

CURRICULUM VITAE

HOLLY HIGGINBOTHAM

Professional Practice Professor
Missouri School of Journalism
44 Walter Williams Hall
Columbia, MO 65211
Office phone: 573-884-6834
Email: higinbothamh@missouri.edu

EDUCATION

B.A., English, University of Missouri, Columbia, MO (1989)

- Journalism: 14 undergraduate hours (1987-89), 6 graduate hours (1989), University of Missouri
- Business Administration: 6 graduate hours toward MBA (1992-93), University of Missouri

ACADEMIC EMPLOYMENT

Professional Practice Professor, Missouri School of Journalism, University of Missouri, Columbia, Mo.
(Sept. 2023–present)

AdZou Director, Missouri School of Journalism, University of Missouri, Columbia, Mo. (Aug. 2017–present)

Associate Professional Practice Professor, Missouri School of Journalism, University of Missouri,
Columbia, Mo. (Sept. 2017–Aug. 2023)

Assistant Professional Practice Professor, Missouri School of Journalism, University of Missouri, Columbia,
Mo. (Aug. 2013–Aug. 2017)

Adjunct Faculty, Missouri School of Journalism, University of Missouri, Columbia, Mo. (Jan. 2002–May
2013)

PROFESSIONAL EMPLOYMENT

Communications Consultant (Oct. 2001–Aug. 2013)

Clients: University of Missouri Health Care, Longitude Health, Boone Hospital Center, Coil Construction,
Kliethermes Homes and Remodeling, First Chance for Children, Missouri Department of Health, Centers for
Disease Control and Prevention, LandChoice Title Insurance and AT Still University

Public Relations Manager, University of Missouri Health Care, Columbia, Mo. (April 1999–Oct. 2001)

Publications Coordinator, University of Missouri Health Care, Columbia, Mo. (March 1993–April 1999)

Information Specialist, University of Missouri Health Care, Columbia, Mo. (Jan. 1992–March 1993)

Editorial Writer, Leisure Arts, Little Rock, Ark. (Oct. 1990–Jan. 1992)

Copy Editor, Arkansas Democrat-Gazette, Little Rock, Ark. (May 1990–Jan. 1992)

PROFESSIONAL AFFILIATIONS

Member, National Education Executive Council of the American Advertising Federation (2020-present)

Member, American Advertising Federation (2013-present)

Member, Missouri Association of Hospital Public Relations and Marketing (1992-2000)

Board of Directors, Missouri Association of Hospital Public Relations and Marketing (1998)

Member, International Association of Business Communicators (1993-2000)

AWARDS AND HONORS

Nominee for William H. Byler Distinguished Professor Award, University of Missouri (2022 and 2023)

Recipient of the Missouri School of Journalism O.O. McIntyre Professorship for Teaching Excellence (2021)

Missouri School of Journalism Reynolds Faculty Fellowship – Molly Phelps Bean Faculty Fellow (2021-present)

Faculty advisor to Mizzou's 2023 National Student Ad Competition team that placed first in American Advertising Federation District 9 competition and was awarded best presentation, sixth (of 18 schools) in national semi-final round, fifth in national finals (of eight finalist schools); an estimated 100 schools competed in the 2023 competition.

Faculty advisor to Mizzou's 2022 National Student Ad Competition team that was recognized with best campaign plan book award in the American Advertising Federation District 9 competition, competing against universities and colleges from Missouri, Kansas, Nebraska and Iowa.

Faculty advisor to Mizzou's 2021 National Student Ad Competition team that placed first in American Advertising Federation District 9 competition, fourth (of 17 schools) in national semi-final round, sixth in national finals (of eight finalist schools); an estimated 100 schools competed in the 2021 competition.

Faculty advisor to Mizzou's 2020 National Student Ad Competition team that placed first in American Advertising Federation District 9 competition, second (of 17 schools) in national semi-final round, third in national finals (of nine finalist schools); an estimated 102 schools competed in the 2020 competition.

Faculty advisor to Mizzou's 2020 National Student Ad Competition team that won the AdMall award for Best Use of Market Research in the national competition.

ET@MO grant award of \$6,650 for course design of Principles of Strategic Communication 8-week online course (2020)

Nominee for University of Missouri President's Award for University Citizenship (2020)

Missouri School of Journalism William Randolph Hearst Faculty Fellow (2019)

Faculty Advisor of the Year, American Advertising Federation District 9 (2019)

Faculty advisor to Mizzou's 2019 National Student Ad Competition team that placed first in American Advertising Federation District 9 competition, with students Kate Hazelton, Carley Pasquale, Rachel Kim and Katie Laughlin recognized as top presentation group in district; team went on to place in the top 10 nationally; an estimated 135 schools competed in the 2019 competition

Faculty advisor to Mizzou's 2018 National Student Ad Competition team that placed first in American Advertising Federation District 9 competition, second (of 19 schools) in national semi-final round, third in national finals (of eight finalist schools); an estimated 140 schools competed in the 2018 competition

Faculty advisor to Mizzou's 2018 National Student Ad Competition team that won the AdMall award for Best Use of Market Research in the national competition.

Faculty advisor to Mizzou's 2017 National Student Ad Competition team that placed third in American Advertising Federation District 9 competition, with students Patrick Labelle and Gina Pintozi recognized as top presenters in the district competition

Faculty advisor to Mizzou's 2016 National Student Ad Competition team that placed third in American Advertising Federation District 9 competition, with student Taylor Christmas recognized as top presenter in the district competition and team recognized for best plan book design

Mizzou 39 Faculty Mentor to student Elizabeth Strickert; Mizzou 39 is a program that annually recognizes Mizzou's top 39 seniors and the faculty/staff member who most influenced them during their college years (2011)

Award of Distinction, Association of American Medical Colleges for work on a consumer healthcare magazine (1996)

Monthly Achievement Award for outstanding job performance, University of Missouri Health Care (December 1994)

Winner of numerous writing and publication awards in the Missouri Association of Hospital Public Relations and Marketing's Show-Me Excellence Awards (1993-2000)

TEACHING

A. COURSE INSTRUCTION/CURRICULUM DEVELOPMENT

Journalism 4268 Strategic Communication Practicum – Capstone-equivalent course overseeing students on the school's National Student Advertising Competition team as they conduct research for real-world national client. Course work lays the strategic foundation for spring capstone course that develops a creative strategy and campaign for the client. Credits: 3. Enrollment 13-15. (Fall semesters 2022-present)

Journalism 2200 Audiences and Persuasion – Core required sophomore-level course for all Missouri School of Journalism students, introducing the concepts of strategic communication and audiences. Credits: 2. Enrollment 50-125. (Fall 2020-Fall 2022)

Journalism 4200/7200 Principles of Strategic Communication – Core required overview course of advertising, public relations and promotion industries. Credits: 3. Enrollment 75-225. (Spring 2010, Fall 2011, Fall 2012, Fall 2013-present)

Journalism 4970W/7970W Strategic Campaigns (Lecture) – Capstone course consisting of multiple lab sections, each tasked with doing research, creative strategy and campaign work for real-world clients. As lead instructor, I provide direct instruction to all students through weekly lecture, and I equip lab instructors with guidance, structure and tools to provide additional instruction in lab environment. Credits: 3. Enrollment 200-235 in spring semesters; 30-40 in fall semesters. (Spring 2018, Spring 2019-present)

Journalism 4970W/7970W Strategic Campaigns (Lab) – Capstone course overseeing students assigned to real-world client to do research and develop a creative strategy and campaign for an expressed communication challenge. Credits: 3. Enrollment 18-22. (Spring semesters 2014-present)

Journalism 4270/7270 Public Relations Writing – Advanced writing course teaching writing mechanics, style and strategy for various PR tactics. Restructured course in 2017 to use flipped classroom model, creating all online lecture material and assignment parameters. Restructuring provided framework and section-to-section consistency for doctoral students and adjunct instructors to successfully teach the course. Credits: 3. Enrollment: 10-14. (Spring 2014, Fall semesters 2014-18, Spring 2016)

Journalism 4204/7204 Strategic Writing and Design (Lab) – Lab section for students to practice copywriting and design skills. Credits: 3. Enrollment: 13-16. (2013-2020)

Journalism 4202/7202 Strategic Writing (Lab) – Lab section for students to practice copywriting skills. Credits: 3. Enrollment: 13-16. (2002-2013)

B. INDEPENDENT STUDIES

Allie Hickenbotham, BJ (Fall 2021)

Sophie Davies, BJ (Fall 2020)

Kate Hazelton, BJ (Fall 2018)

C. STUDENT MENTORSHIP

Mentor, Mia Hanlon, Walter Williams Scholar, 2022-present

Mentor, Tori Lerner, Walter Williams Scholar, 2022-present
Mentor, Noah Grimsley, Walter Williams Scholar, 2021-present
Mentor, Sequoia Gallaway, Walter Williams Scholar, 2020-present
Mentor, Lawrence “Henry” Ellebracht, Walter Williams Scholar, 2019-2021
Mentor, Nikol Slatinska, Walter Williams Scholar, 2018-2022
Mentor, Melanie Green, Walter Williams Scholar, 2017-2018
Mentor, Faith Power, Walter Williams Scholar, 2016-2020
Mentor, Molly Dillinger, Walter Williams Scholar, 2014-2017

D. GUEST CLASSROOM LECTURES

Higginbotham, Holly (2019, Sept. 30). Strategic Communication Writing. At JOURN 2100/News class, Columbia, Mo.

Higginbotham, Holly (2019, July 22). Why Clear Writing is Important Across Professions. At JOURN 1300/Fundamentals of Writing (recorded lecture for flipped classroom online access, ongoing semesters), Columbia, Mo.

Higginbotham, Holly (2018, Oct. 8). Strategic Communication Writing. At JOURN 2100/News class, Columbia, Mo.

Higginbotham, Holly (2018, Oct. 8). What’s the Big Idea? Connecting Strategy With Creative. At JOURN 4970W/AdZou class, Columbia, Mo.

Higginbotham, Holly (2017, Oct. 2). Strategic Communication Writing. At JOURN 2100/News class, Columbia, Mo.

Higginbotham, Holly (2017, March 6). Strategic Communication Writing. At JOURN 2100/News class, Columbia, Mo.

Higginbotham, Holly (2016, Oct. 10). Strategic Communication Writing. At JOURN 2100/News class, Columbia, Mo.

Higginbotham, Holly (2016, March 7). Strategic Communication Writing. At JOURN 2100/News class, Columbia, Mo.

Higginbotham, Holly (2015, Oct. 5). Strategic Communication Writing. At JOURN 2100/News class, Columbia, Mo.

Higginbotham, Holly (2015, March 2). Strategic Communication Writing. At JOURN 2100/News class, Columbia, Mo.

Higginbotham, Holly (2014, Oct. 6). Strategic Communication Writing. At JOURN 2100/News class, Columbia, Mo.

Higginbotham, Holly (2013, Oct. 28). PR as a Career. At JOURN 1010/Careers Exploration class, Columbia, Mo.

E. ANCILLARY TEACHING

Director of AdZou, a capstone agency that serves paying real-world local, regional, state and national clients; responsibilities include recruiting new client business and overseeing overall agency function to ensure successful curriculum projects for Journalism 4970W/7970W (Fall 2017-present)

SERVICE

A. INDUSTRY/ACADEMY

Member, National Education Executive Council of the American Advertising Federation (2020-present)

Member, National Student Advertising Competition Subcommittee of the American Advertising Federation's National Education Executive Council (June 2020-June 2022, June 2023-present)

Chair, Faculty Engagement Subcommittee of the American Advertising Federation's National Education Executive Council (June 2022-June 2023)

Promotion review for Ekin Yasin, University of Washington (2022)

Tenure review for Beth Egan of Newhouse School of Public Communications, Syracuse University (2018)

B. UNIVERSITY OF MISSOURI

Member, Disability Center Faculty Advisory Board (2021-present)

Member, Campus Undergraduate Education Committee (Fall 2018-Spring 2021)

Member and Secretary, Chancellor's Committee for Persons with Disabilities (Fall 2017-Spring 2020)

C. MISSOURI SCHOOL OF JOURNALISM

Elected Member, School of Journalism Promotion and Tenure Committee (Fall 2023-present)

Chair, School of Journalism Curriculum Committee (Fall 2021-Spring 2023)

Member, School of Journalism Curriculum Committee (Fall 2017-Spring 2023)

Chair, Faculty Search Committee for professional practice faculty position in strategic communication at the Novak Leadership Institute in the School of Journalism (October 2022-May 2023)

Elected Member, School of Journalism Policy Committee (Fall 2019-Spring 2022)

Chair, School of Journalism Curriculum Subcommittee to develop new Audience and Persuasion course (Spring 2018-Fall 2019)

Chair, School of Journalism Communication Committee (Fall 2016-Spring 2017)

Member, School of Journalism Editing Team assigned to ensure 100+ page self-study document was accurately prepared for school's October 2016 ACEJMC accreditation visit (2016)

Chair, School of Journalism Student Recruitment and Outreach Committee (Fall 2015-Spring 2016)

Member, School of Journalism Evaluation of JOURN 2100 Committee (Spring 2016)

Member, School of Journalism Evaluation of JOURN 2150 Committee (Fall 2015)

Led effort to plan, create and launch a website for the strategic communication emphasis area; determined content needs, devised navigation structure, wrote and edited copy, and coordinated design and launch details with website design company (June 2014-Jan. 2016)

D. STUDENT

Faculty advisor to University of Missouri student chapter of the American Advertising Federation (2014-present) with following accomplishments under my advising tenure:

- Student membership has grown 300 percent and is consistently among the top-5 student chapters in the nation based on membership numbers
- Agency tours to Chicago and/or New York organized for students each academic year
- Most Promising Multicultural Student program (national AAF program honoring 50 students) named following winners from Mizzou chapter: Amari Foster and Evanna Momtaz (2023); Mikaela Ashley (2020); Adrianna Talavera, Tyler Jones (2019); Nour Feghali, Rachel Kim, Alicia White (2018); Jasmyn Barr (2017); Jalen Mosby (2016); Ebony Francis, Anthony Tovar (2014)
- AAF Stickell Internship Program (selects and places top 20 AAF students in nation with an agency summer internship) named following winners from Mizzou chapter: Miranda Cowan (2017) and Miranda Lee (2016)
- Shepherded submissions in student categories of AAF American Advertising Awards beginning in 2018 for first time since mid-1990s, resulting in numerous years of winners from Mizzou chapter: 2023
 - MOJO Ad/Team Coda for single photography, local club silver awards (two entries)
 - MOJO Ad/Team Olio for publication cover, local club gold award, District 9 silver award, advanced to national finals
 - MOJO Ad/Team Olio for publication book design, local club gold award, District 9 silver award, advanced to national finals
 - MOJO Ad/Team Olio for copywriting, local club silver award
 - MOJO Ad/Team Olio for B2B campaign, local club silver award
 - MOJO Ad/Team Olio for campaign photography, local club silver award
 - MOJO Ad/Team Olio for campaign photography, local club silver award, District 9 silver award, advanced to national finals
 - MOJO Ad/Team Olio for single art direction, local club gold award
 - MOJO Ad/Team Olio for single art direction, local club silver award
 - MOJO Ad/Team Olio for campaign art direction, local club gold award and judge citation award

- MOJO Ad/Team Olio for campaign art direction, local club silver awards (two entries)
- MOJO Ad/Team Olio for digital publication, local club silver award
- MOJO Ad/Team Menagerie for consumer campaign, local club silver award
- MOJO Ad/Team Menagerie for copywriting, local club silver award
- MOJO Ad/Team Menagerie for single illustration, local club silver award
- MOJO Ad/Team Menagerie for animation cinematography, local club gold award
- MOJO Ad/Team Menagerie for single art direction, local club silver award
- MOJO Ad/Team Arete for single cinematography, local club silver awards (two entries)
- MOJO Ad/Team Mirus for single art direction, local club silver award
- MOJO Ad/Team Mirus for single cinematography, local club silver award
- MOJO Ad/Team Mirus for direct marketing, local club silver awards (two entries)
- MOJO Ad/Team Mirus for logo design, local club silver award
- MOJO Ad/Team Mirus for campaign web banners, local club silver award
- Delaney Ehrhardt and Emily Williams for copywriting, local club gold award
- Annabelle Cook for consumer campaign, local club gold award and best of show award
- Annabelle Cook for art direction, local club gold awards (two entries)
- Annabelle Cook for magazine advertising campaign, local club silver award
- Annabelle Cook for logo design, local club gold award
- Tyler Conley and Daniel Napolitan for magazine print advertising, local club silver awards (two entries)
- Tyler Conley and Daniel Napolitan for online/interactive social media, local club silver award
- Tyler Conley and Daniel Napolitan for cross platform integrated advertising campaign, local club silver award
- Megan Jansen for magazine print advertising, local club silver award, District 9 silver award, advanced to national finals
- Megan Jansen for illustration, local club silver award

2022

- NSAC Mizzou Team for Tinder By Chance Box–ambient/guerilla advertising, local club gold award
- MOJO Ad/Team Meraki for Self-Care Book book design, local club gold award
- MOJO Ad/Team Circa for Gallery of Now book design, local club gold award
- MOJO Ad/Team Zenith for Metamorphosis book design, local club gold award
- MOJO Ad/Team Tandem for SOY Home(screen) copywriting, local club silver award
- MOJO Ad/Team Vega for logo design, local club silver award
- NSAC Mizzou Team for Tinder Ad Campaign, local club silver award
- NSAC Mizzou Team for Tinder Plan Book book design, local club silver award
- Katrina Troy and Emma McVady for Coolhaus Campaign art direction, local club silver award

2021

- Emma McNail and Josh Borgschulte for Peacock microsite, local club gold award, and Coolhaus campaign, local club gold award, District 9 Judges Citation
- MOJO Ad/Team Vista for Show Your Thanks, local club gold, District 9 silver award, advanced to national finals
- MOJO Ad/Team Venex for Never Lose Touch, local club gold award and silver award, District 9 two silver awards and Best of Show, advanced to national finals

- MOJO Ad/Team Ampersand for Live Fully, local club silver award
- MOJO Ad/Team Vaxa for How Ya Feelin'?, local club two silver award
- MOJO Ad/Team Vero for Live Connected, local club two silver awards
- Abby Walden and Hannah Wentz for Peacock TV, local club silver award

2020

- Gracie Fitzgerald and Reed Wilson for 23andMe: Find What Makes You Whole, local club gold award, District 9 silver award, advanced to national finals
- 2020 State of the YAYA: Under No Illusion, local club silver award, District 9 gold award, advanced to national finals

2019

- State of the YAYA: Decoded, local club gold award
- Strategic Communication Career Fest campaign, local club silver award

2018

- Danny Rosenberg, local club silver award
- Alpha Delta Sigma (AAF National Honors Society that originated at the University of Missouri in 1913) inducts following students from Mizzou chapter: 2023–Abby Blasingame, Allison Brannan, Grace Chapo, Theodore Chen, Annabelle Cooke, Sophia Cummings, Lucy Dozier, Isabella Hatzi Georgiou, Dany Fischer, Madison Fleetwood, Isabella Janney, Ashlyn Mavigliano, McKenna Neef, Evanna Momtaz, Megan O’Leary, Alexandra Orton, Anna Poppe, Hannah Schuler, Catherine Stallings, Maggie Stevanovich, Lexi Symonds, Sabrina Tran, Lily Williams; 2022–Aleuria Alderson, Diana Aleman, Camille Baker, Delaney Barnicle, Adele Du, Kristen Garcia, Allison Hickenbotham, Alyssa Klimkiewicz, Brittany Kummerer, Elyse Luecke, Brynn McCarthy, Annabelle Merrill, Lanie Shores, Natalie Spalding, Gabrielle Thomas; 2021–Nathan Busch, Morgan Donnohue, Britten Duet, Athena Estonactoc, Hannah Gedwill, Paige Kasten, Tara Morts, Emma Novak, Jocelyn Racelis, Sydney Ryan, Grace Valadka, Emma Weatherford, Ellie Widowski; 2020–Grace Corley, Katie McGarr, Anastasia Papanikolaou, Oriana Rodriguez, Eileen Sheeran, Adrianna Talavera; 2019–Abrianna Amidei, Abigail Breda, Brooke Emery, Nour Feghali, Alexandra Greenspun, Nora Grzadziel, Jordan Helterbrand, Jessica Langrehr, Maleah Moorman, Elizabeth Reiher, Brooke Saharovici, Sydney Vander Veen, Lexie Winter; 2018–Danny Rosenberg, Jessica Sellers, Madison Stanze
- AAF St. Louis Ad Club awards scholarships to following students from Mizzou chapter: Dun Li, Denajha Phillips (2017)
- AAF Kansas City Chapter awards scholarships to following students from Mizzou chapter: Miranda Cowan, Miranda Lee (2016); Denajha Phillips, Brooke Saharovici, Lexie Winter (2018)

Faculty advisor for extracurricular University of Missouri National Student Ad Competition team, mentoring students through eight-month process of developing comprehensive research-based strategic communication campaign for a designated national client (2014-2017)

F. M.A. COMMITTEES

1. Committee Chair, Rajdeep Barman, M.A. project, “How Social Media Campaigns Impact Media’s Election Coverage in India.” In progress.
2. Committee Member, Tim Maylander, M.A. project, “Evaluating the Terms ‘The Media’ and ‘Journalism/Journalist’.” Defended Dec. 2022.

3. Committee Chair, Jeffrey Beeson, M.A. project, "How Utilities Can Charge Up EV Adoption in the U.S. with Marketing Efforts." Defended Dec. 2022.
4. Committee Member, Ellie Gretter, M.A. project, "Political Polarization on Twitter: How Companies Can Still Effectively Target Audiences in all American Parties." Defended Nov. 2022.
5. Committee Chair, Andrea Rillo, M.A. project, "Effective Image Repair Strategies in Cancel Culture: Defending Female Public Figures." Defended Dec. 2021.
6. Committee Chair, John Kurpius, M.A. project, "Exploring Culture: Agents, Structures and Diversity Within Chicago Advertising Agencies." Defended Dec. 2021.
7. Committee Member, Megan Silvey, M.A. thesis, "Fantasy Theme Divergence During COVID-19: A Fantasy Theme Analysis." Defended Nov. 2021.
8. Committee Member, Sam Mosher, M.A. project, "How PR Practitioners Use Social Media to Manage a Crisis in the Gaming Industry." Defended April 2021.
9. Committee Chair, Grant Sharples, M.A. project, "How Music in Advertising Fosters Consumers' Perceptions of Ads." Defended Nov. 2020.
10. Committee Member, Christina Mascarenas, M.A. thesis, "The Role of Public Information Officers in Local American Government." Defended Dec. 2020.
11. Committee Member, Jingru Wang, M.A. thesis, "Chinese Government's Public Health Crisis Response Strategies on Social Media Platforms: A Comparison Between 2016 Expired Vaccine Crisis in Shandong and 2018 Changchun Changshent Fake Rabies Vaccine Crisis." Defended Nov. 2019.
12. Committee Member, Valerie Hellinghausen, M.A. thesis, "Femvertising, Empowerment and Consumer Culture: Exploring College Men and Women's Perceptions of Advertisements that Confront Gender Stereotypes." Defended Proposal May 2018/later switched to project.
13. Committee Member, Samara Jatala, M.A. thesis, "A Study of the Linkage Between Music Festivals' Social Media Use and Millennial Attendance." Defended Nov. 2018.
14. Committee Member, Nick Farley, M.A. thesis, "The Impact of Male Gender Stereotypes on Advertising Effectiveness." Defended May 2018.
15. Committee Member, Josh Murray, M.A. thesis, "Influencing Electronic Word-of-Mouth Communication: Getting Beyond the Skepticism of Social Media." Defended July 2017.
16. Committee Member, Meredith Mann, M.A. thesis, "Student Perceptions of the Relationship Between Perceptions of Internal Strategic Communication and Satisfaction: A Survey of One Midwestern University." Defended Dec. 2016.

PRESENTATIONS

Invited speaker, Mizzou Summer Welcome Professor Perspective, June 17, 23 and 24, 2021

Invited speaker, Mizzou Summer Welcome Professor Perspective, June 23, 24 and 25, 2019

Invited speaker, Mizzou Summer Welcome Professor Perspective, June 14, 18, 19 and 20, 2018

Organized and moderated student panel, University of Missouri Advisor Forum, April 19, 2018

Invited speaker, AAF student chapter meeting, "Capstone Clarity: Understanding Your Options," Feb. 13, 2018

Invited speaker, Annual Missouri Safe Kids Workshop, “Creating Successful Messaging,” Sept. 17, 2015

PROFESSIONAL DEVELOPMENT ACTIVITIES

Attendee, American Advertising Federation’s ADmerica Professional Conference, June 1-3, 2023

Attendee, American Advertising Federation’s ADmerica Professional Conference, June 2-4, 2022

Completed Online Teaching Certification Seminar, earning 5-year certification through University of Missouri Office of eLearning, Fall 2020

Attendee, American Advertising Federation’s ADucate Professional Workshop for College Educators, Nov. 21, 2019

Shadow experience at Ketchum public relations agency in Chicago to observe how its digital team is integrating social listening practices with social media strategy for its clients, July 16, 2019

Agency visits to seven New York advertising agencies, accompanying group of 21 students, March 1-2, 2018

Attendee, University of Missouri Celebration of Teaching Conference, May 16-17, 2017

Agency visits to 10 Chicago advertising and public relations agencies, accompanying group of 24 students, Oct. 22-23, 2015

Attendee, Public Relations Society of America (PRSA) Midwest District Conference, June 10-11, 2015