

# KELLI S. BURNS, PH.D.

UNIVERSITY OF SOUTH FLORIDA  
ZIMMERMAN SCHOOL OF ADVERTISING AND MASS COMMUNICATIONS  
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## PROFILE

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- Tenured associate professor who primarily teaches undergraduate public relations courses and graduate strategic communication courses; other courses include advertising, business communication, and media writing
- Administrative positions within the School of Mass Communications at USF and previously in the School of Communications at Elon University
- Ph.D. in mass communication with advertising concentration
- Eight years of professional experience in Ad/PR research and marketing communications
- Over 15 years of teaching experience with outstanding student evaluations
- Research focused on social media and online advertising published in leading journals
- Numerous conference presentations at the national and international levels
- Frequent expert commentator for media stories and speaker at industry meetings
- Accepted into the Summer 2010 class of the Visiting Professor Program through the Advertising Educational Foundation

## EDUCATION

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Ph.D. (8/03)	University of Florida Mass Communication Concentration: Advertising, Supporting Studies: Marketing and Statistics J. Hillis Miller Presidential Fellow Dissertation Title: "Attitude Toward the Online Advertising Format: A Reexamination of the Attitude Toward the Ad Model in an Online Advertising Context" Chair: Dr. John Sutherland, Co-chair: Dr. Richard Lutz	Gainesville, FL
M.S. (5/98)	Middle Tennessee State University Mass Communication Received Outstanding Graduate Student Award	Murfreesboro, TN
B.A. (5/92)	Vanderbilt University Mathematics, Business Administration (minor)	Nashville, TN

## ADMINISTRATIVE EXPERIENCE

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University of South Florida	Tampa, FL	
<i>Associate Program Director and Director of Undergraduate Studies</i>		2012-2014
■ Assisted in achieving the strategic goals for the School, guided curriculum reviews and changes, supervised the internship program, organized school events, managed community relations, communicated with students, created schedules, and addressed student issues.		
<i>Public Relations Sequence Head</i>		2010-2012
■ Supervised public relations internships, advised director on class scheduling, selected scholarship recipients, performed graduation checks, and advised students.		



## TEXTBOOK CHAPTERS

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Burns, K.S. (forthcoming 2016). Public relations. In Rick Wilber (Ed.), *Media Matters*.

Burns, K.S. (forthcoming 2016). Social media. In Rick Wilber (Ed.), *Media Matters*.

## REFEREED BOOK CHAPTERS

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Burns, K.S. (2016). How the top social media brands use influencer and brand advocacy campaigns to engage fans. In Amber Hutchins & Natalie Tindall (Eds.), *Public relations and participatory culture: Fandom, social media, and community engagement*.

Burns, K.S. (2013). Checking-in or checking-out?: Self-presentation and privacy considerations of Foursquare users. In Kathleen M. Cumiskey & Larissa Hjoth (Eds.), *Mobile media practices, presence, and politics: The challenge of being seamlessly mobile*. New York, NY: Routledge.

Burns, K.S. (2011). Teaching research methods with social media. In Michael Thomas (Ed.), *Digital education: Opportunities for social collaboration*. New York, NY: Palgrave Macmillan.

Burns, K.S. (2010). From consumers to producers: Engagement through user-generated advertising contests. In Neal Burns, Terry Daugherty, & Matthew S. Eastin (Eds.), *Handbook of research on digital media and advertising* (pp. 631-639). Hershey, PA: IGI Global.

## REFEREED JOURNAL PUBLICATIONS

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Burns, K.S. (2012). Mommy bloggers speak out: Reactions to the FTC's guidelines concerning the use of endorsements and testimonials. *Journal of New Communications Research, 2011 Anthology*.

Burns, K.S. (2008). The misuse of social media: Reactions to and important lessons from a blog fiasco. *Journal of New Communications Research, 3*(1), 41-54.

Burns, K.S., & Lutz, R. J. (2008). Web users' perceptions of and attitudes toward online advertising formats. *International Journal of Internet Marketing and Advertising, 4*(4), 281-301.

Kuhn, A., & Burns, K.S. (2008). From MySpace to BrandSpace: Elements of brand-sponsored MySpace profiles. In S. Rodgers (Ed.), *Proceedings of the 2008 Conference of the American Academy of Advertising*.

Burns, K.S., & Lutz, R. J. (2006). The function of format: Consumer responses to six online advertising formats. *Journal of Advertising, 35*(1), 53-64.

Burns, K.S. (2006). Problems found in reporting USA Today pre-election polls. *Newspaper Research Journal, 27*(4), 38-51.

Burns, K.S., & Lutz, R. J. (2004). Format matters: Examining the precursors to and effects of attitudes toward six online advertising formats. Abstract published in the *Proceedings of the 2004 Conference of the American Academy of Advertising, 239-240*.

Burns, K.S. (2000). Branding in cyberspace: Using the congruity of consumer and Web site personality to unravel online user satisfaction. *Proceedings of the 2000 Conference of the American Academy of Advertising*.

## ENCYCLOPEDIA ENTRIES

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Burns, K.S. (2013). "AT&T's Up All Night." In Sue Moskowitz (Ed.), *Encyclopedia of major marketing strategies*. Gale.

Burns, K.S. (2011). "Movie and TV series communities." In George Barnett (Ed.), *Encyclopedia of social networks*. Thousand Oaks, CA: Sage Reference.

## CONFERENCE PRESENTATIONS

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Burns, K.S. "Identifying the influencers who flooded Twitter during the #ALSicebucketchallenge." Paper to be presented at the Social Media & Society Conference, London, June 2016.

Whytas, K. J., & Burns, K.S. "Impact of a brand crisis on nation branding: An analysis of tweets about VW's emissions crisis." Paper presented at the International Relations Research Conference, Miami, March 2016.

Burns, K.S. "#FoodBabeArmy Strong: How the community of a popular food blog both supports and subverts the blog's mission." Paper presented at the Popular Culture Association National Conference, St. Louis, April 2015.

Burns, K.S. "Flooding Twitter with the Ice Bucket Challenge: A social and semantic networks approach." Paper presented at the International Public Relations Research Conference, Miami, March 2015.

Burns, K.S. "Embracing advocates and influencers: Practices of the top social media brands." Paper presented at the International Public Relations Research Conference, Miami, March 2014.

Burns, K.S. "From @airline to @passenger: Applying network analysis to Twitter use." Paper presented at the International Public Relations Research Conference, Miami, March 2012.

Burns, K.S. "Checking-in or checking-out?: Self-presentation and privacy considerations of Foursquare users." Paper presented at the International Communication Association Conference, Boston, May 2011.

Burns, K.S. "Brands among friends: An examination of brand friending and engagement on Facebook." Paper presented at the Association for Education in Journalism and Mass Communication National Convention, Denver, August 2010.

Burns, K.S. "Brand fans and followers: Exploring the motives and gratifications for engaging with brands on Facebook and Twitter." Paper presented at the Popular Culture Association National Conference, St. Louis, March 2010.

Burns, K.S. "Mommy bloggers and the FTC: Reactions to the guidelines concerning the use of endorsements and testimonials." Paper presented at the International Public Relations Research Conference, Miami, March 2010.

Burns, K.S. "My musician friend: Constructing a fan identity in MySpace." Paper presented at the Popular Culture Association National Conference, New Orleans, April 2009.

Burns, K.S. "A historical examination of the development of social media and its application to the public relations industry." Paper presented at the International Communication Association Conference, Montreal, Canada, May 2008.

Burns, K.S. "Creative consumers and beloved brands: Engaging consumers through user-generated advertising contests." Paper presented at the Popular Culture Association National Conference, San Francisco, March 2008.

Kuhn, A., & Burns, K.S. "From MySpace to BrandSpace: Elements of brand-sponsored MySpace profiles." Paper presented at the American Academy of Advertising Conference, San Mateo, California, March 2008.

Burns, K.S. "Reporting of pre-election polls in USA Today during the 2004 presidential campaign." Paper presented at the International Conference on Social Science Research, Orlando, Florida, December 2005.

Burns, K.S., & Lutz, R. J. "From fabulously entertaining to freakishly annoying: Consumer responses to six online advertising formats." Paper presented at the Association for Education in Journalism and Mass Communication National Convention, Advertising Division, Toronto, Ontario, August 2004.

Burns, K.S., & Lutz, R. J. "Format matters: Examining the precursors to and effects of attitudes toward six online advertising formats." Paper presented at the American Academy of Advertising Conference, Baton Rouge, Louisiana, March 2004.

Burns, K.S. "Opinions online: The extension of computer-mediated communication for survey research in research organizations." Paper presented at the Association for Education in Journalism and Mass Communication National Convention, Phoenix, Arizona, August 2000.

Burns, K.S. "Branding in cyberspace: Using the congruity of consumer and Web site personality to unravel online user satisfaction." Paper presented at the American Academy of Advertising Conference, Newport, Rhode Island, April 2000.

Burns, K.S. "Cyberbrand development: A study of the impact of self concept and Web site personality congruity." Poster presented at the Association for Education in Journalism and Mass Communication National Convention, New Orleans, Louisiana, August 1999.

Burns, K.S. "The bookstore reading group: Members, support, and benefits." Poster presented at the Association for Education in Journalism and Mass Communication National Convention, New Orleans, Louisiana, August 1999.

## OTHER RESEARCH PRESENTATIONS

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Burns, K.S. "Opinions online: The use of online survey research in research organizations." Paper presented at the Graduate Student Forum, University of Florida, April 2000.

Burns, K.S. "Advertisers and their agencies: Satisfaction with the servicing of interactive accounts." Paper presented at the Graduate Student Forum, University of Florida, April 2000.

Burns, K.S. "Cyberbrand development: A study of the impact of self concept and Web site personality congruity." Paper presented and awarded second-place in division at the Graduate Student Forum, University of Florida, April 1999.

Burns, K.S. "The bookstore reading group: Members, support, and benefits." Paper presented and awarded third-place in division at the Graduate Student Forum, University of Florida, April 1999.

Burns, K.S. "Assessing member support of public television: A case study of Nashville's WDCN Channel 8." Paper presented at the Graduate Student Forum, University of Florida, April 1999.

Burns, K.S. "An examination of indications and motivations to contribute financially to a local symphony." Paper presented at the Graduate Student Forum, University of Florida, April 1999.

## GRANTS AND FELLOWSHIPS

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USF Global Citizens Project's Undergraduate Course Enhancement Funding (applied): Summer 2016, \$1,400.

USF Online Course Development Grant: Summer 2015, \$5,500 (which included a stipend for completion of the online course Designing Courses for Significant Learning).

Texifter Data Grant, second place (August 2014), 500,000 historical tweets from a five-day period and six months of enterprise access to DiscoverText.

Advertising Educational Foundation Visiting Professor Program: Participant, R/GA, New York City, Summer 2010.

USF Innovative Teaching Opportunities Grant, Center for 21st Century Teaching Excellence: Funds supported travel expenses for the NewComm Forum Conference, \$840, 2010.

USF Innovative Learning-Centered Grant, Center for 21st Century Teaching Excellence: Funds are supporting applications of technology to the practice of research, \$4,000, 2009-2010.

Elon Summer Research Fellowship: Funds supported a summer research project on pre-election poll reporting, \$5,383, Summer 2005.

Alcohol Curriculum Infusion Committee: Funds supported a student research project on the topic of alcohol, \$200, Spring 2005.

Pedagogy and Program Enhancement Grant: Funds supported qualitative and quantitative research projects conducted by Communications Research students for five local non-profit organizations, \$2,000, 2003-2004.

University of South Florida University Service

- Homecoming Steering Committee: Faculty Representative, 2014, 2015. Chaired the Homecoming Office Decorating Contest, 2015.
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- Residential Life Faculty Fellow: Fall 2015-present. Participated in the House Calls Program, provided an Exam Review session for my class, had lunch and coffee with students to interact with them outside the classroom, participated in moving in day by welcoming students in the Marshall Student Center, spoke to resident advisors about social media.
- Search Committees: Member of the President's Search Advisory Committee to hire the Chief Marketing Officer, 2012-2013. Member of a committee to hire the strategic communications director for Academic Affairs, 2011.
- State Articulation Coordinating Committee: Member, 2013-present.
- Faculty Committee on Student Admissions: Member, 2008-2011.
- Designated Smoking Area Task Force: Communications Team Member, 2011-2012.

University of South Florida College of Arts and Sciences Service

- CAS Strategic Committees, Strategic Communication of Value: Member, 2013-2014.
- Undergraduate Curriculum Committee: Member, 2013-2014. Chair, 2012-2013. Member, 2011-2012.
- Adviser Search Committee: 2014.

University of South Florida School of Mass Communications Service

- Kappa Tau Alpha National Honor Society in Journalism and Mass Communication: Adviser, 2009-present.
- Public Relations Sequence Head, 2010-2013.
- Executive Committee: Member, 2009-2014.
- Curriculum/Undergraduate Committee: Member, 2010-2014.
- Faculty Evaluation Committee: Chair, 2014-2015; Member, 2013-present; Member, 2011-2012; Alternate member, 2008-2009.
- Search Committees: Chair of a search committee to hire a public relations instructor, 2012-2013. Member of a search committee to hire an advertising assistant/associate professor, 2012-2013. Chair of a search committee to hire a public relations assistant professor, 2011-2012. Member of a search committee to hire an advertising instructor, 2010-2011. Member of a search committee to hire a public relations assistant professor, 2009-2010. Member of a search committee to hire an advertising instructor, 2008-2009. Member of a search committee to hire an advertising assistant professor, 2007-2008. Member of search committees to hire an advertising instructor and a public relations instructor, 2006-2007.
- Research Committee: Member, 2007-2011.
- Supervise numerous undergraduate honors, independent research and directed reading projects.

Other University Service

- Gamma Phi Beta Sorority: Advisory Board, Public Relations Advisor, 2012-2015, Alumnae-College Relations and Philanthropy Advisor, 2015-present.
- PINK Nation Adviser, 2011-2012.

Elon University:

- Fellows Program Director: Selected and then led the top communications students through a four-year program to enhance their undergraduate experience and prepare them for jobs in communications, 2004-2006. Also served on Fellows Committee with other program directors. Previously served on selection committee.
- Communications Floor Faculty Adviser: Selected residents for floor and then developed

- and implemented programming, 2004-2006.
- Media Board: Voting member, 2003-2005.
- Admissions Committee: Member, 2004-2006.
- Academic Integrity Committee: Served on a committee to redesign the Honor Code and the system, Appointed member, 2003-2004.
- Alcohol Curriculum Infusion Committee: Received a \$200 grant from the university to implement an alcohol-awareness model in a course in Spring 2005.
- School of Communications Search Committees: Member of a search committee to hire two faculty members, 2003-2004. Member of search committee, 2005-2006.
- Academic adviser to 30 students.
- Student Undergraduate Research Forum: Adviser to three teams of students who presented research, Spring 2004, Spring 2005. Respondent for two student poster presentations, Spring 2003. Respondent for presenter, Spring 2006. Panel moderator, Spring 2005.
- Isabella Cannon Phase II Program: Faculty adviser to a leadership team, 2003-2004.
- Phi Mu Sorority: Faculty adviser, 2004-2006.
- Supervised undergraduate research projects for three students.

Middle Tennessee State University:

- Distinguished Lecture Series: Committee member, Responsible for disbursement of \$85,000 budget, 2001-2002.

University of Florida:

- Named Presidential Fellowship Committee: Committee co-chairperson and moderator for “Alternative Paths for Graduate Students,” a seminar in the Graduate Student Professional Development Series, March 1999.
- Doctoral Student Colloquium: Coordinator and presenter for session on conference presentations, March 2000.
- Doctoral Student Colloquium: Coordinator and moderator for two panel discussions with faculty members, October 1998.
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## INDUSTRY SERVICE

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Florida Scholastic Press Association: Judge for Teacher of the Year Competition, 2014

AEJMC Southeast Colloquium, Discussant, Tampa, Fla., February 2013

*Journal of Interactive Marketing*: Reviewer, 2009, 2011, 2013

*Participations*. Reviewer, 2012

*International Journal of Strategic Communication*: Reviewer, 2012, 2015

*Journal of Advertising*: Reviewer, 2007-2009, 2014

*Journalism and Mass Communication Quarterly*: Reviewer, 2008, 2011, 2015

*Journal of Public Relations Research*: Reviewer, 2009

*PRism*: Reviewer, 2009, 2014

*Journal of Interactive Advertising*, Reviewer, 2014



Victoria Walker: Chair (honors thesis), Completed Spring 2016  
Aroushad Tahsini: Committee (honors thesis), Completed Spring 2015  
Brendan Collett: Chair (honors thesis), Completed Fall 2010  
William Cooper: Chair (honors thesis), Completed Fall 2009  
Rose Rezaei: Chair (honors thesis), Completed Spring 2009  
Tory Lynne: Chair (honors thesis), Completed Spring 2008  
Kara Whytas: Chair, Completed Spring 2016  
Stephanie Fred: Chair, Completed Summer 2015  
Kevin Yurasek: Chair, Completed Spring 2014  
Matt Abbey: Chair, Completed Spring 2013  
Emily Shine: Chair, Completed Fall 2011  
Kamden Kuhn: Chair, Completed Fall 2011  
Kerrie Vnuk: Chair, Completed Spring 2008  
Christina Cameron: Committee, Completed Fall 2013  
Lauren Webber: Committee, Completed Fall 2013  
Allison Weidhaas: Outside Committee Chair, Spring 2013  
Roland Massa: Committee, Completed Spring 2013  
Lorie Briggs: Committee, Completed Spring 2013  
Anna Peters: Committee, Completed Spring 2013  
Daniel Beaulieu: Committee, Completed Fall 2012  
Jessica Brightman: Committee, Completed Fall 2012  
Ryan Morris: Committee, Completed Spring 2012  
Sabina Gaggioli: Committee, Completed Spring 2011  
Cherisse Forseca Rivera: Committee, Completed Spring 2011  
Jessica MacDonald: Committee, Completed Spring 2010  
Claire Selius: Committee, Completed Spring 2010  
Rhianna Lee Sing: Committee, Completed Fall 2009  
Christine Anghel: Committee, Completed Spring 2009  
Jessica Voss: Committee, Completed Spring 2009  
Lynda Pasteur: Committee, Completed Spring 2008  
Ashlea Hudak: Committee, Completed Spring 2008  
Rachel von Loveren: Committee, Completed Summer 2007  
Cristina Gonzales: Committee, Completed Spring 2007

## AWARDS

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*Tampa Bay Business Journal* Up & Comer Award, 2010

Kappa Tau Alpha Honorary Society, Inducted Spring 2009

Recipient of Discretionary Base Salary Increase, University of South Florida, Fall 2008

University of Florida J. Hillis Miller Presidential Fellow, 1998-2001 (in 1998, the highest graduate fellowship awarded at the University of Florida)

AEJMC MC&S Division Promising Professor Award, 2000

Second and Third Place Awards in the Journalism and Communications Division of the Graduate Student Forum, University of Florida, 1999

Outstanding Graduate Student in Mass Communication (MTSU), 1998

Phi Kappa Phi Honorary Society, Inducted 1998

Albert L. and Ethel Carver Smith Graduate Scholarship Recipient, 1997

Nashville Advertising Federation Scholarship Recipient, 1996

Pacemaker, Silver Crown, and All American Awards for college yearbook, 1992

## PANEL PRESENTATIONS AND PUBLIC SPEAKING

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“Taking Care of Your Online Brand,” USF Internal Medicine Leadership Group, April 5, 2016.

“Social Media for College Students,” USF Residential Life Resident Advisor Orientation, August 14, 2015.

“Social Media for Sorority Branding,” Mu Sigma Upsilon National Conference, June 12, 2015.

“Social Media for Women,” Gamma Phi Beta Tampa Alumnae Chapter, April 11, 2015.

“Planting your Social Media Garden,” Digital Footprint seminar for USF Residential Life, Jan. 27, 2015.

“Creative Research Strategies,” USF CONNECT, Sept. 23, 2014.

“More than 100 Likes? How to Leverage your Firm’s Facebook Page,” Radius of Influence Conference, May 9, 2014.

“Where to Start? How to Launch your Firm’s Facebook Page,” Radius of Influence Conference, May 9, 2014.

“Be a social media butterfly,” Keynote speaker for BayCare Health System’s Mother and Daughter Saturday at Sea, Tampa, Fla., May 3, 2014.

Alumni social media panel. Berkeley Preparatory School, Tampa, Fla., Nov. 7, 2013.

“Building your social media brand,” University Experience class guest lecture, Oct. 21, 2013.

“WIN in PR: Writing your Resume, Interviewing, and Networking,” USF PRSSA Walter E. Griscti chapter, Sept. 18, 2013.

“Fun jobs in social media,” USF Take Our Sons and Daughters to Work Day, April 25, 2013.

“Becoming a social media rock star,” USF Lunch & Learn for Managers, sponsored by USF Human Resources, June 28, 2012.

“Teaching conversation monitoring,” 2012 Edelman Academic Summit, Palo Alto, Calif., June 20, 2012.

“Social media: How to build your brand online,” USF News Media Insight seminar, March 30, 2012.

“Faculty panel: Experiencing the media firsthand,” USF News Media Insight seminar, March 30, 2012.

“Social media: Your reputation, job search, and how not to go to jail,” USF Housing and Residential Education program, March 29, 2012.

“Beyond Facebook profiles, YouTube channels, and Twitter accounts: Lessons from the best social media campaigns,” Speech presented at the IABC Tampa Chapter meeting, Tampa, Fla., March 2011.

“Target your Codes of Ethics,” Panel sponsored by the USF Society of Professional Journalists at USF, November 12, 2009.

“Top ten teaching goals.” Speech presented at the Promising Professors Workshop, Association for Education in Journalism and Mass Communication National Convention, Phoenix, Arizona, August 2000.

“Design trends for yearbooks.” Workshop presented at the District II Conference of the Florida Scholastic Press Association, September 1999.

## MEDIA INTERVIEWS AND PODCASTS

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### *Social Media Stories*

“The right man? Should we care what the head of a popular film festival says online?,” Creative Loafing, reporter Kate Bradshaw, April 28, 2016.

“Staged videos part of Internet life,” WTSP, reporter Ian Reitz, April 19, 2016.

“Models: Tampa strip club stole our photos,” Fox 13, reporter Evan Lambert, April 8, 2016.

“Super Bowl ads hope to inspire,” WTSP, reporter Courtney Robinson, February 2, 2016.

“Facebook ‘secret sister gift exchange’ is a scam,” WFLA, reporter Peter Bernard, Nov. 5, 2015. (Also carried by many other news organizations, including Mashable and Good Housekeeping.)

“Former teacher pushing for change,” The (Lakeland) Ledger, reporter Sara Drumm, Oct. 30, 2015.

“Periscope pitfalls: Advice for parents to give kids on social media,” WFLA, reporter Melanie Michael, Oct. 13, 2015.

“Hillsborough School Board makes social media policy,” WFLA, reporter Adrienne Pedersen, Sept. 28, 2015. (Also carried by AdWeek.)

“Best back to school apps for kids, parents,” WTSP, reporter Ian Reitz, August 6, 2015.

“Sheriff: Coach posed as woman, sought boys’ photos,” WTSP, reporter Kendra Conlon, June 18, 2015.

“Busch Gardens aligns social media stars for special event,” *Tampa Tribune*, reporter Keith Morelli, May 16, 2015.

“Cop turned convict turned artist opens transmedia gallery in Bradenton’s Village of the Arts,” *Bradenton Herald*, reporter Janelle O’Dea, May 8, 2015.

“Decoy apps: what are your kids hiding on their phones?,” WFLA, reporter Candace McCowan, Feb. 20, 2015.

“Gerard getting a little too social online,” *Champaign News-Gazette*, columnist Tom Kacich, Feb. 11, 2015.

“LinkedIn advised as future of industry connections,” *USF Oracle*, reporter Amar Rele, Feb. 3, 2015.

“School resource deputy gives from the heart—and wallet,” *Tampa Tribune*, reporter Keith Morelli, Dec. 11, 2014.

“Bay Area plastic surgeons cash in on selfie craze,” WFLA, reporter Melissa Beckman, Nov. 18, 2014.

“Lack of information on Ebola spreading fear, trust,” *Tampa Tribune*, reporter Keith Morelli, Oct. 17, 2014.

“Debate over fan creates social media buzz,” WFLA, reporter Jeff Patterson, Oct. 16, 2014.

“Experts weigh in on social media in local political campaigns,” Inweekly blog, by Rick Outzen, Oct. 15 2014.

“Snapchat hacked by third party app,” WTSP, reporter Charles Billi, Oct. 10, 2014.

“New site Alibaba takes aim at Amazon,” WTSP, reporter Charles Billi, Sept. 29, 2014.

“Ice Bucket Challenge,” Capitol Report (WFSU), reporter Regan McCarthy, Aug. 22, 2014.

“Other nonprofits awed by ALS ice bucket challenge,” *Tampa Tribune*, by Keith Morelli, Aug. 22, 2014.

“Social media 101: The apps your kids use,” WTSP, reporter Dion Lim, August 6, 2014.

Facebook Newsfeed Story, Bay News 9, reporter Anne Imanuel, Aug. 1, 2014.

“Amy Van Dyken-Rouen staying positive on social media,” *Denver Post*, by John Marshall (AP), June 27, 2014.

“#Areyouready? Social media retooling hurricane season,” *Tampa Tribune*, reporter Keith Morelli, June 1, 2014.

“Who’s watching what you post?” WFLA, reporter Josh Green, Jan. 27, 2014.

“Polk teen’s death spurs social media conversation,” WFLA, reporter Natalie Shepherd, Sept. 11, 2013.

“Social media can become an addiction but you can break free,” *Tampa Bay Times*, reporter Irene Maher, July 25, 2013.

“How much do college students care about online privacy,” *USA Today*, by Katey Psencik, May 29, 2013.

“Get ready for hurricane season in Tampa Bay with social media,” WFLA, reporter Melissa Beckman, May 27, 2013.

“How USF engages in education,” Fox 13, reporter Kerry Klecic, May 16, 2013.

“Role of social media in Tarpon Springs rape case,” WFLA, reporter Chip Osowski, April 25, 2013.

“Kate Upton’s on his arm, but she’s still a world away,” *Washington Post*, reporter Jessica Goldstein, March 20, 2013.

“Pinellas Co. student suspended over Facebook post,” WFLA, reporter Lauren Mayk, March 18, 2013.

Facebook privacy story, Bay News 9, anchor Al Ruechel, Feb. 18, 2013.

“Nobody will ever believe how Bill Murray became a living legend,” *Slate* (French edition), reporter Cecile Dehesdin, Feb. 12, 2013.

“USF nominated for best social media usage,” *The Oracle*, reporter Alex Rosenthal, Jan. 29, 2013.

“Social media played a significant role in the way we learned information about Friday’s school shooting in Newtown,” WTSP, anchor Allison Kropff, Dec. 15, 2012.

“Facebook’s new trend of tracking users,” WFLA, reporter Natalie Shepherd, Nov. 14, 2012.

“Election Day tweets set social media milestone,” WTSP, anchor Reginald Roundtree, Nov. 7, 2012.

“Shadow debate part of presidential race,” USF News, by Peter Howard, Oct. 3, 2012.

“Top of the day,” Front Row Tampa Bay, hosts Kathy Fountain and Frank Robertson, August 28, 2012.

“The conventions and social media,” WTSP, anchor Heather Van Nest, August 21, 2012.

“Social media engaging or ruining Olympics experience?” WTSP, anchor Heather Van Nest, July 31, 2012.

“Facebook considers giving kids access to social networking site,” WTSP 10 News, reporter Isabel Mascarenas, June 4, 2012.

SNOPA story, Bay News 9, anchor Al Ruechel, May 5, 2012.

“A call for Yelp,” My Fox Tampa Bay, reporter Russell Rhodes, May 1, 2012.

“YouTube entrepreneurs profit from Roswell73 video hits,” WTSP 10 News, reporter Ashley Porter, April 27, 2012.

“Too focused on the phone,” My Fox Tampa Bay, reporter Lloyd Sowers, April 24, 2012.

“Kony 2012,” WUSF Radio, reporter Mark Schreiner, March 19, 2012.

“Bay area wonders can Kony video save lives in Uganda?,” WTSP 10 News, reporter Tammie Fields, March 9, 2012.

“Politics and social media: A good mix,” USF News, reporter Amy Mariani, Jan. 18, 2012.

“Hiding your online identity can save customers, your job,” WTSP, reporter Adam Freeman, Jan. 11, 2012.

“Was Casey Anthony video diary a result of hacking? Could you be next?,” WTSP, reporter Adam Freeman, Jan. 6, 2012.

“Police: Missing girl, 13, found safe; posed as 19-year-old,” WTSP, reporter Eric Glasser, Dec. 6, 2011.

“To interact with students, USF gives Tumblr a try,” *St. Pete Times*, Oct. 2, 2011.

“Many Users ‘Dislike’ New Facebook Changes,” WTSP, Sept. 21, 2011.

“Poll: Young People Let Loose on Facebook,” Good Day Tampa Bay, Sept. 21, 2011.

“Universities finally accept social networking—adoption rate near 100%,” *USA Today College*, Sept. 2011.

“USF harnesses the power of social media,” Welcome Back, USF Advertising Section of the Tampa Tribune, Aug. 26, 2011.

“Will Weiner scandal change the way social media is used?,” WTSP, June 7, 2011.

“Streaming video affects television, advertising,” *Tampa Tribune*, May 22, 2011.

“Geotagging: Are you putting your safety at risk via smartphone?,” WTSP 10 News, May 11, 2011.

“The Dish on the New Queens of All Media,” Fameology blog (NYU), May 10, 2011.

“Q&A: Kelli Burns,” *Buzzsaw*, Ithaca College magazine, May 5, 2011.

“Online support for parents after pregnancy losses,” Associated Press, May 3, 2011.

“Twitter buzzes with news of Bin Laden death,” ABC Action News, May 3, 2011.

“Social media impacting major headlines,” Good Day Tampa Bay, Fox 13, May 3, 2011.

“Celebrations erupt locally upon news of bin Laden’s death,” *Tampa Tribune*, May 3, 2011.

Special Report on the death of Osama bin Laden, WTSP Channel 10, May 2, 2011.

“Social Media Drives bin Laden Coverage,” USF News Release, May 2, 2011.

“Newbury Park Teen’s World is Rocked by Justin Bieber,” *Ventura County Star*, Feb. 10, 2011.

“Your Turn with Russell Rhodes” segment on Fox 13, Feb. 8, 2011.

“Talk of the Town,” WUSF, Jan. 25, 2011.

“Noteworthy” podcasts on iTunesU: Introduction to Social Media and Twitter

“What’s the Line Between Promoting and Exploiting Your Child?,” Family First, Nov. 14, 2010.

“Antoine Dodson Appears on Lopez Tonight and Demonstrates his Staying Power,” *St. Petersburg Times*, Nov. 9, 2010.

“Online Product Reviews are all the Rage, but are They Real?” ABC Action News, Nov. 8, 2010.

“Social Media: What’s Next?,” Florida Matters, WUSF, Oct. 12, 2010.

“Condo Resident’s Website Connects Downtown Miami Dwellers,” *Miami Herald*, Oct. 1, 2010.

“Woman Sues Debt Collector for Contacting her Family Via Facebook,” *St. Petersburg Times*, Sept. 25, 2010.

“Facebook Fame has its Hazards, says USF Mass Comm Prof,” Inside USF Blog, Sept. 7, 2010.

“Social Media and the Stars: USF expert explores the changing social media landscape and its impact on celebrity,” USF Release, August 27, 2010.

“You Tube’s You Too,” *Arkansas Democrat-Gazette*, May 9, 2010.

“Study: Teens Text More than Talk,” Fox 13 News Tampa Bay, April 21, 2010.

“Social Media Provides Old-School Socializing,” *Tampa Tribune*, April 12, 2010.

“Toyota’s Troubles,” USF Release, April 7, 2010.

“Students have the Chance to Blog for Major Magazines,” *The Oracle*, April 5, 2010.

“Will Politics Make Facebook Unfriendly?” *Tampa Tribune*, March 25, 2010.

“Dos and Don’ts of Facebook,” *The Oracle*, September 22, 2009.

“Social Networks: Revolution Online,” BayNews9.com, June 23-24, 2009.

“USF Moves on Twitter,” *The Oracle*, June 18, 2009.

“College Students are Twitter-Less,” LiveCrunch, April 16, 2009.

*Education Stories (some overlap with above)*

“Public relations history,” Recorded video interview for Dr. Guy Golan’s graduate class at Syracuse University, January 2016.

“Hillsborough School Board makes social media policy,” WFLA, reporter Adrienne Pedersen, Sept. 28, 2015. (Also carried by AdWeek.)

“Best back to school apps for kids, parents,” WTSP, reporter Ian Reitz, August 6, 2015.

“Sharing big ideas on media and youth activism,” (sidebar) USF News, by Barbara Melendez, Sept. 20, 2014.

“Six ways to maximize your summer,” Schools.com, by Chris Couch, June 26, 2014.

“School’s crack down on unpaid internships,” *Washington Post*, by Jena McGregor, May 16, 2014.

“PR NewsChannel partners with USF to provide real world experience to public relations students,” PR NewsChannel Release, August 27, 2013.

“How to beef up your resume,” College Lifestyles, by Michaela Williams, May 28, 2013.

“How USF engages in education,” Fox 13, reporter Kerry Klecic, May 16, 2013.

“USF nominated for best social media usage,” *The Oracle*, reporter Alex Rosenthal, Jan. 29, 2013.

“To interact with students, USF gives Tumblr a try,” *St. Pete Times*, Oct. 2, 2011.

“Universities finally accept social networking—adoption rate near 100%,” *USA Today College*, Sept. 2011.

“Enterprising USF Student Cooks Up Sweet Job in Down Economy,” *St. Pete Times*, April 14, 2010.

“Students have the Chance to Blog for Major Magazines,” *The Oracle*, April 5, 2010.

“USF Moves on Twitter,” *The Oracle*, June 18, 2009.

“College Students are Twitter-Less,” LiveCrunch, April 16, 2009.

## INDUSTRY MEMBERSHIPS

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American Academy of Advertising  
Association for Education in Journalism and Mass Communication  
International Communication Association  
Popular Culture Association

## PROFESSIONAL CONFERENCE ATTENDANCE

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IRTS Faculty Seminar (competitive selection process), Las Vegas, Nev., January 2013  
Edelman Academic Summit, Palo Alto, Calif., June 2012; Chicago, June 2014  
Social Fresh, Tampa, Fla., February 2011, February 2012  
NewComm Forum, San Mateo, Calif., April 2010

## PROFESSIONAL EXPERIENCE

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- |  |               |             |
|--|---------------|-------------|
| Harris Interactive   | New York, NY  | 2000-2001   |
| <i>Research Assistant (Full-time then on a contract basis)</i>   |               |             |
| <ul style="list-style-type: none"><li>▪ Coordinated and conducted online research projects for Young &amp; Rubicam.</li><li>▪ Developed surveys, analyzed data, and created client reports and presentations.</li><li>▪ Clients included KFC, Xenical, TwinLab, Homeland Security Commission, among others.</li></ul>  |               |             |
| Prince Market Research   | Nashville, TN | Summer 1999 |
| <i>Research Associate</i>  |               |             |
| <ul style="list-style-type: none"><li>▪ Designed and implemented a research study to determine how to effectively administer online surveys.</li><li>▪ Analyzed research findings and created client reports and presentations.</li><li>▪ Re-designed the company Web site.</li></ul>  |               |             |
| Prince Market Research   | Nashville, TN | 1996-1998   |
| <i>Project Manager</i>   |               |             |
| <ul style="list-style-type: none"><li>▪ Conducted and coordinated all aspects of quantitative and qualitative research projects.</li><li>▪ Designed surveys, interview guides, and focus group discussion guides.</li><li>▪ Managed data collection and analyzed data using SPSS and SurveyPro.</li><li>▪ Prepared client reports and presentations.</li><li>▪ Interacted and consulted with clients and delivered client presentations.</li><li>▪ Supervised interviewing and data entry teams.</li><li>▪ Made arrangements for focus groups.</li><li>▪ Clients included Caterpillar Financial, Columbia/HCA, Union Planters Bank, Bridgestone/Firestone, Jimmy Dean Foods, TileCera, Nashville Symphony, David Weekley Homes, Globe Furniture, and WNPT.</li></ul> |               |             |
| Manulife Financial   | Nashville, TN | 1992-1996   |
| <i>Marketing Consultant</i>  |               |             |
| <ul style="list-style-type: none"><li>▪ Coordinated local marketing and advertising campaigns.</li><li>▪ Developed design for all internal and external publications, concept sales presentations, advertisements, promotional mailers, and brochures.</li><li>▪ Developed marketing plans and produced accompanying communication materials.</li><li>▪ Initiated and developed several national marketing programs.</li><li>▪ Received award in company-wide contest for creative sales idea.</li></ul>   |               |             |

## OTHER EXPERIENCE

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Florida Scholastic Press Association                      Gainesville, FL                      1998-2000

*Executive Assistant*

- Assisted Executive Director in all areas of managing organization.
- Managed staff of two office assistants.
- Edited the FSPA newsletter.
- Handled communication and correspondence to district directors and advisers.

*Yearbook Judge*

- Evaluated high school yearbooks in terms of design, copy, and photography.

Commodore Yearbook    Nashville, TN                      1991-1992

*Editor-In-Chief*

- Produced Vanderbilt's first desktop-published yearbook.

## CONSULTING

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Hill Coniglio Polins & Associates: Various online survey projects, 2006

Pew Internet and American Life Project: Focus groups for "Teens and Technology" report, July 2004

Burlodge U.S.A.: Customer satisfaction research, Fall 2004

## COMMUNITY SERVICE AND MEMBERSHIPS

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Girls on the Run: Race Committee Member, 2015-present, Race Buddy 2014-2015

Gamma Phi Beta Tampa Bay Alumnae Chapter: Member, 2015-present, Alumnae-Collegiate Relations Liaison, 2016-present

Working Women of Tampa Bay: Member, 2014-present

Berkeley Preparatory School: Shades of Blue Publicity Committee, 2012-2013

Cub Scout Pack 21: Public Relations/Recruitment Chair, May 2010-2012

Youth Triathlon Series: Staff Member, 2010

Vanderbilt University: Member of Alumni CoRPs Interviewing Team, 2009-present; Class promotions chair for reunion, October 2002

Sawtooth Center for the Arts: Created promotional materials for photography exhibit called "A Thousand Words: Photographs by Vietnam Veterans," June 2004

Town of Elon Festival of the Oaks: Liaison for the School of Communications, October 2003