

Curriculum Vitae

Pamela K. Morris

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Education

- 2004 Ph.D. Mass Communications, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY;
Dissertation: Explicating culture and its influence on magazine advertisements
- 1981 Master's of Business Administration, California State University, Long Beach, CA; Beta Gamma Sigma
- 1979 Bachelor of Art, California State University, Long Beach, CA

Research Interests

Advertising, branding, strategy, creativity, visual communication, women's images, world culture, advertising pedagogy.

Academic Positions

- 2008 – Present Associate Professor, Advertising and Integrated Marketing Communications, School of Communication,
Loyola University Chicago
- 2007 – 2008 Adjunct Professor, Advertising, College of Communication, DePaul University, Chicago
- 2007 Adjunct Professor, Marketing, College of Business, Northern Illinois University, DeKalb, IL
- 2004 – 2006 Assistant Professor, Advertising, College of Journalism and Mass Communications, University of Nebraska –
Lincoln, NE

Journal Articles

- Morris, P. K., (2014). Comparing portrayals of beauty across six cultures: Bulgaria, Hong Kong, Japan, South Korea, and Turkey. *Asian Journal of Communication*, DOI: 10.1080/01292986.2014.885535.
- Morris, P. K., & Nichols, K. (2013). Conceptualizing beauty: A content analysis of U.S. and French women's fashion magazine advertisements. *Online Journal of Communication and Media Technologies*, 3(1), 49-74.
- Morris, P. K., (2012). Teaching multimedia commercial production for advertising and public relations. *Journal of Advertising Education*, 16(2), 47-58.
- Morris, P. K., & Maslakowski, K. (2012). Branding the divine: Albrech Dürer's praying hands and the branding of iconography. *Journal of Religion and Popular Culture*, 24(2), 260-276.
- Morris, P. K. & Waldman, J. A. (2012). Russian-language translation of Culture and metaphors in advertisements: France, Germany, Italy, the Netherlands, and the United States. *Advertising: Theory and Practice*, Publishing House "Grebennikov," Moscow Russia, 3, 102-123.
- Morris, P. K. & Waldman, J. A. (2011). Culture and metaphors in advertisements: France, Germany, Italy, the Netherlands, and the United States. *International Journal of Communication*, 5, 942-968.
- Morris, P. K. (2006). Gender in print advertisements: A snapshot of representations from around the world. *Media Report to Women*, 34(3), 13-20.
- Morris, P. K. (2005). Overexposed: Issues of public gender imaging. *Advertising & Society Review*, 6(fall).

Book Reviews

Morris, P. K. (2005). *Vogue Advertising Over the Years*. *Journal of Advertising Education*, 9(1), 46-47.

Conference Papers and Presentations

"A model for successful advertising internships: Factors influencing student satisfaction with and employee perceptions of internships" presented at the American Academy of Advertising Conference, Atlanta, GA., March 2014 (first author Dr. Seung-Chul Yoo, with co-authors Dr. Eunji Cho, Dr. Isabella Cunningham).

"Team teaching creative applications for advertising and public relations" presented at Association for Education in Journalism and Mass Communication Conference, Washington D.C., August 2013 (Top Teaching Paper, Advertising Division).

"Occupy Wall Street posters: Analysis of publicity-created visuals in global branding" presented at International Communication Association Annual Conference, London, June 2013.

"Global advertising strategies: Hong Kong, Japan, Shanghai and South Korea" presented at Popular Culture Association/American Culture Association Annual Conference, Washington D.C., March 2013.

"Occupy Wall Street signs: Visual reflections of hidden social issues" presented at International Communication Association, Annual Conference, Phoenix, AZ, May 2012.

"Glocalization in Macedonia: English in outdoor advertising messages" presented at National Communication Association Annual Conference, New Orleans, LA, November 2011.

"Public relations at the micro level: Connecting with customers on Twitter" presented at PRSA International Conference, Orlando, FL, October 2011 (first author Dr. David Kameron).

"Conceptualizing beauty and culture: A quantitative analysis of U.S. and French women's fashion magazine advertisements" presented at Association for Education in Journalism and Mass Communication Conference, St. Louis, MO, August 2011 (second author Katharine Nichols).

"More than food: A comparison of ad images from German and American culinary Magazines" presented at International Communication Association, Boston, MA, May 2011.

"Advertising and the Mortgage Crisis: A Content Analysis" presented at National Communication Association Annual Conference, San Francisco, CA, November 2010.

"Culture and metaphors in advertisements: France, Germany, Italy, the Netherlands, and the U.S." presented at Association for Education in Journalism and Mass Communication Conference, Denver, CO, August 2010.

"Symmetrical communication, social media, and the enterprise: An exploratory study" presented at The Power to Transform the World Vatican-Marquette Conference, Milwaukee, WI, July 2010 (first author Dr. David Kameron, third author Lou Heldman).

"Praying hands: A Christian metaphor" presented at Popular Culture Association/American Culture Association Annual Conference, St. Louis, MO, April 2010 (second author Rolf Achilles).

"Gender images in Hurricane Katrina coverage" presented at International Visual Sociology Association Annual Conference, Cumbria, United Kingdom, July 2009.

"Driving gender: An analysis of U.S. auto ad visuals 1925-2005" presented at Feminist Research Methods International Conference, Stockholm University, February 2009.

"A new way to look at culture and its influence on advertising around the world" presented at Association for Education in Journalism and Mass Communication Conference, Chicago, August 2008.

"Gender in print advertisements: A snapshot of representations from around the world" presented at International Communication Association Conference, Dresden, Germany, June 2006.

"Culture and advertising: An empirical study of cultural dimensions on the characteristics of advertisements" presented at International Communication Association Conference, New York, May 2005 (first author Dr. Suman Lee).

"Comparing cultures with metaphors in German and American advertisements" presented at International Communication Association Conference, New Orleans, LA, May 2004.

"Overexposed: Issues of public gender imaging" presented at International Communication Association Conference, New Orleans, LA, May 2004.

"Women in advertisements across cultures" presented at Association for Education in Journalism and Mass Communication Conference, Kansas City, MO, July 2003.

"Website use and the relationship of image on the organization" presented at International Communication Association Conference, San Diego, CA, May 2003.

Panels

2014 "Connecting interdisciplinary learning: Team teaching broadcast multimedia commercial production for integrated marketing communication" presented at Broadcast Education Association Annual Convention, Las Vegas, NV, April 2014.

Invited Talks

2013 "Team teaching creative applications for advertising and public relations" Focus on Teaching & Learning: Spring 2013, Loyola University Chicago, January 10, 2013.

2010 "Advertising images: Reflections and temptations" Faculty Speaker Series School of Communication, Chicago, October 27, 2010.

2010 "Visuals in mass communications" Visual Sociology Research Network, American Sociological Association Annual Meeting, Atlanta, GA, August 17, 2010.

2006 "As seen in public" Libraries' Academic Committee Speakers Series, University of Nebraska – Lincoln, NE, February 2, 2006.

Fellowships and Grants

2012 Awarded Loyola University Chicago Summer Stipend for the project entitled "Comparing outdoor advertising images of beauty and gender in six countries," \$7,000 value.

2012 Awarded research leave spring 2012 semester.

2004 Awarded fellowship grant to attend Direct Marketing Educational Foundation's Direct/Interactive Marketing Seminar for Professors held in Southfield, MI, \$2,100 value sponsored by R.L. Polk and R.R. Donnelley.

Honors and Awards

2013 Top Teaching Paper ("Team teaching creative applications for advertising and public relations"), Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, August 2013.

2010 World's Best Professor Award, Spirit Week, Loyola University Chicago, October 2010.

2009 Chicago Architecture Foundation Docent 15-Year Recognition Award, April 17, 2009.

2005 Certificate in University Teaching, Future Professoriate Project of the Graduate School at Syracuse University.

2004 Chicago Architecture Foundation Docent Ten-Year Recognition Award, April, 2004.

2003 Outstanding Teaching Assistant Award 2002-2003 academic year, April 7, 2003.

Press

Seeing is believing? Pamela Morris, PHD, studies representations of women in advertising. *Loyola: The Magazine of Loyola University Chicago*, Spring 2013, p. 30.

Finding culture and creativity in advertising. E. Study, *Loyola University Chicago School of Communication Website*, April 23, 2013.

"Grotesque" fashion ads win over consumers. B. Farb, *Medill Reports Chicago*, April 30, 2010.

Selected Academic Service

- 2009 – Present Loyola University Museum of Art Faculty-Staff Advisory Board
- 2013 Created and gained faculty approval (April 12, 2013 for permanent status of two new team-taught courses:
• Design for Advertising and Public Relations
• Multimedia Commercial Production for Advertising and Public Relations
- 2013 Worked with team to develop Advertising/Public Relations Graduate Program
- 2013 Interviewed by Dr. John Hardt, Assistant to the President for Jesuit and Catholic Identity, for Loyola's mission video, April 10, 2013
- 2013 Attended and commented on teaching and research presentations by four Digital Communication position candidates, January 2013
- 2012 Developed writing intensive version for COMM 316 Advertising Creative Copywriting course
- 2010 – 2013 Loyola University Chicago Faculty Development Review Committee (elected 3-year term)
• Reviewed and evaluated university-wide faculty summer stipend and leave of absence applications
- 2012 Celebrating Faculty Research 2011 publication reception, October 24, 2012
- 2012 – 2013 New Student Convocation and book discussion group leader, August 2012/ planned 2013
- 2009 – 2011 School of Communication Promotion and Tenure Committee
• Created and secured approval of Non-Tenure Track Faculty Guidelines and Evaluation Procedures
• Created Tenure Track Faculty Guidelines and Evaluation Procedures
- 2010 – 2013 Communication Career Week
• 2013 – Participated in resume and interviewing workshops, January 29, 30, 2013
• 2011 – Participated in resume and interviewing workshops, February 15, 16, 2011
• 2010 – Provided contacts for speakers, February 15, 16, 2010
- 2010 Introduced Prezi online presentation tool to summer classes, School of Business Administration, Loyola University Chicago, June, 2010
- 2010 Faculty Mentor Undergraduate Research Symposium, May 25, 2010, papers and students included:
• "I'm lovin' it' around the world: A cross-cultural comparison of McDonald's advertising" by Connor Dearing
• "Concepts of Beauty: France versus United States" by Katharine Nichols
- 2010 Conducted mock mass media advertising class for admitted students as part of School of Communication recruitment effort, March 1, 2010
- 2009 – 2013 Journal Paper Reviewer
International Journal of Communication, April 2013
Journal of Promotion Management, September 2010
Journal of International & Intercultural Communication, June 2009
- 2009 – 2010 CMUN 175 Introduction to Communication Course (replacement for CMUN 150/160) Development Committee

- 2009 – 2010 School of Communication Lobby Exhibition Committee
- Brainstormed, developed list of potential exhibits, investigated/reported on selected topics
 - Organized American Red Cross “Our World at War: Photojournalism Beyond the Front Lines” exhibit, including installation/strike-down, marketing/public relations support, student docent core, opening reception attended by 100+, and multiple corporate auxiliary activities, fall 2009
- 2008 – 2013 Attended Advertising and Public Relations Reception, April 2008/2009/2010/2011/2012/2013
- 2009, 2013 Participated at Loyola Weekend, School of Communication Welcome Receptions, March 29, 2009, April 6, 2013
- 2009, 2013 Presidential Achievement Competition, interviewed presidential scholars competing for full-tuition scholarships, March 27, 2009, April 5, 2013
- 2008 – 2013 Attended all May and December Commencement/Graduation Receptions, Marshal May 2009
- 2008 – 2012 Search Committee Member – Public Relations and New Media 2008/2009; Advertising and New Media 2011/2012
- 2004 – 2006 Visual and Aural Literacy curriculum development for interdisciplinary program with Architecture and Interior Design, Fine and Performing Arts and Textiles and Fashion Design.
- 2004 – 2006 Graduate Thesis Advisor, papers and students included:
- "Understanding the consumer: Celebrity endorsement advertising in America and China" by Weiqin Zhao, 2006 (initial development, outline and model)
 - "Institutional Image and the World Wide Web: How universities are perceived by high school students" by Elizabeth L. Roscovius, 2006
 - "Four factors of communication competence within four-year colleges and universities in Nebraska: Perceptions of presidents and communication decisions" by Jane-Stewart Brown Engebretson, 2005
- 2004 – 2006 Scholarship Committee Member – made award selections for advertising and public relation students
- 2004 – 2006 Internship Committee Member – co-coordinated incoming advertising and public relations internships for announcement to students
- 2005 – 2006 Search Committee Member for all three assistant/associate professor searches conducted during academic year: Advertising, Broadcasting and News Editorial positions
- 2005 Ad Club Panelist for Portfolio Nights
- 2004 – 2006 Supervised multiple Teaching Assistants and Student Workers
- 2004 – 2013 Led recruitment efforts for advertising sequence with potential student/parent tours, attended events and provided student work samples and testimonials
- 2006 Photo Illustration Contest Judge for Nebraska State Journalism Championships, April 2006
- 2006 Guest lecturer about advertising literacy for CEHS 200 Professor/Teaching, Learning, and Teacher Education class, May 2006
- 2001 - 2003 Faculty escort for Ad Club benchmark trip; toured six advertising agencies in New York City
- 2002 Communications Career Day Advertising Program Panelist
- 2002 – 2003 Vice President, National Doctoral Association

Community Service

1993 – present Docent (retired 2013)

Chicago Architecture Foundation

- Provided public tours of Chicago, including Historic and Modern loop, Downtown Deco, Clarke and Glessner Houses and Frank Lloyd Wright in Oak Park.
- Tour Group Leader for Mayor's Office of Special Events during 7th Annual Great Chicago Places & Spaces, May 2005.
- Recognized for 15 years of service, April 17, 2009.
- Public compliments for tours – May 12, 2009 and March 15, 2009.
- Ten-Year Recognition Award, April, 2004.

- 1995 – 2001 President 415 W. Aldine Condominium Association
- Was in charge of operations and finances of 60 unit vintage building in conjunction with management company. Responsibilities included monthly unit owner meetings.
 - Led search and hire of building engineers, assistants and other contractors.
 - Coordinated new elevator installation and updated infrastructure to current codes.
 - Coordinated extensive exterior renovation, preserving historic building façade.
 - Researched building history, including biography of architect, David Saul Klaffer, a brief protégé of Louis Sullivan. Developed brochure copy and layout for building.
 - Continue to lead efforts to maintain building's 1927 appearance.

University Teaching and Professional Development

- 2012 – 2013 Advanced Social Media course, American Marketing Association, February 6, 7, 2013
Introduction to Twitter Chicago Tribune training, December 13, 2012
- 2013 Attended Reinvention of Advertising, March 25, 2013
- 2013 Attended Chicago Consumer Cultural Community (4Cs) events, February 1, March 1, 2013
- 2013 Participated in Focus on Teaching & Learning: Spring 2013, Loyola University Chicago, January 10, 2013
- 2012 Center for Digital Ethics & Policy 2nd Annual Symposium on Digital Ethics, October 29, 2012
- 2010 Social Media 101, Syracuse University, School of Information Studies, February 3, 2010
- 2010 Marketing to Women Seminar, American Marketing Association, Chicago, January 27, 2010
- 2010 Digital Explorers Sessions, Loyola University Chicago, January-March, 2010
- 2009 Brand Smart, Branding Thought Leadership Seminar, American Marketing Association, Spertus Institute, Chicago, June 18, 2009
- 2009 Chicago Advertising Federation
• Legal Ramifications of Social Media, Educational Seminar, May 20, 2009
- 2008 SPSS Training and Education Services Course
• Introduction to Clementine and Data Mining, July 17, 2008
• Introduction to Text Mining for Clementine, July 18, 2008
- 2008 Case Writers' Workshop Competition Judge, Direct Marketing Association Annual Conference, 2008
- 2007 2007 Spring Basic Direct Marketing Course, Chicago Association of Direct Marketing, Chicago
• Direct Marketing Plan Competition Winner, May 24, 2007
• Certificate of Completion
- 2006 – 2011 Chicago Association of Direct Marketing
• Integrated Marketing Communication Academic Roundtable, May 7-8, 2009; May 6-7, 2010
• Integrated Marketing (Results) Conference, May 5, 2009; May 5, 2010; May 10, 2011
• DM Days April 30-May 1, 2007 (co-chaired Database Sub Committee)
- 2005 – 2006 Peer Review of Teaching Project, University of Nebraska – Lincoln, NE

- 2004 Direct/Interactive Marketing Seminar Certificate, Direct Marketing Educational Foundation
- 2001 – 2004 Future Professoriate Program, Syracuse University
- 1983 American Association of Advertising Agencies, Institute of Advanced Advertising Studies, University of Southern California, Los Angeles, CA

Teaching Experience

- 2008 – Present **Assistant Professor, Advertising, School of Communication, Loyola University Chicago**
- COMM 100 School of Communication Seminar, fall 2012/fall 2013 semester
 - COMM 316 Advertising Creative Copywriting, fall 2011/fall 2012 semester
 - COMM 366 Observing and Measuring Communication Behavior, fall 2013 semester
 - COMM 370 Special Topics, Design for Advertising and Public Relations, fall 2012/fall 2013 semester
 - COMM 370 Special Topics, Multimedia Commercial Production for Ad/PR, fall 2011/spring 2013 semester
 - COMM 386 Advertising/PR Capstone, fall 2011 semester
 - COMM 415 Research Methods: Discovering and Investigating Stories, spring 2013 semester
 - CMUN 160 Communication Practices, spring 2009/fall 2009/spring 2010 semester
 - CMUN 248 Observing and Measuring Communication Behavior, fall 2010 semester
 - CMUN 250 Mass Media Advertising, fall 2008/spring 2009/fall 2009/spring 2010 semester
 - CMUN 350 Advanced Advertising Applications, fall semester 2008
 - CMUN 351 Media Planning, spring 2009/fall 2009/spring 2011 semester
 - CMUN 371 Special Topics, Design for Advertising and Public Relations, spring 2011 semester
 - CMUN 386 Advertising/PR Capstone, spring 2010/fall 2010/spring 2011 semester
 - Directed Studies, spring 2010/fall 2010/spring 2011/summer 2011/fall 2013 semester
- 2007 – 2008 **Adjunct Professor, Advertising, College of Communication, DePaul University, Chicago**
- CMN 553 Media Planning, spring 2008 quarter
 - CMN 391 Media Planning, winter 2008 quarter
 - CMN 553 Principles of Advertising, autumn 2007 quarter
- 2007 **Adjunct Professor, Marketing, College of Business, Northern Illinois University, DeKalb, IL**
- MKT 370 Internet Marketing, spring 2007 semester
- 2004 – 2006 **Assistant Professor, Advertising, University of Nebraska – Lincoln, NE**
- JOUR 103 Visual and Aural Literacy, fall 2004/spring 2005/summer 2005 semester
 - JOUR 142 Visual and Aural Literacy, fall 2005/spring 2006/summer 2006 semester
 - ADV 357 Communication Research and Strategy, spring 2005 semester
 - ADV 437 Communication Research and Strategy, fall 2004/spring 2005/fall 2005/spring 2006 semester
 - ADV 460/860 Advertising Media Strategy, fall 2005/spring 2006/summer 2006
 - ADV 489/889 Advertising and Public Relations Campaigns, fall 2004 semester
 - Directed honors papers in various classes as needed
- 2003 – 2004 **Research Assistant, Syracuse University, Syracuse, NY**
- Assisted John Ben Snow Professor, Pamela J. Shoemaker
 - Managed activities for 10-country study "What's News?" including data analyses of news in newspaper, radio and television, copy editing and coordinating manuscripts
 - Coordinated manuscripts, paper submissions, presentations and travel for international publications, university lectures and conferences
 - Maintained extensive journal and book library and computer software updates
- Teaching Assistant, Syracuse University, Syracuse, NY**
- COM 605 Research Methods, fall 2004 semester
 - Assisted in creating new materials for class, including slide lectures and course packet comprised of original work for mass communications research
- Teaching Associate, Syracuse University, Syracuse, NY**
- ADV 207 Writing Advertising Strategies and Execution, spring 2003 semester

- 2002
- Teaching Associate, Syracuse University, Syracuse, NY**
- ADV 507 Advertising Media fall semester
 - Guest lecturer on branding, TRF 235 Radio, TV and Film in Society
 - Guest lecturer on content analysis, ADV 509 Advertising Research
- Research Assistant, Syracuse University, Syracuse, NY**
- Calculated statistics, collected and summarized email inquiries for *Gay and Lesbian Census*, a website devoted to consumer behavior and opinions of target, summer semester
- Teaching Assistant, Syracuse University, Syracuse, NY**
- ADV 206 Introduction to Advertising, spring semester
- 2001
- Teaching Associate, Syracuse University, Syracuse, NY**
- ADV 402 Promotional Writing, fall semester
- Teaching Assistant, Syracuse University, Syracuse, NY**
- ADV 206 Introduction to Advertising, fall semester

Professional Experience

- 2006 – 2008
- Marketing Communications Manager** Lawson Products, Des Plaines, IL
- Developed communications process for internal and external audiences, including employees, sales force, customers and stakeholders for Intranet/Internet sites, conference/trade show booth and support projects.
 - Led customer retention direct mail efforts, comprised lists, strategy, creative design, variable print, fulfillment, shipping, inventory and budget management.
 - Created brand and image directions from product-oriented to customer-centric organization.
- 2000 – 2001
- Marketing Manager** B2BWorks, Chicago
- Managed development and sales of electronic b-to-b marketing products: microsites, email newsletters, email and sales leads system.
 - Developed business plans including brand positioning, marketing programs and financial projections for e-marketing offerings.
 - Managed integrated marketing programs to launch new products with print, email, email newsletters and Internet advertising, public relations and direct mail.
 - Directed creative and technical staff in design and creation of marketing materials, websites, promotion-specific landing pages and electronic sales leads systems.
 - Provided consultation to marketers for online campaigns.
 - Strategized with senior management in corporate communications program.
- 1996 – 2000
- Vice President, Account Director** DraftWorldwide, Chicago
- Assignments – *Kellogg's* and the *United States Postal Service*.
 - Managed Kellogg's promotional strategies, development and execution, including contract negotiations and off-shore premium production – initiated efforts with *Nintendo/Pokémon*.
 - Created in-house research program of children and teens with research department. Report included playgroup activities, interviews and literature review.
 - Developed licensing plan for *Kellogg's* to capitalize on historical brand equities - characters and nostalgia – creating product line concepts for each.
 - Launched *Postal Service's* e-commerce products including *USPSeBillPay* and *E-Merchandise Return* through collateral material and internal communications.
 - Managed design and creation of Web-based sales force communications.
 - Managed efforts for advertising on postage stamps, requiring change in Federal law. Included intensive product development program, and national research efforts using focus groups and one-on-one interviews of consumers, business and advertising professionals. Worked with special interest groups, lobbyists and government agencies in Washington D.C.
 - Developed customer loyalty program targeting the *Postal Service's* business customers. Created direct mail campaigns, including strategy and creative development, production and fulfillment. Developed telemarketing system for on-going efforts. Created study parameters and managed phone survey of business customers with

research contractor.

- Opened *Postmark America* concept store – Mall of America, Bloomington, MN. Managed product development, branding strategies, intellectual property rights, sourcing, architecture and interior design, merchandising and sales policy for retail. Products included: jackets, shirts, vests, backpacks, purses, totes, t-shirts, collectibles and stationery. Directed strategy, creation and production for tags, hang tags, bags, in-store video and signage. Supervised grand opening events: public relations, marketing and advertising.
- Managed direct-report staff of 10 with responsibilities for efforts in all departments of full service agency including: creative, research, media, public relations, production and interactive/digital.

1994 – 1996 **Account Supervisor** Gams Advertising, Chicago

- Assignments – *Allstate, Bank One/The One Group, Certified Grocers* and *Motorola*.
- Created database marketing programs for over 2,500 *Allstate* agents in 80+ markets using television, cable, radio and newspaper. Built billings to over \$6MM in two years.
- Designed and managed co-op program supporting *Motorola* dealerships with direct mail, newspaper, magazine and radio – plans tailored for each region.
- Developed staff incentive promotions, collateral, video and direct mail to generate sales of mutual funds and banking services for *Bank One/The One Group*.
- Supervised co-op media program for multiple *Certified Grocers* locations.

1994 **Product Manager** Health-O-Meter/Mr. Coffee, Chicago

- Managed new and existing multiple product lines: ergonomic office products, scales and massagers.
- Expanded company brand equities through product acquisitions and line extensions.
- Created, sourced and launched new line of ergonomic office equipment.
- Managed transition of physical and intangible properties of multi-product massager company, including assembly line production, sales, marketing and staff training.
- Created new scale products by coordinating with engineering and design departments. Developed sales and advertising programs including packaging, product instructions, plan-o-gram design, in-store displays, sales brochures, trade show materials and print ads.
- Managed marketing material and mechanical and electronic reconfiguration of all postal scales necessary for postage increase.

1992 – 1993 **Product Manager** Imaginings 3/Diamond Publishing, Niles, IL

- Assignments – Children's licensed products – soft goods and stationery for *Disney, Warner Brothers, Universal Studios, Paramount, Lisa Frank* and others.
- Created and managed multi-product lines for manufacturer of children's licensed products. Developed product positioning and line strategies for *Little Mermaid, Beauty & the Beast, Cinderella, Minnie & Mickey Mouse, Aladdin, Pinocchio, Jurassic Park, X-Men, Teenage Mutant Ninja Turtles, Animaniacs, Barbie, Lisa Frank* and others.
- Supervised design, creation, production and sales of backpacks, purses, coin purses, pencil cases, wallets, lunch sacks and sticker books.
- Created marketing and sales plans for Wal-Mart, K Mart, Target, Toys 'R Us, Sears and others.
- Managed art and production department (staff of 6 to 12) in Niles and additional creative departments in Italy and Hong Kong.
- Responsible for offshore manufacturing primarily in Hong Kong and China and printing in the United States and Italy.
- Secured financing for computerizing art and production departments, including staff training on PhotoShop, Illustrator and QuarkXPress.

1989 – 1991 **Account Director** Bauerleine Advertising, New Orleans, LA

- Assignments – *Suntory Beverages, Louisiana Power & Light (LP&L)* and *New Orleans Symphony*.
- Led agency in strategic business development to increase level of client services.
- Re-launched the *New Orleans Symphony* using direct mail. Initiated development of

the *Symphony's Children's Program*.

- Researched, positioned, tested and secured distribution network to launch *Suntory's* 10-K sports drink for +12% sales shares in northeast and Florida markets.
- Incorporated an account planning system - training executives and key staff.
- Developed *LP&L's Dial-a-Teach Program* to increase positive image of utility +15%.
- Responsible for tracking studies and focus group research: *LP&L* to access attitudes and perceptions and *Suntory* to identify consumer interests and opportunities.

1982 – 1989

Account Director

Foote, Cone & Belding, Los Angeles, CA

- Assignments – *Universal Studios Tour, Yosemite Park, Universal Amphitheatre, California Milk Advisory Board, Embassy and Orion Pictures and Emjoi Women's Personal Care Line*.
- Participated in the account management training program, grew to build and manage marketing and advertising plans for major clients. Promoted and rotated to various accounts to gain wide understanding of different product categories and audiences.
- Involved in research, including tracking studies, surveys, focus groups, diagnostic copy and special children's testing for use in developing business and ad strategies.
- Managed account efforts with all departments of full service agency including: creative, research, account planning, media, public relations, production and international.
- Developed integrated marketing plans for *Universal Studios*, opening *Universal Studios* in Orlando and launching every event in Universal City with television, radio, magazine, newspaper, outdoor, special events and public relations. Responsibilities included designing national and international trade and sales support.
- Developed marketing programs for *California Milk Advisory Board*, including addressing State Milk Board to gain support and approval. Solicited sales and trade support with direct mail, collateral and promotional material. Responsible for manufactured milk products: cheese, cottage cheese, butter, yogurt and ice cream.
- Introduced *Real California Cheese Pizza* to increase share of cheese +21%, by appealing and securing distribution to large pizza chains, like *Domino's* and *Straw Hat Pizza*.
- Developed plans for special markets, including Hispanic, African American and Asian for *Universal Studios Tour, Universal Amphitheatre* and *California Milk Board*.
- Launched *Emjoi* in France and major cities in the United States simultaneously. Managed activities for securing FDA approval, creating multi-lingual packaging and instructions and planning launch with television and magazine ads. Responsible for development of cosmetic counter display, consumer sales material, sales associate uniforms, sales guide and other merchandising materials.
- Supervised *Mattel* product development and marketing including: *Brave Starr, Boglins* (male action), *Spectra* (dolls), *Wee Wild Things* (collectibles), *Wet Head, Lie Detector* (games), *Force Field* (puzzles), *Spin Heads, Hot Wheels* (wheels), *TV Wheel of Fortune* (electronic), *See 'n Say, Tuff Stuff* (preschool) and *Murphy* (plush). Fielded research, child testing and created advertising programs with television, magazine and newspaper. Responsible for Toy Fair and other trade show materials.
- Planned and implemented media and advertising programs to launch all releases for *Orion Pictures* (1982-1984) including: *Mutiny on the Bounty, Scandalous, Broadway Danny Rose, Harry & Sons, The Hotel New Hampshire* and *Embassy Pictures* (1982) including *Eddie & the Cruisers, Fanny & Alexander* and others. Participated in audience screenings to plan creative and media strategies. Coordinated art departments in Los Angeles and New York.
- Supervised radio and television production, network and local channel clearances and national and international residual payments. Managed production of television commercials in Mexico.

Academic and Professional Memberships and Activities

Association for Education in Journalism and Mass Communication (AEJMC)

- Advertising Division
 - Elected Distinguished Teaching Committee member, August 2013

- Paper Reviewer Chicago, August 2012
- Paper reviewer for Annual Conference, St. Louis, MO, August 2011
- Paper reviewer for Annual Conference, Denver, CO, August 2010
- International Communication Division
 - Paper Reviewer Chicago, August 2012
 - Paper Reviewer St. Louis, MO, August 2011
 - Discussant, Refereed Paper Research Session: Press Freedom and Regulation, San Antonio, TX, August 2005
 - Paper Reviewer and Judge, Open and Markham Student Paper Competition for Annual Conference, San Antonio, TX, August 2005
- Midwinter Conference, Norman, OK, March 2-3, 2012
 - Paper Reviewer for International Communication Divisions
 - Respondent and discussant for International Communication Division Session "From the World Cup to News Around the World"

International Communication Association (ICA)

- Intercultural Communication Division
 - Paper reviewer for Annual Conference, London, June 2013
 - Respondent for Competitively Ranked Papers "Culture and Family," Annual Conference, Phoenix, AZ, May 2012
 - Paper reviewer for Annual Conference, Phoenix, AZ, May 2012
 - Respondent for Competitively Ranked Papers "The Intersection of Culture and Social Media," Annual Conference, Boston, MA, May 2011
 - Paper reviewer for Annual Conference, Boston, MA, May 2011
 - Respondent for Competitively Ranked Papers, Annual Conference, Singapore, June 2010
 - Paper reviewer for Annual Conference, Singapore, June 2010
- Visual Communication Studies Division
 - Paper reviewer for Annual Conference, London, June 2013
 - Paper reviewer for Annual Conference, Phoenix, AZ, May 2012
 - Paper reviewer for Annual Conference, Boston, MA, May 2011
 - Paper reviewer for Annual Conference, Singapore, June 2010
 - Chair, Refereed Paper Research Session: The Cultural Gaze and Social/Geographic Hierarchy, Annual Conference, New York, May 2005
 - Secretary Historian, elected office, 2005 to 2006

American Academy of Advertising (AAA)

Broadcast Education Association (BEA)

National Communication Association (NCA)

Popular Culture Association/American Culture Association (PCA/ACA)

- Advertising Division Chair – planned 2015
- Advertising Division Session Foreign and Cultural Session Chair, Annual Conference, Washington D.C., March 2013
- Advertising Division Assistant Coordinator for Annual Conference, San Antonio, TX, April 2011

American Marketing Association (AMA)

- Chaired seminars, arranged guest speakers and presentations, secured and managed marketing, publicity and sponsorships for events, including:
 - *Concerned about a mature Market? Excavate the Potential in Your Business by Mining the Value Chain*, Chicago, May 15, 2001
 - *New Product Development Success Insurance*, Chicago, February 8, 2000

Chicago Association of Direct Marketing Educational Foundation (CADMEF)

- Trustee, 2007 to present
- Attended Okner Direct Marketing Collegiate Symposium 2013 Concordia University Chicago
- Co-chair Okner Direct Marketing Collegiate Symposium 2008 and 2009 Loyola University Chicago; 2010 Northern Illinois University, DeKalb, IL; 2011 University of Wisconsin, Whitewater, WI; planning 2014 Loyola University Chicago

Chicago Association of Direct Marketing (CADM)

- Co-chaired Database Sub Committee for DM Days April 30-May 1, 2007

Activities & Interests

- Extensive world travel visiting museums, historic sites, studying art, architecture and music in Africa, North/South America, Asia – Japan, China, South Korea, Indonesia, Singapore, Australia, New Zealand with primary interest in Europe. Moderate German.
- Independent sojourn in Europe and former Eastern Europe in 1991 to 1993 to study art, architecture and music, consumer behavior and marketing. Study included intensive Czech language course at Charles University in Prague. Traveled and studied culture and marketing in Prague and Hungary since 1986.
- Subscriptions and active memberships with donations for The Art Institute of Chicago, Museum of Contemporary Art in Chicago, Lyric Opera of Chicago, Chicago Symphony Orchestra and the Lincoln Park Zoo.
- On-going independent study of cultural portrayals through fashion, architecture, interiors, colors, graphics and other artifacts.