

# W. Glenn Griffin, Ph.D. Associate Professor of Advertising

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The University of Colorado - Boulder / Dept. of Advertising, Public Relations and Media Design  
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## EDUCATION

### **Doctor of Philosophy in Advertising, 2002**

The University of Texas at Austin

Areas of Specialization:  
Creativity and Educational Psychology

### **Master of Arts in Advertising, 1996**

The University of Alabama

Area of Specialization:  
Organizational Communication

### **Bachelor of Arts in Communication, 1991**

The University of Alabama

Major: Advertising / Minor: English

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“The work you are doing is breathtaking – marrying research to practice to teaching – and presenting it in a way that blew my mind. Thanks for inspiring me to see things in a new way.”

Dr. Barbara J. Phillips  
Rawlco Scholar in Advertising / Professor of Marketing  
University of Saskatchewan

“[Dr. Griffin’s course] has had a profound positive effect on how I think about creativity in general and how I think about my personal creative abilities.”

Undergraduate Student in Advertising - Fall 2014  
The University of Alabama

“[Dr. Griffin’s course] has really made me think more than any other course I have taken at SMU.”

Undergraduate Student in Advertising - Fall 2009  
Southern Methodist University

“Your passion and dedication taught me at least as much as the criticism in class and have served as not only lessons for my work but for my life.”

Graduate Student in Advertising - Spring 2005  
The University of Texas at Austin

## PROFESSIONAL PROFILE

I teach courses in both the theory and practice of creativity and portfolio development at The University of Colorado - Boulder. My research on creativity, advertising education and social responsibility has appeared in the *Journal of Advertising*, the *Journal of Advertising Education* and *Psychology and Advertising*, among other publications.

Creative work by my students has been featured in both national and international press, including *Advertising Age*, *Adweek* and *CMYK* magazines and recognized by The One Club for Art & Copy, the Art Directors Club of New York and the Clio Awards.

I am also co-author of *The Creative Process Illustrated: How Advertising’s Big Ideas Are Born* (HOW Books - 2010) with Deborah Morrison (University of Oregon). Since the book’s publication, it was featured in a gallery exhibition at the Art Directors Club of New York and favorably reviewed by *Communication Arts* and a variety of other industry sources.

Faculty members at many colleges and universities have adopted it as a primary or supplemental advertising text. My co-author and I are frequently invited to speak at academic and professional events around the country.

I am passionate about helping people believe in their own creative ability and to realize their potential. I believe my scholarship, teaching and service activities can all contribute to those fundamental goals, and I earnestly pursue those opportunities. That’s the work that challenges and energizes me most. I consider myself very fortunate to work with (and to learn from) smart and talented people every day.



## ACADEMIC EXPERIENCE

### Associate Professor of Advertising

August 2017 - present

### Associate Chair

August 2017 - June 2018

**THE UNIVERSITY OF COLORADO** - Boulder, CO

College of Media, Communication and Information

Department of Advertising, Public Relations and Media Design

### Associate Professor of Advertising

August 2011 - August 2017

**THE UNIVERSITY OF ALABAMA** - Tuscaloosa, AL

College of Communication and Information Sciences

Department of Advertising and Public Relations

### Assistant Professor of Advertising

August 2005 - July 2011

**SOUTHERN METHODIST UNIVERSITY** - Dallas, TX

Meadows School of the Arts

Temerlin Advertising Institute

### Assistant Professor of Advertising

August 2003 - July 2005

**THE UNIVERSITY OF TEXAS AT AUSTIN** - Austin, TX

College of Communication

Department of Advertising

### Assistant Professor of Communications

August 2002 - June 2003

**THE PENNSYLVANIA STATE UNIVERSITY** - State College, PA

College of Communications

Department of Advertising and Public Relations

### Graduate Teaching Assistant

August 1999 - August 2002

**THE UNIVERSITY OF TEXAS AT AUSTIN** - Austin, TX

College of Communication

Department of Advertising

### Instructor

July 1996 - August 1999

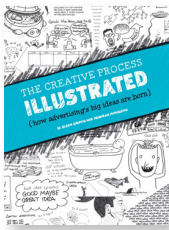
**THE UNIVERSITY OF ALABAMA** - Tuscaloosa, AL

College of Communication and Information Sciences

Department of Advertising and Public Relations

## ACADEMIC RESEARCH

### Book



Griffin, W. G. and D. Morrison (2010), *The Creative Process Illustrated: How Advertising's Big Ideas Are Born*, Cincinnati, OH: HOW Books/F+W Media.

(Also published in Chinese [Simplified] by Flag Publishing, Ltd. and Chinese [Traditional] by First Books.)

### Peer-Reviewed Journal Articles

Shin, S., Ki, E. J., and W. G. Griffin, (2017) "The Effectiveness of Fear Appeals in 'Green' Advertising," *Journal of Marketing Communications*. DOI: 10.1080/13527266.2017.1290671

Qiao, F. and W. G. Griffin, (2016) "A Content Analysis of Experimental Technologies in Award-Winning Advertising," *Journal of Interactive Advertising*. DOI: 10.1080/15252019.2016.1209447

W. G. Griffin and R. L. Lewis, (2016) "Viewpoints on Crowdsourcing: An Exploratory Study of Client and Creative Perspectives," *International Journal of Integrated Marketing Communications*.

Phillips, B. J., McQuarrie, E. F. and W. G. Griffin (2014), "The Face of the Brand: How Art Directors Construct Visual Brand Identity," *Journal of Advertising*, 43/4, 318-332.

# ACADEMIC RESEARCH

## Peer-Reviewed Journal Articles (continued)

- Phillips, B. J., McQuarrie, E. F. and W. G. Griffin (2014), "How Visual Brand Identity Shapes Consumer Response," *Psychology and Marketing*, 31/3 (March), 225-236.
- Griffin, W. G., Johnson, P. and Susan K. Jones (2009), "Seizing the Opportunity: Enhancing Creativity in Direct and Digital Marketing," *Journal of Advertising Education*, 13/1 (Spring), 5-11.
- Griffin, W. G. (2008), "From Performance to Mastery: Developmental Models of the Creative Process," *Journal of Advertising*, 37/4 (Winter), 95-108.
- Griffin, W. G. (2001), "A Call for a More Informed Approach: Motivating Creative Students to Do Their Best Work," *Journal of Advertising Education*, 5/2, 43-53.
- Pasadeos, Y. and W. G. Griffin (1998), "The Impact of Integrated Marketing Communications on Advertising and Public Relations Education," *Journalism & Mass Communication Educator*, 53/2, 4-18.

## Book Chapters

- Griffin, W. G. (2014), "Crowdsourcing and Co-Creation: Ethical and Procedural Implications for Advertising Creativity," in M. Drumwright (ed.) *Ethical Issues in Communication Professions (New Agendas in Communication Series)*, New York: Routledge.
- Lambiase, J., Griffin, G. and K. Pashupati (2013), "Symbolic Interactions in Sexual Scripts: Improvisation and Male Consumer Responses to Gay-Vague Advertising," in N. Tindall and R. Waters (eds.) *Coming Out of the Closet: Exploring LGBT Issues in Strategic Communication with Theory and Research*, New York: Peter Lang Publishing, Inc.
- Griffin, W. G. and D. K. Morrison (2007), "Beyond Obligation: Advertising's Grand Potential to Do Good." In T. Reichert (Ed.), *Issues in American Advertising: Media, Society and a Changing World*, Chicago: The Copy Workshop.
- Pasadeos, Y. and W. G. Griffin (2003), "Teaching the Advertising Campaigns Course." In M. D. Murray and R. L. Moore (Eds.), *Mass Communication Education*, Ames, IA: Iowa State Press.

## Scholarly Essays

- Griffin, W. G. (2009), "New Media, Same (Fascinating) Process," *Journal of Interactive Advertising*, 9/2, retrieved from <http://www.jiad.org/article118>.
- Griffin, W. G., Morrison, D. K. and K. B. Sheehan (2009), "Note from the Guest Editors: Perspectives of Digital Creativity," *Journal of Interactive Advertising*, 9/2, retrieved from <http://www.jiad.org/article112>.

## Conference Proceedings

- Vogel, T., Villegas, J., Callahan, A., Griffin, W. G., Jansma, C. and K. Sheehan (2015), "Creative [Thinking] Skills of Tomorrow," *Proceedings of the 2015 Conference: American Academy of Advertising* (abstract), Chicago, IL, 35-36.
- Gangadharbatla, H., Griffin, W. G., Bright, L., Arnett, T., Valsan, H. and E. Schwieger (2015), "The Role of Technology in Advertising Education and Practice," *Proceedings of the 2015 Conference: American Academy of Advertising* (abstract), Chicago, IL, 72-74.

# ACADEMIC RESEARCH

## Conference Proceedings (continued)

- Griffin, W. G. and R. Lewis (2014), "Because I'm Worth It: Advertising and the Unpaid Student Internship," *Proceedings of the 2014 Conference: American Academy of Advertising* (abstract), Atlanta, GA, 141-142.
- Griffin, W. G. and R. Lewis (2013), "Viewpoints on Crowdsourcing: An Exploratory Study of Client and Creative Perspectives," *Proceedings of the 2013 Conference: American Academy of Advertising* (abstract), Albuquerque, NM, 8.
- Bright, L. and G. Griffin (2013), "Finding Synergy: How Creative and Media Can (and Should) Work Together," *Proceedings of the 2013 Conference: American Academy of Advertising* (abstract), Albuquerque, NM, 163.
- Jewett, A., Lancaster, A., Wolburg, J., Griffin, G., Morris, J. and R. Cherof (2013), "When Academic Worlds Collide: Putting Your Research to Work in the Classroom and Industry," *Proceedings of the 2013 Conference: American Academy of Advertising* (abstract), Albuquerque, NM, 60-64.
- Griffin, G., Albanese, I., Lewis, R. and J. Mountjoy (2012), "A Creative Brief That Breathes: Separating the Living from the Dead," *Proceedings of the 2012 Conference: American Academy of Advertising* (abstract), Myrtle Beach, SC, 127.
- Phillips, B., Griffin, W. G. and E. McQuarrie (2012), "The Face of the Brand: Toward A Theory of Visual Brand Identity (VBI)," *Proceedings of the 2012 Conference: American Academy of Advertising* (abstract), Myrtle Beach, SC, 58.
- Griffin, W. G., Morrison, D. K., Pedersen, D. and R. Tatum (2010), "New Methods in Creativity Research: Interpretative Phenomenological Analysis (IPA) and Enduring Visual Products," *Proceedings of the 2010 Conference: American Academy of Advertising* (paper), Minneapolis, MN, 81-85.
- Griffin, W. G., Morrison, D. K. and K. Tuerff (2007), "Beyond Obligation: A Shared Mission of Industry and Education," *Proceedings of the 2007 Conference: American Academy of Advertising* (paper), Burlington, VT, 102-104.

## Peer-Reviewed Conference Papers/Presentations

- [forthcoming] J. Villegas, Vogel, T., Grow, J., Habib, S., Griffin, G., Newell, J., Williams, J. (2019), "Teaching Creativity in the Age of Artificial Intelligence and Data Stream," American Academy of Advertising (AAA) 2019 Annual Conference, Dallas, TX.
- [forthcoming] S. Champlin, Griffin, G., James, J., Sterbenk, Y. (2019), "From Nike to Pepsi: Best and Worst Practices in Brand Activism Research and Teaching," American Academy of Advertising (AAA) Annual Conference, Dallas, TX.
- F. Qiao and W. G. Griffin, "Brand Imitation Strategy, Package Design and Consumer Response: What Does It Take to Make a Difference?" International Communication Association (ICA) 68th Annual Conference (2018), Prague, Czech Republic.
- F. Qiao and W. G. Griffin, "Experimental Technologies in Award-Winning Advertising: An Analysis of Work from Asian Countries," American Academy of Advertising (AAA) 2017 Global Conference, Tokyo, Japan.
- Haley, E., Chowles, R., Blakeman, R., Goodman, R., Griffin, G., Brimmer, H., Sheehan, K. and W. Baronet, "Teaching Advertising Design in the Traditional University Setting: Goals, Obstacles and Opportunities," (panel) American Academy of Advertising (AAA) 2017 Annual Conference, Boston, MA.
- Qiao, F. and W. G. Griffin, "A Content Analysis of Experimental Technologies in Award-Winning Advertising," (paper) 2015 Marketing Edge Direct/Interactive Marketing Research Summit, Boston, MA.

# ACADEMIC RESEARCH

## **Peer-Reviewed Conference Papers/Presentations** (continued)

Vogel, T., Villegas, J., Callahan, A., Griffin, W. G., Jansma, C. and K. Sheehan, "Creative [Thinking] Skills of Tomorrow," (panel) American Academy of Advertising (AAA) 2015 Annual Conference, Chicago, IL. (also listed in proceedings)

Gangadharbatla, H., Griffin, W. G., Bright, L., Arnett, T., Valsan, H. and E. Schweiger, "The Role of Technology in Advertising Education and Practice," (panel) American Academy of Advertising (AAA) 2015 Annual Conference, Chicago, IL. (also listed in proceedings)

Griffin, W. G. and R. Lewis (2014), "Because I'm Worth It: Advertising and the Unpaid Student Internship," (panel) American Academy of Advertising (AAA) 2014 Annual Conference, Atlanta, GA. (also listed in proceedings)

Phillips, B. J., McQuarrie, E. F. and W. G. Griffin (2013), "Consumer Responses to Visual Brand Identity," (research paper) Society for Consumer Psychology 2013 Winter Conference, San Antonio, TX.

Griffin, W. G. and R. Lewis (2013), "Viewpoints on Crowdsourcing: An Exploratory Study of Client and Creative Perspectives," (research paper) American Academy of Advertising (AAA) 2013 Annual Conference, Albuquerque, NM. (also listed in proceedings)

Bright, L. and G. Griffin (2013), "Finding Synergy: How Creative and Media Can (and Should) Work Together," (panel) American Academy of Advertising (AAA) 2013 Annual Conference, Albuquerque, NM. (also listed in proceedings)

Jewett, A., Lancaster, A., Wolburg, J., Griffin, G., Morris, J. and R. Cherof (2013), "When Academic Worlds Collide: Putting Your Research to Work in the Classroom and Industry," (panel) American Academy of Advertising (AAA) 2013 Annual Conference, Albuquerque, NM. (also listed in proceedings)

Griffin, G., Lewis, R., Albanese, I. and J. Mountjoy (2012), "A Creative Brief That Breathes: Separating the Living from the Dead," (panel) American Academy of Advertising (AAA) 2012 Annual Conference, Myrtle Beach, SC. (also listed in proceedings)

Phillips, B., Griffin, W. G. and E. McQuarrie (2012), "The Face of the Brand: Toward A Theory of Visual Brand Identity (VBI)," (research paper) American Academy of Advertising (AAA) 2012 Annual Conference, Myrtle Beach, SC. (also listed in proceedings)

Villegas, J., Vogel, T. and G. Griffin (2011), "Creativity as a Strategic Resource," (panel) American Academy of Advertising (AAA) 2011 Annual Conference, Mesa, AZ.

Lancaster, A., Hoy, M. and G. Griffin et al (2011), "Blogs are Blooming, Tweets Abound and I've Got Friends: Integrating Interactive, Digital and Social Media in the Classroom," (panel) American Academy of Advertising (AAA) 2011 Annual Conference, Mesa, AZ.

Mallia, K., Geske, J. and G. Griffin (2010), "Creativity and the Digital Age," (panel) Association for Education in Journalism and Mass Communication (AEJMC) 2010 Annual Conference, Denver, CO.

Griffin, W. G., Morrison, D. K., Pedersen, D. and R. Tatum (2010), "New Methods in Creativity Research: Interpretative Phenomenological Analysis (IPA) and Enduring Visual Products," (panel) American Academy of Advertising (AAA) 2010 Annual Conference, Minneapolis, MN. (also listed in proceedings)

Morrison, D. K. and W. G. Griffin (2009), "Advertising Writers and Art Directors as Social Agents: Toward a Theory of Creative Responsibility," (research paper) Southwest Education Council for Journalism and Mass Communication (SWECJMC) 2009 Southwest Symposium, Arlington, TX.

# ACADEMIC RESEARCH

## **Peer-Reviewed Conference Papers/Presentations** (continued)

- Sheehan, K. B. and W. G. Griffin (2009), "Idea Books as a Pedagogical Tool," (research paper) Southwest Education Council for Journalism and Mass Communication (SWECJMC) 2009 Southwest Symposium, Arlington, TX.
- Griffin, W. G. and D. K. Morrison (2009), "The Mind Map: Releasing the Divergent Thinker," (poster session) Southwest Education Council for Journalism and Mass Communication (SWECJMC) 2009 Southwest Symposium, Arlington, TX.
- Griffin, W. G., Lambiase, J., Creagher, C., Hicks, G. and L. Jensen (2009), "Consumer Response to 'Gay Vague' Advertising: Analysis and Perspectives," (panel) Association for Education in Journalism and Mass Communication (AEJMC) 2009 Annual Conference, Boston, MA.
- Jones, S. K., Griffin, W. G. and P. Johnson (2008), "Best Practices and New Perspectives: How to Teach the Creative Aspects of Direct/Interactive Marketing," (research paper) Direct Marketing Educational Foundation (DMEF) Direct/Interactive Research Summit, Las Vegas, NV.
- Lambiase, J. and G. Griffin (2008), "Exploring the Efficacy of Sexually-Oriented Branding Strategies in Advertising," (research paper) International Conference on Critical Literacy in Visual Culture, Dallas, TX.
- Lambiase, J. and G. Griffin (2007), "The Rhetoric of Viral Videos and Audiences in Social Networks," (research paper) Southwest Education Council for Journalism and Mass Communication (SWECJMC) 2007 Symposium, Norman, OK.
- Royal, C., Griffin, G., Eisenhower, K., Lambiase, J., Monteverde, M. and R. Stevens (2007), "The YouTube Effect: User-Generated Content and Viral Marketing," (panel) Association for Education in Journalism and Mass Communication (AEJMC) 2007 Annual Conference, Washington, D.C.
- Griffin, G., Morrison, D. and K. Tuerff (2007), "Beyond Obligation: A Shared Mission of Industry and Education," (research paper) American Academy of Advertising (AAA) 2007 Annual Conference, Burlington, VT. (also listed in proceedings)
- Griffin, W. G. (2001), "A Typology of Online Positioning Strategies Among Creative Programs," (poster session) Association for Education in Journalism and Mass Communication (AEJMC) 2001 Conference, Washington, D.C.

## **Invited Conference Presentations**

- Griffin, W. G. (2009), "Idea Journals Move Into the Blogosphere," Advertising Division's Teaching Workshop at the Association for Education in Journalism and Mass Communication (AEJMC) 2009 Annual Conference, Boston, MA.
- Griffin, G. and D. Morrison (2007), "Breaking Tradition: Teaching Creatives About Viral, Non-Traditional and Guerilla Advertising," Advertising Division's Teaching Workshop at the Association for Education in Journalism and Mass Communication (AEJMC) 2007 Annual Conference, Washington, D.C.
- Griffin, W. G. (2005), "Training Ethical Creative Students," Advertising Division's Teaching Workshop at the Association for Education in Journalism and Mass Communication (AEJMC) 2005 Annual Conference, San Antonio, TX.

- Dissertation** Griffin, W. G. (2002), *Beyond Implicit Theory: An Investigation of the Creative Process of Advertising Students Enrolled in Creative Programs*. Unpublished doctoral dissertation, The University of Texas at Austin, Austin, TX.

# ACADEMIC RESEARCH

## Works in Progress

[book project] Griffin, W. G. and T. Nelson, *Rounding Up: How Advertising Can Help Brands Do Business and Do Good* for Rowman & Littlefield (publisher), Lanham, MD.

# ADDITIONAL PUBLISHED WORKS

## Professional Publications

Griffin, W. G. and D. Morrison (2010), "How Advertising's Big Ideas Are Born," *Campaign* (UK), September 17, 28-29.

Griffin, W. G. and D. Morrison (2010), "Picturing Creativity (book excerpt)," *HOW Magazine* (July), 51-59.

## Invited Book Contribution

Griffin, W. G. (2014) Drawing prompt in "Chapter 8: Experimentation," in R. Landa's *The Guided Sketchbook That Teaches You How to Draw!*, Peachpit Press.

# MEDIA COVERAGE OF RESEARCH

## 2010

Bedrossian, R. (Nov./Dec. 2010), "Book Reviews: The Creative Process Illustrated," *Communication Arts Advertising Annual* 51, 216.

Boyd, K. (2010), "How Advertising's Big Ideas Are Born (radio interview with W. Glenn Griffin)," Think with Kris Boyd - KERA Dallas (9/22/10), retrieved from <http://www.kera.org/radio/think/details.php?id=6566&keywords=griffin>.

Simpson, I. (2010), "Grip Interviews: W. Glenn Griffin and Deborah Morrison," BigOrangeSlide.com (9/8/10), retrieved from <http://bigorangeslide.com/2010/09/grip-interviews-w-glenn-griffin-and-deborah-morrison/>.

Mainwaring, S. (2010), "Pure Process: An Insider's Guide to the Business of Advertising Thinking," FastCompany.com (9/2/10), retrieved from <http://www.fastcompany.com/1686585/pure-process-an-insiders-guide-to-the-business-of-advertising-thinking?partner?=rss>.

Contreras, E. (2010), "The Creative Process Illustrated (interview with W. Glenn Griffin and Deborah Morrison)," The Social Nerdia Show (podcast - 7/22/10), retrieved from <http://www.blogtalkradio.com/socialnerdia/2010/07/23/tsns36--glenn-griffin-deborah-morrison--the-creati>.

## 2009

Popova, M. (2009), "Pure Process: Picking the Creative Brain," BrainPickings.org (4/29/09), retrieved from <http://www.brainpickings.org/index.php/2009/04/29/pure-process/>.

Malbon, B. (2009), "How Do Creatives Think?" BBHLabs.com (4/17/09), retrieved from <http://bbh-labs.com/tag/pure-process>.

## GRANTS AWARDED

<b>Scholarly Research</b>	<b>2011</b>	Research Grant - \$18,284.00 (CA) Social Sciences and Humanities Research Council of Canada "Toward a Theory of Visual Brand Identity" Barbara Phillips (University of Saskatchewan) W. Glenn Griffin (Southern Methodist University)
	<b>2009</b>	Faculty Summer Research Fellowship - \$5,000.00 Meadows School of the Arts Southern Methodist University
	<b>2007</b>	Faculty Research / Development Grant - \$4,500.00 Meadows School of the Arts Southern Methodist University
	<b>2006</b>	University Research Council Grant - \$2,750.00 Office of Research and Graduate Studies Southern Methodist University
<b>Undergraduate Student Research</b>	<b>2006</b>	Undergraduate Creative Activity Fund - \$2,240.66 Faculty Sponsor for Matthew J. McFerrin, Student Applicant Meadows School of the Arts Southern Methodist University
<b>Teaching / Innovation</b>	<b>2007 - 2011</b>	Temerlin Advertising Institute / Visiting Artist Program - \$3,000 annually Meadows Foundation - Meadows School of the Arts Southern Methodist University

## OTHER FUNDING AWARDED

<b>Facilities / Infrastructure</b>	<b>2006</b>	Temerlin Advertising Institute / Method Creative Studio and Seminar - \$100,000 Capital Equipment Fund - Meadows School of the Arts Southern Methodist University
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## TEACHING

### Courses Taught

(\*) graduate-level courses

Fall 2017 - present  
The University of Colorado

APRD 1001 - Creative Concepts  
APRD 4503 - Portfolio I  
APRD 4523 - Portfolio II

Fall 2011 - Summer 2017  
The University of Alabama

APR 250 - Strategic Thinking (Advertising)  
APR 310 - Concepting  
APR 322 - Copywriting Seminar  
APR 410 - Portfolio I  
APR 411 - Portfolio II  
APR 418 - Advanced Advertising Development  
APR 422/432 - Management (AD/PR)  
MC 495 - Special Topics: Creativity  
APR 100 - The Creative Process Illustrated: New York (interim course)  
APR 598\* - Communication Campaign Workshop II



# TEACHING

## Courses Taught (continued)

Fall 2005 - Spring 2011 Southern Methodist University	ADV 3385 - Introduction to Creativity ADV 3395/ADV 6395* - Concepting ADV 4354 - Advertising Copywriting ADV 4355 - Advanced Advertising Design ADV 4385 - Portfolio ADV 4395 - Advanced Portfolio ADV 4397/CTV 4301 - TV Ad Concept and Production ADV 4399 - Advertising Campaigns ADV 5301 - Creativity in the U.K. (Study Abroad) ADV 6383* - Creativity as Problem Solving
Fall 2003 - Spring 2005 The University of Texas at Austin	ADV 316 - Creativity and American Culture ADV 325 - Introduction to Advertising Creativity ADV 343K - Portfolio I
Fall 2002 - Spring 2003 The Pennsylvania State University	COMM 424 - Advertising Campaigns COMM 421W - Advertising Creative Strategies
Summer 1996 - Summer 1999 The University of Alabama	APR 424 - Advertising Campaigns APR 322 - Advertising Copywriting APR 300 - Visual Communication

## Teaching Honors and Awards

<b>Spring 2015</b>	Winner - The 2015 Donald G. Hileman Educator of the Year Award American Advertising Federation (AAF) Seventh District	Regional Level
<b>Spring 2015</b>	Winner - The 2015 Commitment to Teaching Award Kappa Tau Alpha - The University of Alabama	College Level
<b>Fall 2007 + Fall 2006</b>	Nominee - Honoring Our Professors' Excellence (H.O.P.E.) Award Residence Life and Student Housing Southern Methodist University	University Level
<b>Spring 2007</b>	Nominee - Order of Omega Paideia Outstanding Faculty Member Award Student Affairs / Fraternity and Sorority Life Office Southern Methodist University	University Level
<b>Fall 2006</b>	Nominee - Panhellenic Council Outstanding Faculty Award Southern Methodist University	University Level
<b>Spring 2006</b>	Winner - Judges' Choice - Teaching Excellence 12th Annual Creative Awards Summit International Creative Awards	International Level
<b>Spring 2004</b>	Nominee - Friar Society Centennial Teaching Fellowship The University of Texas at Austin	University Level
<b>Spring 1993</b>	Winner - Outstanding Graduate Teaching Assistant Department of Advertising and Public Relations The University of Alabama	Departmental Level

# TEACHING

## Student Honors and Awards

For brevity, student names are listed for major awards/honors only.

**2017**

### **INTERNATIONAL**

The One Club for Art & Copy - Young Ones Client Pitch Competition  
- Client: Partners Global - New York, NY  
TOP-TEN FINALISTS: Ryan Arth / Britt Buzan / Sydney Estill / Allie Petko

The One Club for Art & Copy - Young Ones College Competition  
- Client: Partners Global - New York, NY  
Bronze Pencil Winners - Experiential: Ryan Arth / Britt Buzan / Sydney Estill / Allie Petko

### **REGIONAL**

AAF 7th District - ADDY Awards  
1 Gold, 1 Silver

### **LOCAL**

AAF Tuscaloosa - ADDY Awards  
STUDENT BEST OF SHOW - Britt Buzan, Olivia Ledbetter  
JUDGES' CHOICE AWARD - Britt Buzan, Molly Martin, Shea Van Sickler  
2 Gold, 4 Silver

**2016**

### **INTERNATIONAL**

The One Club for Art & Copy - Young Ones Client Pitch Competition  
- Cause: Gender Equality - New York, NY  
TOP-TEN FINALISTS: Mary Buzbee / Lauren Wilhelm

The One Club for Art & Copy - Young Ones Student Exhibition - New York, NY  
Student Participants: Ashley Atkinson, Kristin Clark, Jon Colón, Sara Cummings,  
Natalie Heishman, Hillary McDaniel

### **NATIONAL**

AAF National Silver Student ADDY Award - Kristin Clark

### **REGIONAL**

AAF 7th District - ADDY Awards  
2 Gold, 2 Silver

### **LOCAL**

AAF Tuscaloosa - ADDY Awards  
STUDENT BEST OF SHOW - Ashley Atkinson, Hillary McDaniel  
2 Gold, 7 Silver

**2015**

### **INTERNATIONAL**

The One Club for Art & Copy - Young Ones Client Pitch Competition  
- Client: The Trevor Project - New York, NY  
TOP-FIVE FINALISTS AND FIRST PLACE WINNERS: Ashley Atkinson / Kristin Clark / Julia Hoven

# TEACHING

## **Student Honors and Awards** (continued)

### **2015**      **INTERNATIONAL** (continued)

The One Club for Art & Copy - Young Ones Student Exhibition - New York, NY  
Student Participants: Ashley Atkinson, Kristin Clark, Jon Colón, Katie Davis, Riley Goodman, Natalie Heishman, Brenna Horrocks, Julia Hoven, Aimee Lindamood, Hillary McDaniel, Jessica Phillips, Raven Thomas

#### **LOCAL**

AAF Tuscaloosa - ADDY Awards  
SPECIAL JUDGES' AWARD - Ashley Atkinson, Amy Lindamood  
2 Gold, 1 Silver

### **2014**      **INTERNATIONAL**

The One Club for Art & Copy - Young Ones Student Exhibition - New York, NY  
Student Participants: Ashley Atkinson, Katie Davis, Marcella Davis, Laura Greene, Brenna Horrocks, Wujie Li, Lily Liu, Corrine Mizzell, Lauren Powell

#### **LOCAL**

AAF Tuscaloosa - ADDY Awards  
STUDENT BEST OF SHOW: Brenna Horrocks  
SPECIAL JUDGES' AWARD - COPYWRITING: Marcella Davis  
6 Gold, 4 Silver

### **2013**      **INTERNATIONAL**

The One Club for Art & Copy - Young Ones Student Exhibition - New York, NY  
Student Participants: Lauren Aylworth, Courtney Brennan, Chase Bryan, Crystal Deuel, Heather Driskell, Kirby Dykstra, Julia Ludlam, Sarah Grace Moorehead, Brett Reid, Callum Spencer

#### **REGIONAL**

AAF 7th District - ADDY Awards  
1 Silver

#### **LOCAL**

AAF Tuscaloosa - ADDY Awards  
1 Gold, 4 Silver

### **2012**      **LOCAL**

AAF Tuscaloosa - ADDY Awards  
STUDENT BEST OF SHOW: Lauren Aylworth  
4 Gold, 9 Silver

# TEACHING

## Student Honors and Awards (continued)

2011

### INTERNATIONAL

The One Club for Art & Copy - Young Ones Student Exhibition - New York, NY - New York, NY  
Student Participants: Jenny Beanland, Wendy Blackburn, Kaitlyn Canfield, Tyler Cone, Haley Gatewood, Valerie Grossman, Adrian Hilliard, Monika Hoang, Jenny Lanier, Matthew Lindner, Owen Lindsey, Lindsay Newell, Lauren Reilly, Maria Snell, Taylor Torcellini, Atlee Van Saun, Brittany Weltner

### LOCAL

Dallas Ad League - ADDY Awards  
2 Gold, 2 Silver, 6 Bronze

2010

### INTERNATIONAL

The One Club for Art & Copy - Young Ones College Competition - Client: NOOKA - New York, NY  
Finalists and Merit Award Winners: Anna Lee Doughtie and Caryn Jendro

The One Club for Art & Copy - Young Ones Client Pitch Competition - Client: NOOKA - New York, NY  
Top Ten Finalist Teams: Jordan Chlapecka / Randall Kenworthy, Elizabeth Entenman / Cassie Pankonien, Matthew Lindner / Sarah Treis

The One Club for Art & Copy - Young Ones Student Exhibition - New York, NY - New York, NY  
Student Participants: Jordan Chlapecka, Anna Lee Doughtie, Elizabeth Entenman, Caryn Jendro, Randall Kenworthy, Jenny Lanier, Matthew Lindner, Britney Jo Ludkowski, Cassie Pankonien, Lauren Reilly, Sarah Treis, Clay Zamperini

*Lürzer's Archive* - Issue 2  
Student Work Featured: Caryn Jendro, Clay Zamperini

### REGIONAL

AAF District 10 Silver ADDY Award - Clay Zamperini

### LOCAL

Dallas Ad League - ADDY Awards  
1 Gold, 3 Silver, 11 Bronze

2009

### INTERNATIONAL

The CLIO 50th Anniversary Awards - Student Category  
Finalists: Diego Contreras and Lindi Farris

*Lürzer's Archive* - Issue 3  
Student Work Featured: John Holliday, Amy Kalinski

*Lürzer's Archive* - Issue 2  
Student Work Featured: Brittany Kemper, Kristen Staton

*Lürzer's Archive* - Issue 1  
Student Work Featured: Diego Contreras, Nicole Ido, Jessica Kline, Matthew Lindner, Jessa Simmons, Brad Skeba

# TEACHING

## Student Honors and Awards (continued)

2009

### **INTERNATIONAL** (continued)

The One Club for Art & Copy - Young Ones Client Pitch Competition - Client: Long's Horseradish  
- New York, NY - Top Ten Finalist Team: Matthew Lindner / Cassie Pankonien

The One Club for Art & Copy - Young Ones Student Exhibition - New York, NY  
Student Participants: Anna Lee Doughtie, Ryan Glenn, John Holliday, Nicole Ido,  
Randall Kenworthy, Jessica Kline, Matthew Lindner, Cassie Pankonien, Brad Skeba, Ben Turk

### **NATIONAL**

*CMYK Magazine* - No. 43

Student Work Featured: Diego Contreras, Allie Edwards, Lindi Farris, Mary Beth Terrell

### **REGIONAL**

Art Directors Club of Houston Awards - Student Category  
2 Gold, 3 Silver, 5 Bronze

### **LOCAL**

Dallas Ad League - ADDY Awards

STUDENT BEST OF SHOW: Diego Contreras and Jessa Simmons  
1 Gold, 4 Silver, 4 Bronze

2008

### **INTERNATIONAL**

The One Club for Art & Copy - Young Ones Client Pitch Competition - Client: Doritos - New York, NY  
TOP-TEN FINALISTS: Lindi Farris / Peri Wilson

The One Club for Art & Copy - Young Ones Student Exhibition - New York, NY  
Student Participants: Hillary Barnard, Kirby Carlberg, Diego Contreras, Allie Edwards, Lindi Farris,  
Jeffrey Hodgson, Jessica Kline, Matthew Lindner, Jessa Simmons, Peri Wilson

*Lürzer's Archive* - Issue 6

Student Work Featured: Natalee Cecil, Jeff Hodgson, Nicole Ido

*CMYK Magazine* - No. 40

Student Work Featured: Allie Edwards and Devin Cogan-Horner

### **REGIONAL**

Art Directors Club of Houston Awards - Student Category  
JUDGES' SELECTION: Allie Edwards and Kirby Carlberg  
2 Gold, 2 Silver, 4 Bronze

### **LOCAL**

Dallas Ad League - ADDY Awards

3 Bronze

# TEACHING

## Student Honors and Awards (continued)

**2007**

### **INTERNATIONAL**

The One Club for Art & Copy - Client Pitch Competition  
- Client: Natural Resources Defense Council (NRDC) - New York, NY  
TOP-TEN FINALISTS AND FIRST RUNNERS-UP: Allie Edwards / Matthew McFerrin

The One Club for Art & Copy - Young Ones Student Exhibition - New York, NY  
Student Participants: Allie Edwards, Kirby Carlberg, Devin Cogan-Horner, Wendi Leggitt,  
Kyle McCook, Matthew McFerrin, Josie Mitchell, Jessica Roska, Jason Shipp, Tex Sirisawat,  
Peri Wilson

13th Annual Summit International Creative Awards  
2 Gold, 4 Silver, 3 Bronze

### **NATIONAL**

*CMYK Magazine* - No. 38  
Student Work Featured: Ryan Jones, Josie Mitchell, Andrew Stewart

### **REGIONAL**

Art Directors Club of Houston Awards - Student Category  
JUDGES' SELECTION: Ryan Jones, Josie Mitchell, Andrew Stewart  
1 Silver, 5 Bronze

### **LOCAL**

Dallas Ad League - ADDY Awards  
1 Silver, 2 Bronze

**2006**

### **INTERNATIONAL**

The One Club for Art & Copy - Young Ones Student Exhibition - New York, NY  
Student Participants: Evan McAllister, Banks Noel, Jonathan Ogle, Stevie Poulos, Chandler Rice,  
Kate Shelby, Kristin Skilling, Drake Van Horn, Jessen Wabeke

12th Annual Summit International Creative Awards  
SPECIAL JUDGES' CITATION: SMU / Temerlin Advertising Institute  
1 Gold, 5 Silver, 4 Bronze

### **NATIONAL**

Chipotle's "30-Seconds of Fame" National Student Ad Competition  
FIRST PLACE WINNERS + \$20,000 GRAND PRIZE - "The Wall"  
Student Creative Team: Allie Edwards, Kyle McCook, Jason Shipp, Tex Sirisawat, Peri Wilson

### **REGIONAL**

AAF District 10 Bronze ADDY Award - Banks Noel and Sydney Schempf

Art Directors Club of Houston Awards - Student Category  
JUDGES' SELECTION: Chandler Rice, Jessen Wabeke  
1 Silver, 2 Bronze, 6 Merit

# TEACHING

## Student Honors and Awards (continued)

### 2006 LOCAL

Dallas Ad League - ADDY Awards  
1 Silver, 2 Bronze

### 1999 NATIONAL

American Advertising Federation (AAF) National Student Advertising Competition (NSAC)  
Client: Toyota Motor Sales, USA  
Ranked 11th Nationally

### REGIONAL

AAF NSAC 7th District Competition  
Client: Toyota Motor Sales, USA  
FIRST PLACE / "Best Plans Book" / "Best Creative"

### 1998 REGIONAL

AAF NSAC 7th District Competition  
Client: Hallmark Cards  
SECOND PLACE / "Best Team Presentation"

### 1997 REGIONAL

AAF NSAC 7th District Competition  
Client: Pizza Hut  
SECOND PLACE / "Best Presenter," Sam Miller / "Best Creative"

# MEDIA COVERAGE OF TEACHING

## Creative Program Leadership and Student Achievement

- 2015** Rupinski, P. (2015), "University of Alabama Team Wins International Advertising Pitch Contest," *The Tuscaloosa News* (5/8/15), 1C.
- 2013** Howell, C. (2013), "UA Advertising Students' Work to Show During NYC's Creative Week," AL.com (4/17/2013), retrieved from [http://blog.al.com/tuscaloosa/2013/04/alabama\\_students\\_to\\_have\\_work.html](http://blog.al.com/tuscaloosa/2013/04/alabama_students_to_have_work.html).
- 2012** Flanagan, B. (2012), "UA Advertising Students Rack Up 14 ADDY Awards," AL.com (2/27/2012), retrieved from [http://blog.al.com/tuscaloosa/2012/02/ua\\_advertising\\_students\\_rack\\_u.html](http://blog.al.com/tuscaloosa/2012/02/ua_advertising_students_rack_u.html).
- 2009** (2009), Student Rankings (#1 - International), *Lürzer's Archive*, retrieved from <http://www.luerzersarchive.us/ranking-university.html?country=0&period=1>
- 2007** Flatt, C. (2007), "Music A Commercial Success" SMU Student from Garland Helps Team Win National Ad Award," *The Dallas Morning News* (1/4/07), 3B.

# MEDIA COVERAGE OF TEACHING

## Creative Program Leadership and Student Achievement (continued)

2006

High, K. (2006), "SMU Scores Chipotle Honors for 'The Wall'," *ADWEEK* (11/29/06), retrieved from [http://www.adweek.com/aw/eseach/article\\_display.jsp?vnu\\_content\\_id=1003466040](http://www.adweek.com/aw/eseach/article_display.jsp?vnu_content_id=1003466040).

Hampp, A. (2006), "Chipotle Picks Its YouTube Winners: Inside View of a Computer-Generated Campaign," *Advertising Age* (11/14/06), retrieved from [http://adage.com/mediaworks/article?article\\_id=113207](http://adage.com/mediaworks/article?article_id=113207).

Robinson-Jacobs, K. (2006), "It's a Wrap for Students in Chipotle Contest," *The Dallas Morning News* (11/12/06), retrieved from [http://www.dallasnews.com/sharedcontent/dws/bus/casual/stories/DN-p2insidebizSMU\\_12bus.ART.State.Edition1.31bc8dc.html](http://www.dallasnews.com/sharedcontent/dws/bus/casual/stories/DN-p2insidebizSMU_12bus.ART.State.Edition1.31bc8dc.html).

Dunn, J. (2006), "Action! You Film the Ad: Denver-Based Restaurant Chains Coax Consumers With Video Contests," *The Denver Post* (11/08/06), retrieved from [http://www.denverpost.com/business/ci\\_4619596](http://www.denverpost.com/business/ci_4619596).

# PROFESSIONAL EXPERIENCE

## Art Manager

April 1995 - June 1996

**THE UNIVERSITY OF ALABAMA BIRMINGHAM** - Birmingham, AL

Office of Creative Services and Marketing

I worked in a marketing department serving the state of Alabama's largest urban university, research hospital and medical center. My responsibilities included art direction, supervision of design and production staff and extensive conceptual work for print advertising, brochures, magazines and electronic media. I also did some writing and editing in collaboration with staff and freelance writers.

## Communication Specialist

July 1993 - April 1995

**REGIONS FINANCIAL CORPORATION** - Birmingham, AL

Corporate Marketing

I worked as an art director and writer for a \$13 billion financial services holding company. I helped create a wide variety of communication projects, including print advertising, employee communications, public relations and press releases.

# PROFESSIONAL CONSULTING

## Research Consultant

City of Tuscaloosa Rebranding Project

Client: Tuscaloosa Tourism and Sports Commission  
- Tuscaloosa, AL

## Corporate Trainer

Creativity Seminar for Agency Relations Team (with Deborah Morrison)  
December 2010

Client: Google, Inc.  
- New York, NY

## Co-Creative Director

"The Creative Process Illustrated on YouTube" Mini-Docs (with Deborah Morrison)  
September 2010

Client: YouTube  
- New York, NY

## Copywriter

Preview Sales Brochure for Barton Place Residences  
September 2007

Client: Veristudio  
- Austin, TX



## PROFESSIONAL CONSULTING

<b>Art Director</b>	Identity System (logo and collateral) December 2006	Client: Black Warrior Technology - Tuscaloosa, AL
<b>Art Director</b>	Logo for Intellectual Entrepreneurship Program January - July 2002	Client: The University of Texas - Austin, TX
<b>Print and Electronic Design Consultant</b>	Employee Communications and Training Materials September 1998 - August 1999	Client: Mercedes-Benz U.S. Int'l. - Tuscaloosa, AL
<b>Art Director</b>	Website Development February - April 1999	Client: AL Healthcare Hall of Fame - Montgomery, AL

## PROFESSIONAL HONORS / AWARDS

American Advertising Federation (AAF) 2016 National Club Achievement Awards  
First Place, Advertising Education  
AAF Birmingham / Glenn Griffin, Director of Advertising Education

Crystal Quill Award - Best Multi-Page Publication - 1994  
International Association of Business Communicators (IABC)

Regional AAF ADDY Award Winner - 1994, 1995, 1996

*Creative work featured in:*

The S.D. Warren Paper "Idea Exchange" National Exhibition, 4-Color Brochures - 1995

*Financial Advertising Review*, Special Section: Advertising to the College Market - 1994

## INDUSTRY EXPOSURE

### Featured Speaker - National Events

Griffin, W. G. and D. Morrison (2014), "Pivot: Creativity's Transformational Moment," March 3-6, SXSWedu, Austin, TX.

Morrison, D. and W. G. Griffin (2013), "Growing Nimble Thinkers for the Creative Economy," March 4-7, SXSWedu, Austin, TX.

Griffin, W. G. and D. Morrison (2011), "The Creative Process Illustrated: How Big Ideas Are Born," June 25, HOW Design Live Conference, Chicago, IL.

Griffin, W. G. (2011), "The Creative Process Illustrated: How Advertising's Big Ideas Are Born," April 2, Dallas Society of Visual Communicators (DSVC) 7th Annual National Student Show and Conference, Dallas, TX.

Griffin, W. G. and D. Morrison (2011), "The Creative Process Illustrated: How Advertising's Big Ideas Are Born," March 13, SXSW Interactive Festival, Austin, TX.

# INDUSTRY EXPOSURE

## Featured Speaker - Regional Events

Griffin, W. G. (2015), "Nimble Thinking for the Creative Economy," November 20, American Advertising Federation (AAF) Chapter Meeting, Greenville, SC.

Griffin, W. G. (2015), "Nimble Thinking for the Creative Economy," June 29, HigherEdWeb Conference, Tuscaloosa, AL.

Griffin, W. G. (2013), "SXBHM: Nimble Thinking for the Creative Economy," April 19, American Advertising Federation (AAF) Chapter Meeting, Birmingham, AL.

Griffin, W. G. (2013), Keynote Speaker - LSU AdFed Student Conference, Baton Rouge, LA

Griffin, W. G. (2012), Social Sciences Speaker Series Visiting Scholar: "The Creative Process Illustrated: How Advertising's Big Ideas Are Born," April 9, Oklahoma State University, Stillwater, OK.

## Gallery Exhibition

Griffin, W. G. and D. Morrison (2010), "The Creative Process Illustrated," September 27 - October 1 (Advertising Week 2010 Event), The Art Directors Club of New York, New York, NY.

## Public Appearances

**2014** Trowbridge, T.. (2014), "SXSWedu: Top Five Take-Aways for Creative Educators," Adobe Featured Blogs (3/12/14), retrieved from <http://blogs.adobe.com/conversations/2014/03/sxswedu-top-five-take-aways-for-creative-educators-education.html>

# INDUSTRY EXPOSURE

## Expert Commentary

**2013** Sharp, J. (2013), "Mobile Officials React to Carnival's Praise in Sunday's Press-Register Over City's Handling of Carnival Triumph Situation," AL.com (2/18/13), retrieved from [http://blog.al.com/live/2013/02/mobile\\_officials\\_react\\_to\\_carn.html](http://blog.al.com/live/2013/02/mobile_officials_react_to_carn.html)

**2009** Williams, D. (2009), "Car2Can Video Contest is 'Don't Mess With Texas' Campaign's Latest Anti-Litter Initiative," *The Dallas Morning News* (6/17/09), retrieved from <http://www.dallasnews.com/sharedcontent/dws/news/texasouthwest/stories/061709dnmetlittervideos.889ed007.html>.

# PROFESSIONAL DEVELOPMENT

## Teaching Enrichment

**2005 - 2011** Attendee - Annual Teaching Effectiveness Symposia  
Center for Teaching Excellence - Southern Methodist University

**2005 - 2007** Attendee - Education Summit  
The One Club for Art & Copy - New York, NY

# PROFESSIONAL DEVELOPMENT

## Industry Contact

<b>2011 - 2017</b>	AAF Birmingham Monthly Meetings Birmingham, AL
<b>2002 - present</b>	The One Club Education Festival / Creative Week NYC New York, NY
<b>2010</b>	Attendee - Creative UnConference The One Club for Art & Copy - New York, NY
<b>2005 - 2011</b>	Dallas Ad League Meetings Dallas, TX
<b>2005 - 2011</b>	Dallas Society of Visual Communications (DSVC) Meetings Dallas, TX

# PROFESSIONAL MEMBERSHIPS

**American Academy of Advertising (AAA)**

**Association for Education in Journalism and Mass Communication (AEJMC)**

**The One Club for Art & Copy**

# INDUSTRY SERVICE

## International Level

<b>2017</b>	Jury Member - Young Ones College Competition The One Club - New York, NY
<b>2016 - present</b>	Member, Education Committee The One Club - New York, NY

## National Level

<b>2012 - 2014</b>	Adobe Education Leader (Higher Ed) / Education Leader Program Adobe Systems Incorporated - San Jose, CA
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## Regional Level

<b>2018</b>	Judge - 2018 ADDY Awards AAF Jackson - Jackson, MS
<b>2012 - 2017</b>	Director of Student Education / Board Member AAF Birmingham - Birmingham, AL
<b>2010</b>	Judge - 2010 ADDY Awards The Ad Club of New Orleans - New Orleans, LA

# ACADEMIC SERVICE

## National Level

- 2015 - present Editorial Board Member, *Journal of Interactive Advertising*
- 2015 - 2016 Ad Hoc Reviewer - Competitive Papers  
Digital / Interactive Marketing Research Summit, Boston, MA
- 2012 - 2013 Secretary / Executive Committee Member  
American Academy of Advertising (AAA)
- 2009 Guest Co-Editor (with Deborah K. Morrison and Kim B. Sheehan)  
*Journal of Interactive Advertising*, Vol. 9, No. 2
- 2006 - present Ad Hoc Reviewer - Competitive Papers  
Association for Education in Journalism and Mass Communication (AEJMC) Annual Conferences
- 2006 - 2009 Session Chair  
Association for Education in Journalism and Mass Communication (AEJMC) Annual Conferences
- 2005 - 2008 Executive Committee / Board Member - Advertising Division  
Association for Education in Journalism and Mass Communication (AEJMC)
- Teaching Papers Chair, 2007 - 2008  
Professional Freedom and Responsibility Papers Chair, 2006 - 2007  
Student Papers Chair, 2005 -2006
- 2005 Art Director - Asia-Pacific Conference Publicity Materials  
American Academy of Advertising (AAA)
- 2004 - present Session Chair  
American Academy of Advertising (AAA) Annual Conferences
- 2004 - present Ad Hoc Reviewer - Competitive Papers  
American Academy of Advertising (AAA) Annual Conferences
- 2003 - 2004 Member - Membership Committee  
American Academy of Advertising (AAA)
- 2003 Ad Hoc Reviewer - *Journal of Creative Behavior*
- 2001 Ad Hoc Reviewer - *Journal of Advertising Education*

## University Level

- 2015 - 2017 Member, Faculty Senate  
The University of Alabama
- 2015 Faculty Mentor - Camp 1831 (First-Year Student Experience)  
The University of Alabama
- 2013 - 2014 Faculty Mentor - Emerging Scholars Program  
The University of Alabama
- 2006 - 2010 Faculty Mentor - "Mustang Mondays"  
Division of Enrollment Services - Southern Methodist University

# ACADEMIC SERVICE

## **University Level** (continued)

- 2003 - 2004 Member - Blackboard Faculty Advisory Panel  
Information Technology Services (ITS) - The University of Texas at Austin
- 1997 - 1998 Guest Speaker - Speakers Bureau  
Office of Housing and Residential Life - The University of Alabama
- 1997 - 1998 Member - Marketing Director Selection Committee  
Office of University Programs - The University of Alabama

## **College / School Level**

- 2017 - 2018 Member - Undergraduate Curriculum Committee  
College of Media, Communication and Information - The University of Colorado
- 2017 - 2018 Member - Council of Associate Chairs  
College of Media, Communication and Information - The University of Colorado
- 2017 - 2018 Member - CMCI 1010 / 1020 Advisory Committee  
College of Media, Communication and Information - The University of Colorado
- 2015 - 2017 Chair - Ph.D. Dissertation Committee - Fei Qiao  
Member - Ph.D. Course Committee - Fei Qiao  
College of Communication and Information Sciences - The University of Alabama
- 2014 - 2017 Member - Master's Thesis Committee - James Bates  
College of Communication and Information Sciences - The University of Alabama
- 2011 - 2012 Member - Ph.D. Course Committee - Justin Combs  
College of Communication and Information Sciences - The University of Alabama
- 2011 - 2017 Member - Computing and Information Technology Committee  
College of Communication and Information Sciences - The University of Alabama
- 2007 - 2010 Faculty Host / Tour Guide - "Meadows Wide Open"  
Member - Dean's Faculty Advisory Board  
Member - Facilities Committee  
Meadows School of the Arts - Southern Methodist University

## **Department / Division Level**

- 2018 - 2019 Chair - Search Committee for Instructor / Technology Manager  
Department of Advertising, Public Relations and Media Design - The University of Colorado
- 2018 Chair - Primary Unit Evaluation Committee (APRD)  
Dr. Erin Schauster  
Department of Advertising, Public Relations and Media Design - The University of Colorado
- 2018 Member - Primary Unit Evaluation Committee (APRD)  
Dr. Erin Willis  
Department of Advertising, Public Relations and Media Design - The University of Colorado

# ACADEMIC SERVICE

## Department / Division Level (continued)

2018	In-Class Teaching Observation and Report Dr. Jolene Fisher Department of Advertising, Public Relations and Media Design - The University of Colorado
2018	Designer - AAA 2018 Annual Conference Program Ad Department of Advertising, Public Relations and Media Design - The University of Colorado
2017 - present	Member - Undergraduate Curriculum Committee Department of Advertising, Public Relations and Media Design - The University of Colorado
2017 - present	Project Coordinator - ENVD 1B90 Creative Studio Renovation Department of Advertising, Public Relations and Media Design - The University of Colorado
2017 - 2018	Associate Chair - APRD Department of Advertising, Public Relations and Media Design - The University of Colorado
2017 - 2018	Member - Culture and Climate Committee Department of Advertising, Public Relations and Media Design - The University of Colorado
2017 - 2018	Chair - Search Committee for Two Senior Faculty Positions Department of Advertising, Public Relations and Media Design - The University of Colorado
2017 - 2018	Member - Search Committee for STAR Faculty (Diversity Initiative) Department of Advertising, Public Relations and Media Design - The University of Colorado
2017	In-Class Teaching Observations and Reports Dr. Tobias Hopp and Dr. Erin Schauster Department of Advertising, Public Relations and Media Design - The University of Colorado
2017 - 2018	Coordinator - The Dairy Show, Fall 2017 / Spring 2018 Department of Advertising, Public Relations and Media Design - The University of Colorado
2017	Coordinator - Fall 2017 Portfolio 1 Critique Department of Advertising, Public Relations and Media Design - The University of Colorado
2017	Chair - Primary Unit Evaluation Committees (APRD) Dr. Tobias Hopp and Dr. Christopher Vargo Department of Advertising, Public Relations and Media Design - The University of Colorado
2013 - 2017	Chair - Undergraduate Curriculum Committee Department of Advertising and Public Relations - The University of Alabama
2014 - 2017	Chair - Search Committee for Instructor of Creative Direction Department of Advertising and Public Relations - The University of Alabama
	Chair - Search Committee for Clinical Faculty in Communication Design Department of Advertising and Public Relations - The University of Alabama
2012 - 2017	Chair - Development Committee Member - Strategic Plan Assessment Committee Member - Graduate Curriculum Committee Member - Computer Policy Committee Manager - Departmental Computer Labs Department of Advertising and Public Relations - The University of Alabama

# ACADEMIC SERVICE

## Department / Division Level (continued)

- 2013 Member - Awards and Scholarships Committee  
Department of Advertising and Public Relations - The University of Alabama
- 2013 - 2014 Chair - Search Committee for Director of Academic and Professional Advancement  
Department of Advertising and Public Relations - The University of Alabama
- 2012 - 2013 Member - Strategic Planning Committee  
Designer - *PR Week* Submission Materials for PR Program  
Department of Advertising and Public Relations - The University of Alabama
- 2011 - 2012 Member - Social Committee  
Department of Advertising and Public Relations - The University of Alabama
- 2005 - 2011 Member - Faculty Search Committees  
Member - Graduate Admissions Committee  
Member - Graduate Curriculum Committee  
Member - Undergraduate Admissions Committee  
Member - Undergraduate Curriculum Committee  
Temerlin Advertising Institute - Southern Methodist University
- 2006 - 2011 Coordinator / Faculty Advisor - The One Club Education Festival Student Involvement  
Temerlin Advertising Institute - Southern Methodist University
- 2005 - 2011 Director - Method Creative Program  
Temerlin Advertising Institute - Southern Methodist University
- 2005 - 2006 Member - Website and Collateral Committee  
Temerlin Advertising Institute - Southern Methodist University
- 2005 - 2009 Coordinator / Host - Method Creative Fall and Spring Portfolio Exhibitions  
Temerlin Advertising Institute - Southern Methodist University
- 2005 - 2006 Curriculum Designer - Creative Program  
Temerlin Advertising Institute
- 2004 - 2005 Member - Scholarships Standing Committee  
Department of Advertising - The University of Texas at Austin
- 2004 - 2005 Member - Graduate Curriculum Standing Committee  
Department of Advertising - The University of Texas at Austin
- 2003 - 2004 Member - "Explore UT" (Recruitment / Open House) Standing Committee  
Department of Advertising - The University of Texas at Austin
- 2003 - 2005 Member - Course Fee Proposals / Requests Standing Committee  
Department of Advertising - The University of Texas at Austin
- 2003 - 2005 Manager, Texas Creative Studio  
Department of Advertising - The University of Texas at Austin
- 2002 - 2003 Member - Academic Standards Committee  
Department of Advertising and Public Relations - The Pennsylvania State University

# ACADEMIC SERVICE

## **Department / Division Level** (continued)

- 1997 - 1998      Member - Faculty Search Committee  
Department of Advertising and Public Relations - The University of Alabama
- 1996 - 1999      Member - Computer Policy Committee  
Department of Advertising and Public Relations - The University of Alabama