer & business trends

- Managed 25 clients, including: AOL, AT&T, eBay, Google, Marchex, TWC, Valpak, Yahoo
- Architected original research, editorial and forecasting products, including social advertising forecast
- Business results: increased revenues 161 percent from 2011 to 2012, growing SLM from launch into a \$300,000 business unit with 25 clients; BIA/Kelsey’s fastest-growing and second-biggest advisory service

Analyst, August 2010-July 2011

ACC Sports Journal Magazine/ACCSports.com, Raleigh, NC, April 2009 – May 2010

Strategic Business Consultant

- Developed integrated media planner; Implemented cross-promotional marketing plans with regional media
- Led corporate sponsorship outreach and recruitment of regional and national clients

WNXP Sports Radio, ESPN Radio Affiliate, Mobile, AL, March 2007 – April 2008

Talk Show Host/Reporter/Marketing Consultant

- Hosted “The Afternoon Sports Drive” daily from 3-6 p.m.; Increased ratings for four consecutive quarters
- Created and implemented marketing campaigns for over 20 clients; Exceeded sales goals in all 14 months

WINA Radio/Virginia Sports Network, Charlottesville, VA, June 2002 – February 2007

Sports Director/Talk Show Host/Play-by-Play Voice

- Led award-winning sports department; Hired, trained, and managed a staff of 10
- Awarded “Best Sports Coverage” by the Virginia Association of Broadcasters (2003, 2004, 2005, 2007)
- Created and hosted “The Best Seat In The House,” the first daily sports talk show in central Virginia; Awarded “Best Talk Show Editorial” by the Virginia Association of Broadcasters (2006)
- Sideline Reporter and Pregame/Postgame Host for University of Virginia Football, 2001-2005
- Play-by-play voice: University Virginia Women’s Basketball, Baseball, and Lacrosse

Marketing Consultant

- Spearheaded all direct sports sales, generating \$500,000 in new revenue
- Created and sold sponsorships for Virginia Football, Basketball, Baseball, and Lacrosse; High School Football “Game of the Week;” WINA Sports Boosters program

EDUCATION

University of North Carolina; Chapel Hill, NC

M.A., Journalism and Mass Communication, May 2010

Roy H. Park Graduate Fellow, Media Business Concentration

- Selected as the Outstanding M.A. Graduate by the School of Journalism and Mass Communication
- Master’s Thesis: “Creative Destruction and Continual Renewal of the Associated Press; Published by Columbia Journalism School and Yale School of Management
- Taught case studies on creative destruction and media innovation at Yale School of Management, George Washington School of Media and Public Affairs, Elon School of Communications
- Led & managed a McCormick Foundation research grant charging UNC journalism teams to construct and implement new digital business models at three North Carolina daily newspapers

University of Virginia; Charlottesville, VA

B.A., English, May 2002, Graduated with Distinction

COMPUTER SKILLS

Microsoft Office (Word, Excel, PowerPoint, Access), Google Suite, Salesforce, Survey Monkey, Cool Edit Pro, Final Cut Pro. Experienced in Mac and PC platforms. Fluent in all major social media.

KELLY WILLIAMSON

Kelly Williamson, managing director in APCO Worldwide's Raleigh-Durham office, provides counsel on global corporate branding, positioning, and marketing communications for a variety of APCO's clients.

Ms. Williamson has been with APCO for 17 years and specializes in the strategic development of global corporate and marketing communication and positioning programs in media relations and media training, social media, executive positioning, event management, internal communication and advertising. She has also worked extensively on public affairs and issues management assignments. She regularly manages programs throughout N. America, Europe, India, ASEAN and China.

Ms. Williamson has helped companies develop corporate positions that align to business strategy and then tailor the messages to penetrate business units to sell product and services. Furthermore, Ms. Williamson has also helped launch re-branding initiatives for nonprofit organizations as well as health-care companies.

Prior to joining APCO, Ms. Williamson served as a financial-management consultant for the Principal Financial Group, Bethesda, Md. In that capacity, she advised area businesses on retirement-plan implementation at an organizational level and conducted consultative services at an employee and plan-participant level.

Ms. Williamson served on the board of the North Carolina Center for Nonprofits, an organization that sets standards for nonprofits throughout the state. Ms. Williamson was named "Top 15 to Watch" by PR News. She regularly teaches courses on the art of consulting and has been a featured speaker at national and local events hosted by the International Association of Business Communicators and the Public Relations Society of America.

She has also been an adjunct professor at the University of North Carolina school of journalism teaching Communications Consulting to students interested in a career within agency life.

Ms. Williamson holds her Bachelor of Science in communication with a concentration in public relations and business from James Madison University in Harrisonburg, Va.

RESUME

Michael T. Yopp
506 Robert Hunt Drive
Carrboro, N.C. 27510

PERSONAL INFORMATION

Born: Nov. 17, 1941, Rutherford County, N.C.

Family: Wife, Jan Johnson Yopp of Carrboro; sons, Justin of Columbus, Ohio, and David of Raleigh, N.C.; stepdaughters, Kate and Meg Elliott of Carrboro

Military: U.S. Army Signal Corps, 1066-68, stationed at Fort Jackson, S.C.; Fort Gordon, Ga; Fort Lewis, Wash., and Stonestown Compound, Taejon, Korea.

PROFESSIONAL EXPERIENCE

July 1993-
May 2000 *The News & Observer*, Raleigh, N.C.; held various titles, including managing editor/daily, during restructuring over a period of years but responsible for all staff-generated content except that on the editorial pages and in the feature section; supervised about 150 staff members.

October 1988-
July 1993 *The News & Observer*, deputy managing editor.

August 1972-
October 1988 *The Raleigh Times*, Raleigh, N.C., managing editor. (On most newspapers, the title would have been "editor." Was responsible for budget, staff of 52, news content of entire paper except for editorial pages.

June 1968-
August 1972 *The Raleigh Times*, race relations reporter, news editor, city editor.

August 1965-
April 1966 *The Raleigh Times*, city hall reporter.

December 1963-
September 1964 *The Greensboro Record*, Greensboro, N.C., police reporter.

July-Nov.
1963 *The Illinois State Journal*, Springfield, Ill., as swing man, covering police and general assignment.

OTHER PROFESSIONAL EXPERIENCE

August 2002-
Present Adjunct lecturer, UN-CH School of Journalism and Mass Communication,
Chapel Hill, N.C.; taught the news writing and the reporting courses.

May 2000-present Owner and operator of Yopp Enterprises, a retail antique business.

EDUCATION

1956-1960: Hendersonville High School, Hendersonville, N.C.

1961-1963: St. Petersburg Junior College, St. Petersburg, Fla. Editor of campus
newspaper, *The Wooden Horse*.

1963-1965: University of North Carolina at Chapel Hill School of Journalism.
Editor, *The Tar Heel*; managing editor, *The Daily Tar Heel*.

CAREER EDUCATION

1972-2000: Attended approximately 45 two-or three-day seminars sponsored by
organizations such as the Southern Newspaper Publishers Association,
National Association of Black Journalists and N.C. Press Association.

1988: Two-week professional seminar at Poynter Institute, St. Petersburg, Fla.

1972, 1980, 1985,
1990, 1995 Two-week professional seminars at the American Press Institute at
Columbia University and in Reston, Va.

1971: Audited job-related courses in race relations and computer programming
at N.C. State University, Raleigh, N.C.

February-May 1970 Four-month trip to Central Europe to study rebuilding of major cities
partly destroyed during World War II.

1967-68: Independent study of Korean culture with a university professor in
Taejon, Korea.

OTHER

1972-2000: Made numerous speeches to Triangle groups and associations about the
operations of newspapers. Participated in numerous programs throughout
the country as a speaker or panel participant.

June 2010