

TOM R. CULLEN

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Professional Profile

Hard working and detail-oriented coach and educator, skilled in client engagement, organization, multi-tasking and public speaking. Eager to join an organization that prioritizes proactive communication and regular performance evaluation. Consistently recognized as a dedicated coach and instructor; known for taking a holistic approach to client development and welfare.

Experience

University of Georgia – Athens, Georgia

Lecturer, Grady College of Journalism and Mass Communication 2018 – Present

Program Manager, UGA Crisis Communication Coalition 2018 – Present

Teaching Assistant; C. Richard Yarbrough Graduate Assistant 2016 – 2018

As instructor-of-record for ADPR5920: Public Relations Communication, delivers high-level writing education to undergraduate college students. Provides career coaching to students who are applying to internships, jobs and graduate school. As program manager, advances the online and social media presence of the Crisis Communication Coalition. Oversees two internship programs and contributes to the development of a cohesive brand strategy.

Classes Taught:

- ADPR 5920: Public Relations Communication 2018 – Present
- Media Leadership Academy | ADPR Track Summer 2021; Summer 2019

Primary Responsibilities:

- Develop course syllabi, incorporating public relations industry trends and up-to-date writing requirements for undergraduate students.
- Foster the development of student proficiency in the strategies behind quality public relations writing, in addition to AP Style writing and the nurturing of client relationships.
- Support the Crisis Communication Coalition, as well as the associated Crisis Communication Think Tank, at the University of Georgia.
- Produce original content and edit additional copy for the coalition website. Oversee concept development for the CCC website and its core social media pages.

Key Achievements:

- Voted by colleagues as the Outstanding Public Relations Teacher of the Year in 2020-2021; runner-up for the award in 2019-2020.
- Recognized by public relations students – through the UGA Career Center – over the past three years for having a “significant, positive impact” on career decision-making process.

- Invited to serve as moderator for the Crisis Communication Coalition webinar, *Sports in 2020: Making the Right Call*.
- In Spring 2021, connected with the Georgia Clinical Translation Science Alliance to advise leadership on social media and online communication strategy.
- Initiated a pilot social media internship program between the Georgia CTSA and public relations students at the Grady College of Journalism and Mass Communication.
- Identified a need for increased interaction with students to discuss assignments and internship opportunities; implemented a face-to-face grading protocol and derestricted office hours.
- Worked individually with 80 students per semester, split across four sections. Adapted both feedback method and tone, to better serve each student.
- Pedagogical approach encourages students to identify their own real-world client, to suit individual interests, for course assignments.
- Prior to each semester, interviewed academics and industry professionals to design the most relevant and comprehensive course possible.
- Interviewed and trained student interns for the Crisis Communication Coalition. Transformed the program from separate internship programs into a unified effort.

Education

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| 2021 | University of Georgia | MFA Narrative Media Writing |
| 2018 | University of Georgia | MA Journalism & Mass Communication |
| 2015 | University of Liverpool | BA (Hons), 1st Class History |

Certifications

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| 2021 | Co-Active Training Institute | Fundamentals Module |
| 2016 | Duke of Edinburgh's Award | Bronze, Silver, Gold |