

**Gail G. Reid**

State University of West Georgia  
Carrollton, GA 30118  
Office: 678-839-4936  
[greid@westga.edu](mailto:greid@westga.edu)

**Education**

- M.A. Communications, Purdue University 5/1980  
West Lafayette, IN  
*Thesis: "Women on Women: Facing Adulthood"*
- M.A. Theatre, Purdue University 5/1978  
West Lafayette, IN  
*Thesis: "The Magic Monster of Momoyevnia"  
a Touring Children's Theatre production*
- B.F.A. Communications/Theatre, Valdosta State College 5/1975  
Valdosta, GA  
• cum laude

**Teaching Experience**

**Instructor**, Mass Communications and Theatre Arts 8/2001- Present  
**University of West Georgia**, Carrollton, GA

- Annually work with approximately 260+ undergraduate students both in and out of Mass Communication department to build their communication awareness and skills in a variety of courses.

**Online Instructor** 10/02 - Present  
**University of Phoenix Online**

- Completed training and as a certified instructor in four communication courses and teach intense 5-week undergraduate communication classes.

**Speech Coach**, 2005 Convention 01/2005  
**Healthcare Information and Management Systems Society**

- Designed and presented a series of speech workshops for the 350+ presenters for the annual convention in Dallas, TX

**Public Speaking Teaching Assistant**, Communications Department 8/1978- 5/1980  
**Purdue University**, West Lafayette, IN

- Responsible for three undergraduate public speaking classes per semester.

**Vocal Teaching Assistant**, Theatre Department 1/1977-5/1978  
**Purdue University**, West Lafayette, IN

- Responsible for assisting professor with undergraduate vocal work.

**Courses Taught**

- Media Ethics
- Public Relations\*\*
- Public Speaking
- Interpersonal Communication\*
- Voice and Diction

*\*Developed curriculum and evaluation for new course*

*\*\* Implemented Academic Service Learning component into course learning objectives*

**Advising/Counseling Experience**

**Advisor**, Department of Mass Communications and Theatre Arts  
**University of West Georgia**, Carrollton, GA 2004- Present

**Advisor**, EXCEL Center, Division of Student Services  
**University of West Georgia**, Carrollton, GA 2004 - Present

**Advisor** for Big Night Competition 2005 1/2005  
**University of West Georgia**, Carrollton, GA

**Committee/Volunteer Service**

Academic Service Learning Committee Member 1/2005 – Present  
*College of Arts and Sciences*

Media Day 2005 - Panel Subcommittee 1/2005 – Present  
*Department of Mass Communications/Theatre Arts*

Volunteer, Visitation Day, Office of Admissions 2/2005  
*State University of West Georgia*

Departmental Bylaws Committee Member Spring, 2004  
*Department of Mass Communications/Theatre Arts*

Faculty Search Committee Member Summer 2004  
*Department of Mass Communications/Theatre Arts*

**Professional Development**

Spring Grant Writing Workshop at University of West Georgia 5/2003

Masters of Excellence Series 1/1995

**Research Interests**

- Communication in Healthcare
- Interpersonal Communication

**Professional Experience**

***The Fun Company\****, Atlanta, GA 1991-2001

*A nationwide special events (\$20Million annually) company focusing in employee relations events such as company picnics, open houses and anniversary celebrations.*

**Senior Marketing Manager (2001)**

- Responsible for developing sales outside The Fun Company's traditional corporate market
- Provided marketing information and price quotes for all Adventure Fun prospects
- Generated contracts for all Adventure Fun clients

**SW Region Sales Manager/Project Manager (1/1991 to 12/2000)**

- Responsible for generating and managing client relationships
- Serviced clients in an assigned territory
- Consistently achieved territory growth
- Developed efficient travel practices to increase profit margin
- Developed 1994 client that resulted in the largest attended party in company history
- Achieved consistent recognition for client service
- Top 25% revenue producer (over 1 MM in 2001)

***Ken Williams and Associates***, Atlanta, GA

1989-1991

**Director of Marketing**

- Responsible for all phases of marketing in a newly created position for this public relations firm specializing in assisting small community hospitals to increase visibility in service area through expanded media use.
- Increased advertising by 114%, news and feature articles up 55% and added radio for the first time.
- Wrote and monitored production of special publications, news releases and advertising campaigns.

Gail G. Reid

- Designed public relations campaign to market hospital services as a vehicle for start-up and expansion of physician practices.
- Developed and implemented employee recognition and motivation programs.
- Developed survey instruments to assess community and industry healthcare needs/perceptions.

***Medmark Group, Inc, Johnson City, TN***

1988-1989

**Independent Account Executive**

- Served as salesperson in the metro Atlanta area for healthcare publishing company targeting physicians and dentists.
- Established 20 new accounts.
- Contracted for publishing services in excess of \$80,000.
- Designed and executed two direct mail campaigns.

***Dupont and Disend, Atlanta, GA***

1986-1988

**Program Director**

- Responsible for marketing and sales for this Author and Lecturer on communications and business writing.
- Designed and coordinated marketing and program scheduling of communications training seminars.
- Generated 28 new accounts while maintaining existing accounts.
- Conducted national telemarketing campaigns.

***Other experience*** includes Tour Manger for Vagabond Marionettes, Inc, and Tour Coordinator for Puppetry Arts based in Atlanta, GA

**Awards & Recognition**

Distinguished Service Award State University of West Georgia	5/2003
The Fun Company Employee of the Year	Spring, 1996
The Fun Company Outstanding Sales Performance Award	Spring, 1994
The Fun Company Largest Party Award (\$258,062)	Spring, 1994
The Fun Company Rookie of the Year Award	Spring, 1992
American Marketing Association – Atlanta Chapter	1989-90

**Memberships**

Georgia Communication Association	2004- Present
University of West Georgia Department of Nursing ad-Hoc Communication Meetings - Member and Co-founder	2004 – Present
Newnan-Coweta Chamber of Commerce	2005 – Present
American Marketing Association	1987-1991
Women Healthcare Executives	1988-1991
Alpha Psi Omega (professional theatrical fraternity)	1972 - 1978