

## Kelly D. Williams

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### Teaching

***Clinical Associate Professor, University of West Georgia, August 2023- present***

***Clinical Assistant Professor, University of West Georgia, August 2018 – 2023***

Courses taught:

- Digital Social Media & Society
- Intro to Mass Communication
- Mass Media Research Methods
- Photojournalism
- PR Campaigns
- PR Cases
- PR Management
- PR Principles
- PR Writing
- Writing Across Media
- XIDS First Year Course: Exploring Technology Usage Through Black Mirror
- XIDS First Year Course: In My College Success Era

***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

### Publications and Presentations

- Panelist, "Harnessing Power of AI: Revolutionizing Public Relations in Modern South," Southern States Communication Association Annual Convention, Frisco, Texas, April 2024.
- Panelist, "Reflections on AI in PR: One Year Later with Practical Insights," Southern States Communication Association Annual Convention, Norfolk, Virginia, April 2025.
- Chair, "Reverse GIFTS: Workshop Your Worst," Southern States Communication Association Annual Convention, Norfolk, Virginia, April 2025.
- Williams, K., & Brunner, B. (2010). Using cultivation strategies to manage public relationships: A content analysis of non-profit organisations' websites. *PRism*, 7(2).
- SSCA Panel (2010 Conference), with Dr. Brigitta Brunner, Using Positivity to Manage Public Relationships: A Content Analysis of Nonprofit Organizations' Websites
- SSCA Panel (2009 Conference) Find your place, find your connection: Bringing together disconnected publics in the College of Liberal Arts at Auburn University

- SSCA Panel (2008 Conference) “A Deeper Cut: Reading Nip/Tuck as a Subversion of the Nuclear Family Myth”
- SSCA Panel (2008 Conference) “A Unified Approach: Developing a Theory for Crisis Media Relations

## Clinical Work Experience

**Content Coordinator, North Columbus Neighbors Magazine, 2025-present**

**Contributing Writing, Midland Neighbors Magazine, 2025-present**

- Write community-focused magazine features for North Columbus Neighbors and related publications.
- Assist with strategy for editorial content calendar creation.
- Curate community event publication.

**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

## Professional Development

- Diversity, Equity and Inclusion in the Workplace Certificate, University of South Florida, June 2021
- Content Marketing Certified, HubSpot Academy, March 2021
- First Year Seminar Training, Summer 2019
- Monday Morning Mentors: How Can I Bring Pop to My Classroom with Pop Culture?, Fall 2018

## 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)
- Data and project management
- Deep appreciation and enjoyment of analytics and developing measurable outcomes

## UWG Service

- Faculty Council, School of Communication, Film, and Media, Chair, 2023-25
- Faculty Council, School of Communication, Film, and Media, Member, 2021-present
- Media Night Executive Committee, Fall 2023 - current
- Media Day Executive Committee, Fall 2019 – current
- Senior Night Committee Chair, Spring 2022 – Spring 2023

- Careers and Connections, Fall 2020 – Spring 2021
- Core Area C Work Group, Fall 2019 - present
- Social Media Certificate Ad Hoc Committee, Fall 2019
- 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

- Southern States Communication Association, Public Relations Division: Vice Chair-Elect, 2024; Vice Chair/Division Planner, 2024-2025; Chair, 2025-2026; Past Chair/Nominating Committee, 2026-present.
- The Center at 909, board of directors, 2020-present; Chair, 2022-present
- Girl Scouts of Historic Georgia, current service roles, 2021-present
  - Troop Volunteer
  - Troop Leader, Troop 50208
  - Service Unit Volunteer, Concharty Service Unit
  - Service Unit Communication Coordinator, Concharty Service Unit
- 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

- Celebrate West – 2023 Big Six Professor Award
- Sustainer of the Year, Junior League of Columbus, Spring 2021
- 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 2<sup>nd</sup> place for Course Schedule, Fall 2013
- Outstanding Graduate Teaching Assistant Award, Auburn University, Spring 2008