Kelly D. Williams

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**Teaching**

***Assistant Professor, University of West Georgia, August 2018 – present***

Courses taught:

* PR Writing
* Intro to Mass Communication
* Mass Media Research Methods
* PR Cases
* PR Principles
* XIDS Freshmen Course: Exploring Technology Usage Through Black Mirror

***Adjunct Instructor, Teaching Assistant, Consultant Work***

***University of West Georgia (August 2009 – July 2018)***

***Chattahoochee Valley Community College (July 2011 – May 2014)***

***Athens Technical College (September 2009 - June 2010)***

***Auburn University (August 2006 - December 2008)***

Courses taught:

* Orientation to College & Student Success
* Public Speaking
* Speaking Before Audiences
* Principles of Public Relations
* Introduction to Mass Communication
* Controversial Issues in Mass Media
* Cases in Crisis Management

**Professional Development**

* First Year Seminar Training, Summer 2019
* Monday Morning Mentors: How Can I Bring Pop to My Classroom with Pop Culture?, Fall 2018

**Clinical Work Experience**

***Marketing & Media Coordinator/Public Information Officer***

Chattahoochee Valley Community College (August 2010 –June 2018)

* Serve as internal and external voice for the College
* Design and implement marketing campaigns to increase recruitment of students
* Coordinate and execute special events and programming for a variety of publics
* Develop annual unit planning for marketing/PR department
* Leader in strategic planning, most notably Strategic Enrollment Management
* Manage budget of $100,000 for marketing and $30,000 for print publications

**Skills**

* Writing background in news, features, press releases, and academic research
* Public speaking and oral communication experience in and outside the classroom
* Graphic design and filmmaking (Adobe Photoshop, InDesign, Final Cut Pro, Canva)
* Proficient with social media and web content creation (WordPress, Blogger, HTML)
* Competent with MS Office (Word, Excel, PowerPoint, Outlook, Publisher)
* Data and project management (Airtable and Asana)
* Deep appreciation and enjoyment of analytics and developing measurable outcomes

**UWG Service**

* Media Day Executive Committee, Fall 2019 – Spring 2020
* Core Area C Work Group, Fall 2019 - present
* Social Media Certificate Ad Hoc Committee, Fall 2019 – present
* Responsible Sexuality Committee presents *The Vagina Monologues*, Spring 2019
* Media Day Luncheon Committee, Spring 2018
* PRSSA Advisor, Fall 2018- present
* Internal Communication Coordination for Mass Communications Department, Fall 2018- present
* Mass Communication Chat & Chill Committee Chair, Fall 2018- present
* Media Day Steering Committee & Student Volunteer Coordinator, Fall 2009 – Spring 2010

**Outside Service**

* United Way, Campus Campaign Chair & Committee Member 2011 - present
* Junior League of Columbus, 2012 - present
  + Current: League Life Editor-elect & Follies Program Editor
  + Past: League Link Writer, Georgia Gives Day, Photographer, Technology Chair
* Volunteer Victim Advocate, Sexual Assault Support Center May 2011 – present

**Education**

* Master of Arts in Communication, Auburn University, May 2009
* Bachelor of Arts in Mass Communication, Cum Laude, University of West Georgia, May 2006

**Awards and Honors**

* Best of the West – Values, University West Georgia, Fall 2019
* ACCSPRA Pyramid Award for Social Media, Fall 2015
* ACCSPRA Pyramid Award for Course Schedule, Fall 2015
* ACCSPRA Pyramid Award for Radio Spot, Fall 2013
* ACCSPRA 2nd place for Course Schedule, Fall 2013
* Outstanding Graduate Teaching Assistant Award, Auburn University, Spring 2008