
KIM LANDRUM

SENIOR LECTURER / GRADY COLLEGE OF JOURNALISM AND MASS COMMUNICATION

KLANDRUM@UGA.EDU / 706.248.4757 / 120 HOOPER ST / ROOM 253

COURSES TAUGHT

- **ADPR 3110:** 2014-2015 / Brand Storytelling
- **ADPR 3520:** 2014-Present / Graphic Communications
- **ADPR 5520:** 2016-Present / Advanced Graphic Communications
- **ADPR 3550:** 2020-Present / Social Media Content and Production
- **ADPR 5741/7741:** 2019-Present / Integrated ADPR Campaigns
- **ADPR 5990:** Proposed / Podcast Production, Branding & Promotion

ACADEMICS, WORKSHOPS & ADVISING

- **UGA DREWRY CHAPTER OF THE PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA:** 2015 - Present / Faculty Advisor / Organizational leadership, mentorship of Executive Board, professional networking, speaker acquisition
- **SUMMER AT THE CIRCUS:** 2021-Present / Program Director / Recruitment, administration, oversight
- **SUMMER AT THE CIRCUS:** 2015-2020 / Summer Program Faculty / On-site administration
- **DIGITAL DRIVE THRU:** 2020-Present / Director / Digital skills workshop in photography, video, and podcasting
- **TOUR STOP:** 2017-19 / Director / Networking event for students in music & entertainment
- **CLASSIC CITY TOUR:** 2017-19 / Faculty Advisor / Athens networking event for students
- **ATLANTA AGENCY TOUR:** 2015-2018 / Faculty Advisor / Atlanta networking event for students
- **CHICAGO AGENCY TOUR:** October 2016 / Faculty Advisor / Chicago networking event for students

PRESENTATIONS, CONSULTING & FELLOWSHIPS

- **OFFICE OF GOVERNMENT RELATIONS, PUBLIC SERVICE AND OUTREACH, MEU ATHENS RADIO PROGRAM:** October 2021 / Presenter / Podcasting: History, Applications and Career Opportunities
- **GALIS PROPERITES:** December 2021 / Consultant / Rebranding Ansonborough of Athens
- **UGA WOMEN IN MEDIA:** October 2021 / Presenter / The Role of Podcasting in Digital Media and Storytelling
- **LUNCH AND LEARN:** January 2021 / Presenter / Podcasting 101, Presentation to Grady faculty
- **FELLOWS FOR INNOVATIVE TEACHING:** August 2019-May 2020 / Teaching Fellow / UGA CTL
- **VIRTUAL TEACHING METHODS:** March 2020 / Co-presenter with Sabrena Deal (virtual presentation)
- **PRSSA MEETING:** October 2019 / Co-presenter with Samantha Meyer and Whitney Denney
- **LUNCH AND LEARN:** January 2018 / Presenter / Utilizing TUMBLR Effectively, Presentation to Grady faculty

AWARDS, PUBLICATIONS & RESEARCH CONTRIBUTIONS

- **CDC/TEPHINET RISK COMMUNICATION CURRICULUM DEVELOPMENT:** 2020-2021 / Development of presentation materials, instructor and participant handbooks, development and application of updated brand standards
- **OUTSTANDING PR PROFESSOR:** 2018-19 / Grady College of Journalism and Mass Communication
- **SOAR AWARDS:** 2019 / Nominated for Outstanding Faculty Advisor for PRSSA
- **IRC TECHNOLOGY EQUIPMENT AWARD:** 2019 / Proposal for \$30,000+ in audio/visual equipment and upgrades to room 311 for the support of social media and mobile video workshops and classes
- **ORAU RESEARCH:** 2017-18 / Design contribution to effectiveness of vaccine prevention materials
- **ROADS TO CONVERGENCE: EXPLORING THE FUTURE OF COMMUNICATIONS:** 2018 / Quoted in Keith Burton's white paper
- **ATHENS JEWISH FILM FESTIVAL:** 2014 / Poster design
- **SUMMIT CREATIVE AWARD FOR PRINT DESIGN:** 2006-2007 / Georgia Centers of Innovation
- **GEORGIA MAGAZINE:** 1997-2000 / Contributing photographer

CONTINUING EDUCATION

- **STRONGER BUSINESS SUMMIT:** November 2021 / Conference participant
- **RESEARCH PARTICIPATION:** November 2021 / Participant / Contributed to Courtney Cullen's research study on academic integrity and the corresponding institutional policies
- **LUNCH AND LEARN:** September 2021 / Attendee / Sustainability with Tyra Byers
- **LUNCH AND LEARN:** 2021 / Attendee / Active Learning Techniques with Sabrena Deal
- **DIVERSITY, EQUITY & INCLUSION TRAINING:** 2021 / Attendee / 3-Part series sponsored by Grady College
- **PRSSA GEORGIA:** September 2020 / Virtual Meet-Up with other PRSSA advisors in Georgia
- **PRSA:** March 2020 / Principals of Effective Crisis Response (Virtual webinar)
- **ADOBE CONNECT:** January 2020 / Producing Outstanding Webinars with Adobe Connect (Virtual webinar)
- **ADOBE CLASSROOM:** 2019 / Adobe Spark (Virtual webinar)

COLLEGE COMMITTEES & SUPPORT

- **HIGH FIVE LOGO DESIGN:** 2021 / Design of a new logo to be used for alumni recruitment and fundraising
- **ADPR DEPARTMENTAL FACULTY MEETINGS:** 2019-2020 / Secretary
- **GRADY COLLEGE FACULTY MEETINGS:** 2018-Present / Secretary
- **GRADY TECHNOLOGY IRC COMMITTEE:** 2018-Present / Committee Member
- **GRADY FACILITIES COMMITTEE:** 2017-Present / Committee Member
- **GRADY COLLEGE HUNGER BOWL:** 2014-Present / Committee Member
- **NEXT CENTURY LOGO DESIGN:** 2016 / Design of a new logo to be used for paver fundraising
- **SEE SUITE LOGO DESIGN:** 2016 / Design of a new logo to be used for the SEE Suite

SERVICE & OUTREACH

- **TEEN TECH SERIES WITH ATHENS CLARKE COUNTY:** 2021 Proposal / Skills-based workshops in PR-related areas such as writing, podcasting, social media, mobile video, and AR/VR
- **YOUNG DAWGS FACULTY SUPERVISOR:** 2019 / Braden Delamater, Clarke Central High School
- **GRADY COLLEGE BOOK CLUB:** 2019-2020 / Member / Promotes student mental health
- **COACH:** 2016-2019 / Multisport Explosion Elite Triathlon Team, Volunteer Coach
- **SPEAKER:** 2018 / Malcom Bridge Middle School, Public Speaking Class
- **COACH:** 2016-2018 / Malcom Bridge Middle School, Cross Country Volunteer Coach
- **SPEAKER:** 2015 / Athens Clarke County Public Library / Best-Practices for Social Media

ACADEMIC AND PROFESSIONAL EXPERIENCE

SENIOR LECTURER, GRADY COLLEGE OF JOURNALISM AND MASS COMMUNICATION, UNIVERSITY OF GEORGIA
AUGUST 2020-Present

LECTURER, GRADY COLLEGE OF JOURNALISM AND MASS COMMUNICATION, UNIVERSITY OF GEORGIA
AUGUST 201 -Present

Work with students to develop an understanding of basic and advanced design concepts, address common design challenges using the Adobe Creative Cloud suite (Photoshop, Illustrator and InDesign), idea generation, content writing, and editing. Work with students to develop and implement campaign strategies that will support and enable long-term client development.

ADJUNCT FACULTY, LAMAR DODD SCHOOL OF ART, UNIVERSITY OF GEORGIA
AUGUST 2013-MAY 2014

Instructor for ARGD 3020, ARGD 3060 (Type & Image). Taught undergraduate students in beginning and mid-level visual design classes. Worked to develop student understanding of basic design concepts, solving design problems, client communication, and social awareness using the Adobe Creative Cloud suite (Photoshop, Illustrator and InDesign). Taught WordPress and on-line design workshop to AIGA student members.

KIM LANDRUM CREATIVE, PRINCIPAL OWNER
JANUARY 2013-AUGUST 2014

Print and web design, identity development, collateral development, environmental design (signage, billboards & posters), newspaper and magazine ads, annual reports, and special event publications. Web design and on-line media projects including WordPress website design, and on-line banner ads. Print and on-line marketing plans, estimates, contract execution, billing & collections, administration, and project sales.

PLEXUS, INC., CREATIVE DIRECTOR AND CO-OWNER

JANUARY 2012-JANUARY 2013

Print and web design, identity development, collateral development, environmental design (signage, billboards & posters), newspaper and magazine ads, annual reports, and special event publications. Web design and on-line media projects including WordPress website design, and on-line banner ads. Print and on-line marketing plans, estimates, contract execution, billing & collections, administration, and project sales.

PLEXUS WEB CREATIONS, CREATIVE DIRECTOR

AUGUST 2004-DECEMBER 2011

Print and web design, art direction and execution of print projects ranging from logo & identity development, brochure design, direct mail, marketing kits, large scale conference displays, annual reports, and magazine advertisements. Design and art direction of custom Ruby on Rails websites.

THE BIG PICTURE, PRINCIPAL AND CO-OWNER

JUNE 2000-JULY 2004

Print design, identity development, collateral, newspaper and magazine ad design, annual reports, and special event publications. Web design and on-line media marketing. Ad/Marketing plans, estimates, contract execution, billing & collections, administration, and project sales.

EDUCATION

MASTER OF FINE ARTS IN PHOTOGRAPHY, UNIVERSITY OF GEORGIA, LAMAR DODD SCHOOL OF ART

AUGUST 1994-MAY 1997

Small, medium and large format black and white and color photography, photojournalism and portrait photography instructor, graduate assistant

BACHELOR OF INTERIOR DESIGN, AUBURN UNIVERSITY SCHOOL OF ARCHITECTURE, MINOR, ART HISTORY

AUGUST 1986-AUGUST 1990

Interior architecture, design and planning, history and theory of design, professional practice