

# Cheri Felix

## Curriculum Vitae

### PROFILE

Strategic communications educator and practitioner with over two decades of storytelling, writing, and audience engagement experience. I am a nimble and equity minded communicator with a Master's in Corporate Communications/PR, blending conceptual understanding with real-world skills.

I teach university-level courses in content strategy, strategic thinking, and media planning with a strong focus on target audience identification, critical thinking, and students' skill development. I am passionate about preparing students to be strong communicators who have the ability to adapt to the ever-changing professional landscape.

### EXPERIENCE

#### **Assistant Teaching Professor, Department of Advertising, Public Relations, and Design, University of Colorado, Boulder, Colorado**

AUG 2025-PRESENT

Teach Strategic Thinking in Advertising & Public Relations, Strategic Writing, Content Strategy & User Engagement, Media Planning, Senior Capstone, and Brand Building courses. Design immersive course experiences that illuminate the power of audience insights, performance metrics, and persuasive strategic communication.

#### **Adjunct Instructor, Department of Advertising, Public Relations and Media Design, University of Colorado, Boulder, Colorado**

JAN 2023-MAY 2025

Teach Strategic Thinking in Advertising & Public Relations, Content Strategy & User Engagement, Media Planning, Senior Capstone, and Brand Building courses. Design immersive course experiences that illuminate the power of audience insights, performance metrics, and persuasive strategic communication. I've taught ten courses. My FCQ's have a 91.2% response rate and the average quantitative rating across five semesters is 4.88 out of 5.

#### **Summer Lecturer, Division of Enrollment Management of University of Colorado, Boulder, Colorado**

JUNE 2024-PRESENT

Teach Sports Media and Communications, Sports and Society, and Senior Writing. All

### CORE COMPETENCIES

Public Relations Writing

Strategic Communication

Storytelling & Narrative Development

Content Creation

Stakeholder Identification & Engagement

Communication

Relationship Management

### PUBLIC SPEAKING

TEDx Boulder 2018

Ignite Boulder 2018

Ignite Boulder 2019

### LANGUAGES

Conversational Arabic

students are participants in the CU Boulder Pre-Collegiate Program.

## **Freelance Writer/Communication Strategist, Boulder, Colorado & Remote**

2000-2022

- Contributed SEO optimized content to Travelocity.com using narrative techniques to encourage the purchase of travel experiences.
- Created short-form brand digital storytelling content for Boulder skincare company.
- Crafted persuasive, place-based content for Boulder area real estate agent to attract prospective buyers.
- Developed internal and external marketing communications to increase channel partner engagement as a Senior Program Manager at a technology company.
- Co-owner and staff writer for [www.303cycling.com](http://www.303cycling.com), where my content consistently ranked among the site's top 5 weekly and top 100 annually, driving a 30% spike in traffic on publishing days.

## **Founder, Thanksgiving Project, Boulder, Colorado**

SEPT 2003-SEPT 2023

Founded and managed an organization that distributed approximately 20k annually in food and grocery store gift cards to families in Boulder County, Southern Colorado, and Detroit, Michigan. Led communication efforts including website creation and management. Built relationships with agencies, media, and donors with clear, mission driven communication.

### **INTERESTS**

Reading

Fly Fishing

Bike packing

Long distance walking

Travel

Trail running

### **EDUCATION**

#### **MA in Corporate Communication, University of Colorado-Boulder, Boulder, Colorado GPA 3.940**

AUG 2023-MAY 2025

Coursework included Crisis Communications, Metrics & Analytics, Content and Social Media Strategy, Internal Communications, and Global Communications. The goal was to develop data-driven, adaptable, and effective communication skills.

#### **Certificate in Arabic, The American University in Cairo, Cairo, Egypt**

AUG 1994-MAY 1995

I studied Classical and Colloquial Arabic.

#### **BA in American Studies, University of Colorado-Boulder, Boulder, Colorado**

SEPT 1990-MAY 1993

Focus in Ethnic and Middle Eastern studies.

### **EXTRA-CURRICULAR ACTIVITIES**

**Level Two Judge, Isolation Monitor, USA Climbing**

2016-PRESENT

Serve as a lead and bouldering judge for competitions at local, regional, and national level. Additionally, act as an isolation monitor ensuring the safety and integrity of competition.

**Mountain Bike Coach, Boulder High School, Boulder, Colorado**

2011-2021

Helped lead practices, taught safety and race strategy, and mentored youth athletes.