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**DANA McMAHAN**

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**EDUCATION**

Master of Fine Arts, Full Sail University, 2019.

Bachelor of Fine Arts, James Madison University, Concentration in Graphic Design, Minor in Art History, 1988.

**ACADEMIC EXPERIENCE**

Professor of the Practice, School of Media and Journalism, University of North Carolina at Chapel Hill, 2013-Present.

Assistant Professor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, Fall 2008-2013.

Adjunct Lecturer, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, Spring semesters 2007-2008.

Visiting Professional, Kenan Flagler School of Business, University of North Carolina at Chapel Hill, Entrepreneurial Development Class, 2007.

**PROFESSIONAL EXPERIENCE**

Active entrepreneur. Own two companies and several branded products that are distributed nationally. Worked in advertising and design profession with experience on over sixty brands. Work includes creative development and production for all media, as well as new product development and marketing strategy. Expert creative technologist.

Chief Marketing Officer, TOPO Brands, Chapel Hill, North Carolina, 2013-Present.

CEO and Chief Creative Officer, DMc<sup>2</sup>, Chapel Hill, North Carolina, DMc<sup>2</sup> is design consultancy specializing in design, production and art direction for fashion and lifestyle brands, 2000-Present.

Consulting Creative Director, McKinney-Silver Advertising, Raleigh, North Carolina, 2000-2001.

Creative Director, Charron, Schwartz and Partners Advertising, New York, New York, 1996-2000.

Senior Art Director, Interactive Digital Products, Tape House Interactive, New York, New York, 1995-1996.

Art Director, McCann-Erickson Advertising, New York, New York, 1992-1995.

Designer, Hearst Magazines, Country Living, New York, New York, 1991.

Designer, Scripps Company, The Monterey Herald, Monterey, California, 1990-1988.

Designer and Illustrator, McGraw-Hill, Monterey, California, 1988.

### **National Brand Experience (Advertising and Design)**

Cartier, Pilot Pens, Walt Disney World Resorts and Hotels, Disney Cruise Lines, Epcot Food and Wine Festival, Innovate Carolina, L'Oreal Cosmetics, Preference Hair Color, Studio Line Hair care, Hydravive Shampoos and Conditioners, Permavive Shampoos and Conditioners, Tiffany and Company, Coca-Cola, Diet-Coke, GE Capital, Breyers Ice Cream, Alexander Julian Menswear, Alexander Julian Home Designs, Westpoint Stevens Home Designs, Nautica Wallpapers, Imperial Wallpapers, Country Living Home Interiors, Star Wars Home Designs for Kids, Crocodile Creek Children's Gifts, Better Homes and Gardens Home Designs, ABC News, Good Morning America, Drakkar Noir Fragrances, Harley Davidson Fragrance for Men, Ralph Lauren Home Products, Halston Home Products, Revlon Cosmetics, Thomasville Furniture, Almay Anti-Aging Skin Care, Doral Resorts, Fun Factory Kids Resort Retreats, Aetna Healthcare, Pernod, Jameson's Irish Whiskey, Clan MacGregor Scotch, Baker's Choice Pastry Products, Horizon Fragrance for Men, V Fragrance for Women, AT&T, Burt's Bees.

### **Non-Profit Brand Experience (International, National, Statewide, and Grassroots Efforts)**

SECU Family House at UNC Hospitals (Statewide initiative), Blue Ribbon Mentor Advocate, Kidzu Children's Museum, Pelham Art Center, The Art Center of Carrboro, Pelham Public Library, Orange County Partnership for Young Children, UNC Center for Women's Health Research, Chapel Hill Historical Society, Chapel Hill Chamber of Commerce, Chapel Hill Downtown Commission, Chapel Hill Preservation Society, Orange County Habitat for Humanity, UNC Habitat for Humanity, Interfaith Council, Tarheel Treasure Recycling Program, Fruitful Women Group (Nairobi, Kenya), Bartow Pell Mansion Museum, Community in Schools of Orange County, Carolina for Kibera (UNC and Kenya), Cecil G. Sheps Center for Health Services Research at UNC, Town of Chapel Hill Police Department, Aban Against Neglect (North Carolina and Ghana), Symbology (North Carolina and India), Beat Making Lab.

## **HONORS, AWARDS & GRANTS**

**Innovate Carolina & Smithsonian Museum of American History, \$20,000** awarded for the development of a student-produced interactive exhibition for the ACC Festival of Creativity and Innovation. The project will be completed in the Workroom FashionMash Program classes on the topic of fashion sustainability, 2018.

**Student Experience Grant, Bosworth Family Foundation, \$100,000** awarded for the development of travel and student experiences in the Workroom FashionMash program, 2018.

**Endowment for UNC Workroom FashionMash Goodwyn Family Foundation, \$1 Million** awarded for the expansion of the Workroom initiative into a pan-university interdisciplinary fashion and lifestyle branding program, 2016.

**David Brinkley Award for Teaching Excellence, UNC School of Journalism and Mass Communication, 2014.**

**UNC Chancellors Office of Innovation, Entrepreneurship and Economic Impact, \$75,000** awarded for creative direction of the innovation message for UNC using the UNC Workroom Program and its associated classes. The grant expanded the Workroom initiative to become more interdisciplinary, 2014-2017.

**Curtis Media Foundation, \$25,000** awarded to develop an immersion project linking Spanish-speaking cultural moments into traditional English-only experiences, 2014-2015.

**Burt's Bees Greater Good Foundation \$10,000** awarded grant to develop the sustainability focus of the Workroom project, as it becomes a student-run venture, 2013-2014.

**Triad Foundation \$60,000** awarded for the continued course development of Workroom from an interdisciplinary course to an independent, student-run venture. Grant funded project expansion, 2013-2014.

**Chancellors Office for Innovation Grant \$5000** awarded for for strategy work with Beat Making Lab project to integrate the work of a School of Journalism and Mass Communication student into an initiative of the UNC Beat Making Lab in Fiji. The film produced by this student during the the grant earned him a silver College Photographer of the Year in 2013, as well as four placements in national and international film festivals. Summer 2013.

**Top Paper Award, AEJMC Conference**, with Heidi Hennink-Kaminski and Jessica Fitts Willoughby, "Join the conquest: Developing a campaign to increase clinical research participation in North Carolina," 2012.

**Ed Vick Prize for Innovation in Teaching, \$10,000** awarded from UNC School of Journalism and Mass Communication for developing new immersion experiences for advertising students that merges advertising creative with entrepreneurship. Principal project, Workroom, a creative incubator for UNC advertising students, 2011.

**Governor's Award for Volunteerism**, awarded for business leadership in community activism, Office of the Governor of North Carolina, 2007.

**Citizen of the Year, Chapel Hill Carrboro Chamber of Commerce** awarded for leadership in supporting community organizations through business, Chapel Hill, North Carolina, 2006.

**Friends of the Family Award, The Alliance for Children and Families**, awarded for supporting a local non-profit through The Laughing Turtle, Inc., Lynchburg, VA, 2006.

**Hometown Hero, WCHL Radio**, awarded for support of community non-profits, 2005.

**Small Business of the Year, Chapel Hill Carrboro Chamber of Commerce** awarded to The Laughing Turtle, 2004.

**Design Gold, Printers Association of America**, awarded for Pelham Art Center, Collateral Material Design, 2003.

**New York Festivals Award, "HandsOn Interactive Media for the Arts"** awarded for excellence in interactive learning products, 1996.

**Truth Well Told Award, McCann-Ericson Advertising**, awarded for art direction, 1994.

**Business to Business Leadership Creative Award, McCann-Erickson**, awarded for "Our Business is Helping Yours" campaign for GE Capital, 1994.

## **BIBLIOGRAPHY**

### **Books**

Dana McMahan, with illustrator Elaine O'Neil, *Grandma Elf's Letter Sweaters*, Carrboro, NC, Beechcrest Publishing. (Note: Book was developed as a marketing tool for SECU Family House at UNC Hospitals. Sales of the books contribute to fundraising.) 2010.

## Articles

Dana McMahan, with Heidi Hennink-Kaminski and Jessica Fitts Willoughby "Join the Conquest: Developing a Campaign to Increase Participation in Clinical Research in North Carolina," *Science Communication*, 2013.

Dana McMahan, "Flashover: When Aggressive Board Members Rise Against Executive Directors," online article for Charity Channel, <http://charitychannel.com/DesktopModules/DigArticle/Print.aspx?PortalId=0&ModuleId=765&Article=1390>, 2012.

Dana McMahan, "The Door is Not Open Just Because Your Foot is In It," online article for the American Advertising Educational Foundation, 2000. [http://www.aef.com/industry/careers/career\\_stories/data/1397](http://www.aef.com/industry/careers/career_stories/data/1397)

## Exhibits, Installations and Creative Projects

Dana McMahan and the Workroom FashionMash Art Direction Team, "Galore Store, A Gucci-Inspired Student Art and Gift Store." Directed the Fall Workroom FashionMash Art Direction team to develop a brand identity, line of products and store prototype for student-produced gifts and artwork. The team built out the pop-up store from scratch and launched it in time for the 2018 holiday season, 2018-2019.

Dana McMahan and the Workroom FashionMash Team, "Status: The Cartier Experience." Directed all three Workroom FashionMash classes, the Coulture Magazine team, and the FashionMash club to produce an installation on the history of the Cartier brand, a complete line of pop culture-influenced apparel, a fashion show and visiting professionals panel series. Cartier worldwide director of communication came from Paris to attend every event, along with a distinguished panel of industry executives. Produced over a full year, the project involved over 500 UNC students from across the university, 2017-2018.

Dana McMahan with John Sweeney and Alexandra Hehlen, "Start Here Never Stop Promotion," UNC School of Media and Journalism. Design, production and installation of an in-house promotion showcases post-graduation opportunities for students, 2018.

Dana McMahan, Bernard Bell and the Workroom FashionMash Product Design Team, "Bag and Gaux for Margaux Shoes NY." Directed and instructed a 40-student initiative to expand the leather goods line for NYC-based Margaux Shoes. Students prototyped a complete line of handbags to show the brand some possibilities for expansion. The project included instruction on technical training for accessories construction, Spring 2017.

Dana McMahan with Terence Oliver and Mark Katz, "Thrive@UNC Spoken Word Project." Developed the marketing and helped produce a video series for UNC Office of Admissions that showcased the challenges students face when they are new to a school. This was done through spoken word poetry written and performed by the authors, 2016.

Dana McMahan and the Workroom FashionMash Experiential Marketing Team, "20XX: The Future of Fashion." Directed a team of 20 to produce a fully-immersive light, sound and projection installation that took a futurist look at what fashion would be like in 20 to 50 years. The project required instruction and direction in many technical aspects of film, light and sound design, as well as large-scale construction of the space for the installation, Fall 2016.

Dana McMahan and the Workroom Team, "Innovation at Carolina: Everyone Has a Place at the Table." Directed a 20-student team to produce a furniture-based art installation. Students built, from scratch, large-scale furniture pieces that were used at the UNC Innovation Showcase dinner. The pieces were a functional way to illustrate the power of innovation, Spring 2016.

Dana McMahan with Claire Collins and Ian Josey, "UNC Innovators Video Series." Creative Director working with student filmmakers to produce, shoot and edit feature videos on UNC students and alums who are changemakers. Videos are featured on Innovate Carolina's website and throughout University communications, 2015-2016.

Dana McMahan with Catherine Orr, Elena Rue, and John Sweeney, "Innovate Carolina Launch Video and Series." Creative Director/Art on a launch video for the Chancellor's innovation initiatives as she worked to spread the message of innovation as a foundational university value. Video was initially shown at the Outside In Innovation Summit, then used as a part of the Chancellor's speaking engagements throughout the year, 2015.

Dana McMahan, "Outside In Innovation Summit." Develop branding strategy, design, production and installation of a feature showcase and summit of University-wide innovations that have global impact. Project promoted the message of innovation as a UNC Chapel Hill core value across all disciplines. Project involved over 100 members of the UNC creative community, including Workroom, Ad Creative and Ad Campaigns classes, the UNC Habitat for Humanity club, UNC media faculty and UNC support staff. Fall 2015.

Dana McMahan, "Innovate Carolina Brand Launch." Researched and developed brand strategy, then designed a complete brand identity package to be used across the Innovate Carolina ecosystem. Innovate Carolina is the pan-university voice for all the innovation efforts across UNC, 2015.

Dana McMahan, "Pulso Pulso for La Ley." Developed an immersion project that spanned four classes in one semester. Directed over 100 students in the large-scale production and promotion of a musical performance featuring talent from across North Carolina. Project's goal was to capture a unique way to blend Spanish-speaking cultural elements into a traditional English-speaking environment. 2015.

Dana McMahan, with UNC Instructor Pat Garner from UNC Kenan-Flagler Business School and executives from Burt's Bees, Inc., "Roote North Carolina." Began as a joint venture between the UNC School of Journalism, the UNC Kenan-Flagler Business School, and Burt's Bees to create a student-run venture. Roote North Carolina, is now advised through the UNC Workroom FashionMash program. Started up in the fall of 2013 after a year of development in classes in both UNC schools. 2012-Present.

Dana McMahan, with UNC Professors/Instructors Pierce Freelon and Stephen Levitin and with UNC School of Journalism alum Saleem Reshamwala, "Beat Making Lab for PBS," Chief Strategist for a collaborative video series produced for PBS online. The series spans the globe as a team of musicians (Freelon and Levitin) along with videographer Reshamwala set up labs in developing countries to give local youth the tools and techniques to make beats, then share them with other labs, [www.beatmakinglab.com](http://www.beatmakinglab.com), 2013.

Dana McMahan, with Marissa Heiyl and Callie Bruel, "Fashioning a Better World," facilitated a regional fashion exhibition of local female designers of sustainable fashion. Strategy advisor for two of the participating brands, Symbology and Aban Against Neglect, 2012.

Dana McMahan, "The Four Project," developed the platform and infrastructure for a charity-based retail operation for two independent study students to test a theory on the use of pop-up shops and cause-related marketing. Store netted \$8000 for four local charities over four months of operation run entirely by the students, 2011.

Dana McMahan, "North Carolina Journalism Hall of Fame," designed interactive touch-screen exhibit for the School of Journalism and Mass Communication to showcase North Carolina Halls of Fame winners in journalism, advertising, and public relations, September 2010.

Dana McMahan, with Melanie Hatz, Cathy Maris, and Lisa Van Deman, "Kidzoom," developed a 2000-square-foot permanent installation for Kidzu, a regional children's museum in Chapel Hill. Installed in 2008, the exhibit has been seen by over 100,000 visitors. 2008-Present.

Dana McMahan, "Alphabet All Around," designed and built an interactive exhibit funded by the Orange County Partnership for Young Children for installation in Kidzu, a regional children's museum. The exhibit was part of a larger show of Maurice

Sendak's work (Sendak wrote, *Where the Wild Things Are*). The full show attracted over 10,000 visitors during the four-month installation, 2006.

Dana McMahan, "The Learning Garden," installed a permanent exhibition and garden space designed around the teaching curriculum of a Westchester County, New York, magnet school. Designed garden and fostered a branded partnership with The Home Depot, 1996.

Dana McMahan, curator, "In Print," for The Pelham Art Center (a regional museum gallery and children's art education center), curated show of over 30 artists working in printmaking. Show was part of a larger fundraising and marketing initiative for the Center, Pelham, New York, 1994.

### **Refereed Conference Panels and Presentations**

Dana McMahan, panel member on fashion sustainability, "ACC Festival and Conference for Creativity and Innovation at the Smithsonian Museum of American History," 2019.

Dana McMahan, selected speaker, "The Kemp Plummer Battle Montgomery Ward Catalogue Challenge, speaking on Branded Experiences," University of North Carolina at Chapel Hill, 2014.

Dana McMahan, panel member. "Interdisciplinary Entrepreneurship Education: Highlighting innovative cross-disciplinary educational approaches that encourage entrepreneurial thinking," Deshpande Consortium for Innovation & Entrepreneurship in Higher Education, Second Annual Symposium, panel presenter, University of Massachusetts, Lowell, MA, 2013.

Dana McMahan, with Douglas McKinlay, Deborah Morrison, John Sweeney, and Lisa Duke, "The State of the Advertising Portfolio," panel presenter, AAA National Convention, Albuquerque, New Mexico, 2013.

Dana McMahan, with Heidi Hennink-Kaminski and Jessica Fitts Willoughby "Join the conquest: Developing a campaign to increase clinical research participation in North Carolina," Top Paper presentation, paper co-author, AEJMC Conference, Chicago, IL, 2012.

Dana McMahan, with Heidi Hennink-Kaminski, Jim Geike (Global CMO of Burt's Bees) Marcia Watson DiStasio, Amber Hutchins, Tina McCorkindale, "Brands Under Fire: The Importance of Authenticity, Transparency and Trust," panel presenter, AEJMC Conference, Chicago, IL, 2012.



Dana McMahan, with Douglas McKinlay, John Sweeney, Alyse Lancaster, Brian Sheehan, Laura Bright, Lisa Duke Cornell, and Lance Porter, "The Advertising Curriculum for 2012 and Beyond," panel member and paper author, AAA National Convention, Myrtle Beach, South Carolina, 2012.

Dana McMahan, with Jim Avery, John Sweeney, Carla Lloyd, and Bret Robbs, "The Future: Advice for the Advertising Student," panel member and paper author, AAA National Convention, Minneapolis, Minnesota, 2010.

### **Non-Referred Panels and Presentations**

Dana McMahan, Chancellor's Faculty Bootcamp on Entrepreneurship, "Defining your Value Proposition," Speaker and Instructor, 2018.

Dana McMahan, Orange County Office of Economic Develop, "Marketing in a Noisy World," Presenter and panel member, 2016.

Dana McMahan, Triangle Chapter of the American Marketing Association, CMO Panel, panelist, 2016.

Dana McMahan with Rebecca Darwin, Trends in Magazine Media, School of Media and Journalism, 2015.

Dana McMahan, Chancellor's Faculty Bootcamp on Entrepreneurship, "The Emotional Side of Pitching," Speaker and Instructor, 2015

Dana McMahan, Triangle chapter of the American Marketing Association, CMO Panel, speaking on future trends in marketing, 2014.

Dana McMahan, Chancellor's Faculty Bootcamp on Entrepreneurship, "The Pitch," Speaker and Instructor, 2013

Dana McMahan, "The Marketing Puzzle," Presenter at the Campus Y Workshop Series for the Social Innovation Incubator, 2012.

Dana McMahan, "Mobile Marketing," NCPRSA panel discussion on mobile marketing, Raleigh, North Carolina, 2010.

Dana McMahan, "Interactive Advertising Creative," Panel Speaker, UNC Advertising Symposium, UNC Ad Club, 2009.

Dana McMahan, "Movers and Shakers," panel speaker for regional area Chambers of

Commerce, Chapel Hill, North Carolina, 2006.

Dana McMahan, "Marketing Your Business Through Community Initiatives," Small Business Incubator panel speaker for Chapel Hill Carrboro Chamber of Commerce, 2002.

## **Films and CDs**

Dana McMahan, "Family House Stories," designed, wrote and produced eight minute video for SECU Family House at UNC Hospitals to be used throughout the state for speaking, advertising, promotion, and fundraising activities, 2009.

Dana McMahan, "Holiday Welcome," three-minute video developed with existing footage and distributed as a holiday promotional piece to support year-end fundraising for Carolina For Kibera, 2009.

Dana McMahan, with Marilyn Dintenfass and Tape House Interactive, "HandsOn Interactive Media for the Arts: Wood, Clay, Glass," designed and developed the prototype for an interactive CD which supports arts education by teaching children how artists do their work. Project was a beta test for Apple's Quicktime VR technology. Development, 1994-1996, New York, New York, Prototype published 1996.

## **TEACHING**

University of North Carolina at Chapel Hill

Current Load 3:3

MEJO 371: Advertising Creative (Formerly JOMC 271 Copywriting and Communication)  
Course focuses on ideation for advertising creative concepts.  
Currently teach this course in both fall and spring. 2008-Present.

MEJO 572: Advertising Art Direction (formerly JOMC 472)  
Rewrote the curriculum in 2013 to cultivate art direction students within the advertising and pr departments. Provide instruction on all current technology and visual language trends for the industry. Spring only 2013-2016. Fall and Spring 2017-Present.

MEJO 650: Workroom FashionMash: Experiential Marketing  
Developed course for as an interdisciplinary capstone for producing large scale consumer experiences for the fashion and lifestyle industry. Clients have included Freaker Knitwear, Cartier Global and Gucci Worldwide. Taught in fall 2016-Present.

- MEJO 651: Workroom FashionMash: Product Design  
Developed course for as an interdisciplinary capstone in design and prototyping products for the fashion and lifestyle industry. Clients have included Margaux Shoes NYC, Cartier Global and Gucci Worldwide. Taught in spring 2016-Present.
- JOMC 473: Advertising Campaigns  
Comprehensive course designed to show students the full picture of an advertising campaign's development—consumer research, market intelligence, creative execution, media buying, and campaign performance tracking. Taught this course in the fall. 2008-2016.
- JOMC 491: Interactive Advertising and Design  
Developed and taught this skills course focusing on interactivity as it applies to branded communications. Provide instruction on all current technology for the advertising interactive industry. Taught this course in the spring from 2008-2012.
- JOMC 390: Workroom (formerly JOMC 491)  
Designed a new course from what had previously been conducted as a volunteer project for creative advertising students. Developed an entirely new interdisciplinary curriculum and to include students from Kenan-Flagler Business School and the UNC Entrepreneurship Minor. Course teaches the intersection of design, advertising and entrepreneurship. Taught in the Spring. 2013-2016.
- JOMC 670: Advanced Advertising Campaigns  
Students in this course have been chosen to represent UNC in the National Student Advertising Competition. (NSAC) It is a rigorous, comprehensive course where students compete in a new business pitch for a national client against other universities across the United States. Taught course in the spring. 2010-2012.

### **Additional Teaching**

- BUSI 505: Entrepreneurial Consulting  
Co-taught a class with Pat Garner at UNC Kenan-Flagler Business School. Course is an interdisciplinary project to blend advertising with entrepreneurialism. Fall 2012.

- ECON 325: Intro to Entrepreneurship  
Course is a gateway to the Entrepreneurship Minor at UNC. Taught the design thinking module. Team taught with Professors from the E-Minor, Fall 2012-2014, 2016 & 2017.
- JOMC 483: Magazine Design  
Contribute to Professor Terence Oliver's JOMC 483 class to create finished ads or student digital and print magazines. Fall and spring, 2012-Present.
- Workroom:  
(the project) The Creative Advertising Incubator at UNC  
Wrote, coordinated, developed, and taught a supplemental program for art direction/ad creative students. Program exposed participants to the diversity of creative work in the industry and created networking opportunities. Students selected for the program participated for a full year. 2009-2012.
- JOMC 296: Independent Studies in Advertising Creative and Creative Entrepreneurship  
Work with multiple students every semester to develop creative advertising portfolios, since there is no course for this in the School of Journalism and Mass Communication. Provide advanced instruction on all current technology for the advertising art direction industry where necessary. Additionally, directed several projects that blend advertising and entrepreneurship. Fall and spring 2008-Present.
- Undergraduate Honors Theses  
Committee member or chair for a number of advertising students doing research in advertising creative, non-profit marketing, or fashion and lifestyle branding, 2010-Present.
- MA Program: Committee member for a number of Master's students. Contribute expertise for research focused on fashion and lifestyle products. 2011-Present.

## **SERVICE**

### **To the School:**

Founder, Developer and Instructor for Workroom FashionMash Program, a greatly expanded initiative (began as the Workroom Program) to give students experience in fashion and lifestyle branding. Program includes 3 classes— Experiential Marketing, Product Design and Art Direction—as well as a student-run fashion magazine and a UNC-wide fashion club, 2016-Present.

Faculty Advisor, Coulture Magazine. Student-produced fashion magazine supported and funding as part of the Workroom FashionMash program, 2016-Present.

Developer of Workroom NYC networking trip that takes 20 students to the city to meet members of the creative community in the fashion and lifestyle industries. Trip is taken over Fall Break. 2009-2014, 2016-Present.

Faculty Advisor, Fox Sports University. Instructor and team advisor for the fall Fox Sports University Challenge, a program offered to 32 Division I schools throughout the United States by the Fox Sports Network. Students are given a brief and class teams are formed for a semester-long competition. Winning work is produced and show on Fox Sports national broadcasts. Winning student teams have attended the Daytona 500 and the Superbowl as part of this program, 2009-2018.

Undergraduate Scholarship Awards Committee, 2016-Present.

David Brinkley Award for Teaching Excellence Committee Co-Chair, 2015  
Committee Member, 2016.

Faculty Salary Committee, 2014-2016.

Presenter on personal branding at the Chuck Stone Program for visiting high school seniors, 2015 & 2016.

Search Committee, Edgar Thomas Cato Distinguished Professor, 2014.

Ed Vick Award Committee. Chair, 2012, Member, 2013-2014.

Coordination of student advertising awards entries, with Heidi Hennink-Kaminski, 2010-2011.

Marketing advisor to Powering A Nation, for "Coal: A Love Story," the award-winning projects from the UNC School of Journalism's Visual Communications Department, 2011.

Advisor to a team pitching in the American Eagle Holiday Advertising Team Competition, an interdisciplinary program through Kenan-Flagler Business School, 2010.

Developer, Founder of Workroom: The Creative Advertising Incubator at UNC, the first creative advertising development program of its kind at the School of Journalism and Mass Communication, 2009-Present. The success of the 2009-10 project with Vietri, Inc. prompted national retailer American Eagle Outfitters to sign on as the 2010-2011 Workroom client. The 2012-13 Workroom evolved from a project to a class, where it crossed departments and Schools and partnered with global brand Burt's Bees to help students develop a new venture. 2009-2014.

Advisor for the National Student Advertising Competition Team, 2010-2012. Third Place with a special recognition award for creative execution in television. 2010, Second place. 2011, Third place, 2012.

Hall of Fame Room Redesign. Member of Dean's committee to develop interior design concepts and technology upgrades for the space, 2009-2010. Halls of Fame Event Committee, 2009-2010.

Assessment Committee, 2009-2010.

Undergraduate Curriculum Committee, 2009-2011.

Internship Opportunities for Advertising Students, with Professor Lois Boynton, monitored and distributed internship information specific to the ad student population, 2008-2009.

North Carolina Scholastic Media Association, Award Judge for the advertising category, 2008.

### **To the University:**

Advisory Board Member, expanded UNC Shuford Minor in Entrepreneurial Excellence, 2018-Present.

TEDx license holder for UNC and faculty advisor for the TEDxUNC team, 2016-Present.

UNC Website Re-Design and Development Committee, University Communications team and the Chancellor's Office, 2017.

Chancellor's Bootcamp for Entrepreneurial Leadership, Presenter and Instructor. A seminar that encourages an entrepreneurial mindset and helps maximize faculty impact. Managed by the Minor in Entrepreneurship faculty in

the Economics Department, it is a four-day workshop for faculty who are invited by the Chancellor, 2012-2015, 2016 & 2018.

Entrepreneurial Leadership Committee, Campus Y in association with the Chancellors Office for Innovation, 2012-2013.

Selection Committee, UNC Innovation Scholars, UNC Entrepreneurship Minor and the School of Arts and Sciences, 2016.

Social Innovation Board, UNC Campus Y and CUBE Social Entrepreneurship Incubator, 2012-Present.

Judge, Global Entrepreneurship Week. UNC Computer Science Department and the Entrepreneurship Minor, November 2012.

Women in Leadership, presenter at monthly meeting for multi-generational group composed of current Entrepreneurship Minor students, alums, and friends from the community dedicated to mutual support, encouragement, and growth of female entrepreneurs. October 2012.

Selection Committee, Carolina Center for Global Initiatives, photo contest, Fall 2010.

**To the Profession (Non-Profit Marketing):**

Creative Director, SECU Family House at UNC Hospitals on the design of expansion of the facility, 2018-Present.

Marketing advisor to UNC Family Medicine on incorporating their message into campus and student activities, 2015.

Marketing advisor to SECU Family House at UNC Hospitals on advertising campaign, 2015.

Campaign development advisor to SECU Family House at UNC Hospitals on statewide fundraising initiative, 2014.

Capital campaign committee member and marketing campaign developer/strategist for the expansion of Kidzu Children's Museum, 2013-14.

Special advisor on community relations through marketing and branding for the Town of Chapel Hill Police Department, 2012.

Steering Committee Marketing Leader, Capital Campaign for Kidzu Children's Museum. \$8 million dollar campaign to construct LEED-certified interactive children's museum in downtown Chapel Hill, 2012-2013.

Board President, SECU Family House at UNC Hospitals. Led the board of a hospitality house which provides housing for seriously ill patients and their families who come to UNC Hospitals from across the state. SECU Family House is an eight million dollar facility with an annual operating budget of over \$900,000, two-thirds of which must be raised through marketing and fundraising activities, 2010.

Vice President and Chair of Marketing Committee, SECU Family House at UNC Hospitals, 2009.

Board Member, Building and Grounds Committee Co-Chair, and Interior Designer for facility, SECU Family House at UNC Hospitals. Designed full interior of 33,000-square-foot house, 2005-2008. Facility opened in March 2008.

Board Member, Founding Donor, and Marketing Advisor for Kidzu Children's Museum. Part of the founding leadership for the museum which is slated to expand from its current 2600-square-foot facility to a 12,000-square-foot space in five years, 2005-Present.

Marketing Advisor, Carolina For Kibera, 2009-2010.

Advisory Board Member, Chapel Hill Preservation Society, 2007-2009.

Advisory Board Member, UNC Center for Women's Health Research, 2006-2009.

Advisory Board Member, Orange County Habitat for Humanity, 2005-2007.

Board Member and Marketing Committee Chair, Chapel Hill Historical Society, 2001-2003.

Marketing Advisor and Mentor to a child (1998-2007), Blue Ribbon Mentor Advocate, 1998-Present. BRMA is a student mentoring program in the Chapel Hill Carrboro City School system focused on providing at-risk students with the tools they need to graduate. My mentee graduated from East Chapel Hill High School and successfully completed a college certificate program.



Committee Chair, Project Designer, The Learning Garden Program, New Rochelle Area Magnet Schools, New Rochelle, New York, 1996-1997.  
Gala Event Marketing and Design, The Pelham Art Center, Pelham, New York, 1991-1997.

**To the Profession (Advertising, Design, and Entrepreneurship):**

Panel Member representing Downtown Chapel Hill Businesses to the Town of Chapel Hill. This panel laid the groundwork for the establishment of the current Downtown Economic Development Commission, 2005.

Radio Show Guest, Business Sense, WCHL, Topic: Growing your business, 2006.

Vice-President, Chair of Marketing Committee, Chapel Hill Downtown Commission, 2004.

Board Member, Marketing Committee, Chapel Hill Downtown Commission, 2001-2004.

Board Member, Chapel Hill Carrboro Chamber of Commerce, 2002-2005.

**To International Programs:**

Expansion of UNC Workroom FashionMash Program to include international travel opportunities where students can network with global fashion leaders and have immersive cultural experiences. Destinations have included London, Paris, Milan, Florence and Toyko. Trips are taken with students during spring break. 2016-Present.

Brand Strategist for Beat Making Lab, an international initiative between the UNC Music School and PBS, 2013.

Entrepreneurial development activities for several artist groups partnered with Carolina for Kibera (CFK). CFK is part of the UNC Center for Global Initiatives. Traveled to Nairobi, Kenya, to work directly with artist groups in the largest slum in East Africa, 2009-Present.

Advised student interns from UNC and Duke, Carolina for Kibera, Nairobi, Kenya. Traveled to Nairobi, Kenya, to work directly with students on capturing video stories and gathering artist materials from the Kibera community for a Spring 2011 exhibition at the Fed Ex Global Education Center at UNC, 2010.

Advisor to Kenyan youth leaders working on social media marketing for Carolina for Kibera (CFK). Traveled to Kibera in Nairobi, Kenya, to work directly with groups on the project, 2010.