

Sabrena Deal
Curriculum Vitae

Position Lecturer, Department of Advertising and Public Relations, University of Georgia
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Proficiencies/Skills

- Jun 2020 **LinkedIn Learning Certificate -- Desire2Learn: Advanced Techniques.** Linked In Learning Certificate Description copied from Certificate: Taking the time to build on your existing knowledge of Desire2Learn (D2L) can help you increase your efficiency and provide your students with a richer learning experience. In this course, discover some of the hidden gems of D2L. Explore advanced tools for managing your online course, such as using chat windows and sending automated emails. Learn about more in-depth ways to assess student learning using the platform's diagnostic and reporting tools. Discover advanced quiz question types and assessment tools like surveys and ePortfolios. Plus, check out higher-level course setup features like copying over existing courses and adding new users
- Jun 2020 **LinkedIn Learning Certificate: Learning Brightspace D2L.** LinkedIn Learning Certificate Description copied from the course: explores essential features and best practices you need to know to teach with Brightspace. Learn how to customize the Brightspace interface, communicate with students, assign and grade student work, and understand how Brightspace functions from the student perspective. Plus, see how to add quizzes, customize the Brightspace experience to improve accessibility for all users, and enhance the community and collaboration in your classroom with tools like discussion boards and feedback. Along the way, Alan shares tips that can help you work more efficiently and effectively with this powerful LMS
- Oct 2017 **Podcast Administration.** Learned to edit and publish a podcast through apple podcast system
- Aug 2019–Dec 2019 **Mobile Video Production.** Learned mobile video preproduction, production and post-production techniques

Professional Experience

Aug 2015–Present Lecturer, Department of Advertising and Public Relations, University of Georgia, Georgia

Education/Degrees

2015 Master of Fine Arts, Graphic Design, Academy of Art University, CA, United States

2009 Master of Arts, Mass Communication/ Media Studies, Liberty University, VA, United States

2006 Bachelor of Science, Communication, General, Liberty University, VA, United States

Exhibited Art

Group Exhibitions

International

Oct 2014 *Joshua Wilton House*, Colors of Humanity Gallery, 199 Leader Road, Everett, PA, 15537

Jun 2013 *UnInhibited Smart Device Show*, Brooklyn Waterfront Artists Coalition, 481 Van Brunt St., Door 7A, Red Hook, Brooklyn, United States

Theatre/Media (Other)

Exhibited Art (Other)

International

Mar 2019 *Tunes & Spoons Logo Redesign*, Designed Visual art (Under contract)
Logo redesign and brand relaunch

Courses Taught

Spring 2021 Brand Storytelling (ADPR 3110E)
Brand Storytelling (ADPR 3110E)
Foundations of Graphic Communication (ADPR 3515)
Graphic Communications (ADPR 3520E)

Fall 2020 Foundations of Graphic Communication (ADPR 3515)
Graphic Communications (ADPR 3520E)
Graphic Communications (ADPR 3520E)
Seminar in Advertising and Public Relations (ADPR 5990)

Summer 2020 Graphic Communications (ADPR 3520E)
Graphic Communications (ADPR 3520E)

Spring 2020 Brand Storytelling (ADPR 3110)
Brand Storytelling (ADPR 3110)
Foundations of Graphic Communication (ADPR 3515)
Graphic Communications (ADPR 3520E)

Fall 2019 Foundations of Graphic Communication (ADPR 3515)
Graphic Communications (ADPR 3520E)
Graphic Communications (ADPR 3520E)
Seminar in Advertising and Public Relations (ADPR 5990)

Summer 2019	Graphic Communications (ADPR 3520E) Advertising and Public Relations Field Study (ADPR 5991) Advertising and Public Relations Field Study (ADPR 7991)
Spring 2019	Brand Storytelling (ADPR 3110) Brand Storytelling (ADPR 3110) Foundations of Graphic Communication (ADPR 3515) Graphic Communications (ADPR 3520E)
Fall 2018	Foundations of Graphic Communication (ADPR 3515) Graphic Communications (ADPR 3520E) Graphic Communications (ADPR 3520E) Graphic Communications (ADPR 3520E)
Summer 2018	Advertising and Public Relations Field Study (ADPR 5991) Advertising and Public Relations Field Study (ADPR 7991) Graphic Communications (ADPR 3520E)
Spring 2018	Advertising Message Strategy (ADPR 3110) Advertising Message Strategy (ADPR 3110) Graphic Communications (ADPR 3520E) Graphic Communications (ADPR 3520E)
Fall 2017	Advertising Message Strategy (ADPR 3110) Advertising Message Strategy (ADPR 3110) Graphic Communications (ADPR 3520E) Graphic Communications (ADPR 3520E)
Summer 2017	Advertising and Public Relations Field Study (ADPR 5991) Advertising and Public Relations Field Study (ADPR 7991) Graphic Communications (ADPR 3520E)
Spring 2017	Advertising Message Strategy (ADPR 3110E) Advertising Message Strategy (ADPR 3110E) Graphic Communications (ADPR 3520E) Graphic Communications (ADPR 3520E)
Fall 2016	Advertising Message Strategy (ADPR 3110) Advertising Message Strategy (ADPR 3110) Graphic Communications (ADPR 3520) Graphic Communications (ADPR 3520)
Summer 2016	Advertising and Public Relations Field Study (ADPR 5991) Graphic Communications (ADPR 3520E)
Spring 2016	Advertising Message Strategy (ADPR 3110)

Advertising Message Strategy (ADPR 3110)
Graphic Communications (ADPR 3520)
Graphic Communications (ADPR 3520)
Honors Capstone Internship (HONS 4800H)
Fall 2015 Advertising Message Strategy (ADPR 3110)
Advertising Message Strategy (ADPR 3110)
Graphic Comm (ADPR 3520)
Graphic Comm (ADPR 3520)

Professional Service

Administrative effort

Coordinator (e.g., graduate, undergraduate, academic program): Budget management

Digital Media Equipment Proposal, 09 Sep 2019–30 Apr 2019

Advertising and Public Relations, Clarke County (University)

Annual time commitment (hrs): 25.0

Worked with Sabrena Deal to construct and submit a \$35,000 Digital Media Equipment Proposal to support two new classes: Mobile Video and Social Media Content and Production

Consulting

Regional

Apollo Creative Works, 01 Dec 2019–27 Feb 2020

Apollo Creative Works, 255 Skyline Parkway, Athens, GA, 30606

(Artists, musicians, performers)

Client type: Business/Industry

Annual time commitment (hrs): 15.0

Company development and brand relaunch project manager and media consultant

Media Consulting for Athens Area Homeless Shelter, 01 Jan 2019–Present

Athens Area Homeless Shelter, 620 Barber Street, Athens, GA, 30601 (Housing)

Client type: Non-profits

Annual time commitment (hrs): 20.0

Consulted for Athens Area Homeless Shelter on marketing materials including web, social media and print materials

Educational events

State: Conference

Georgia Scholastic Press Association Conference

Presenter at Georgia Scholastic Press Association Annual Conference

Target audience: Youth

Educational/Outreach presentations

University: Colloquium

Active Learning Summer Institute Colloquium Poster Presentation, 08 Jul 2018–Present

Active Learning Summer Institute Colloquium Poster Presentation University of Georgia, University of Georgia, Center for Teaching and Learning, Athens, United States

Role: Presenter, Target audience: Educators

Participants of the Active Learning Summer Institute Cohorts 1 and 2 (Summer 2018) presented the posters of courses that were designed or redesigned to be active learning courses

University: Workshop

Teaching with Canvas, Mar 2014–Present

Faculty Forum: Teaching with Canvas Center for Instructional Technology, James Madison University, Harrisonburg, United States

Invited, Role: Presenter, Target audience: Faculty/Staff

Presented techniques for incorporating content management system into pedagogy

School/College: Workshop

Online Teaching Zoominar, 23 Mar 2020

University of Georgia, Grady College, Athens, United States

Role: Co-presenters, Target audience: Faculty/Staff

Number of participants: 30

Event administration

National: Conference

Event administrator, AdPR Connection 2020, 10 Feb 2020–09 Mar 2021

Opportunities for students and professionals to connect, network, and learn. This year we responded to perpetual Covid-19 adjustments and delivered a week-long virtual conference. This was three times as much work as my previous 4 years of work in this role due to constantly changing parameters

Event administrator, ADPR Connection 2017, 16 Mar 2017–04 Nov 2017

Target audience: College students

Annual Time Commitment (hrs): 160.0

ADPR Connection is a student-run conference open to interested students from across the University. Over 400 students attend and over 90 professionals engage in networking, panels and a career fair

National: Field trip

Event administrator, AdPR Chicago Trip, 04 Sep 2016–19 Oct 2016

Supervised student tour to Chicago agencies

Event administrator, PRSSA DC Agency Tour, 15 Dec 2015–13 Feb 2016

Annual Time Commitment (hrs): 130.0

Tour Coordinator: Organized and lead 16 students and three faculty members on an agency and shadowing tour experience in Washington DC

Regional: Networking event

Event administrator, ADPR Connection 2019, 17 Mar 2019–31 Dec 2019

Clarke County, Target audience: Other

Annual Time Commitment (hrs): 160.0

Administrative role: Event administrator; Description of "Other" Event type: [not entered]; Event description: ADPR Connection is a student-run conference open to interested students from across the University. Over 400 students attend and over 90 professionals engage in networking, panels and a career fair.; Primary event organizer: [not entered]; Scope: Regional; URL: <http://grady.uga.edu/adprconnection/>

Regional: Conference

Event administrator, ADPR Connection 2018, 19 Mar 2018–10 Dec 2018

Annual Time Commitment (hrs): 160.0

ADPR Connection is a student-run conference open to interested students from across the University. Over 400 students attend and over 90 professionals engage in networking, panels and a career fair

Regional: Film Festival

Co-administrator, Reel Change Film Festival, 01 Aug 2013–31 Aug 2015

Target audience: General public

Annual Time Commitment (hrs): 25.0

The Reel Change Documentary Film Festival seeks to expose relevant issues of the day to the James Madison University and the greater Harrisonburg communities. By bringing non-fiction films and filmmakers to the region, the festival hopes to initiate public dialogs in order to engage and educate audiences while celebrating the documentary medium as a tool for awareness, advocacy and change

Event participation

International: Conference

Cannes Lions Live, 22 Jun 2020–26 Jun 2020

A digital education, inspiration and networking experience that ran throughout June under the theme 'Creativity Matters'. Activity built to a peak during the original dates of the Festival of Creativity, 22-26 June

Local: 4-H event

Senior 4-H Summer Camp Class, 02 Jun 2016

Peyton Anderson Forum

Facilitated an hour and a half long course for 4-H camp participants to introduce them to Grady College and messaging strategies

School/College: Town Hall

Town Hall Updates - Q & A Session with Dean Charles Davis, 05 Aug 2020–Present

Open meeting to discuss Covid-19 response and University planning

Town Hall updates Q & A with Dean Charles Davis, 24 Jun 2020–Present

Open meeting to discuss Covid-19 response and University planning

Town Hall updates Q & A with Charles, 27 May 2020–Present

Meeting with the Dean to discuss updates regarding Covid-19 reports and University planning

School/College: Town Hall for Faculty and Staff of Grady College

Grady College's 2025 Strategic Planning Town Hall, 10 Jan 2020–Present

Grady College Peyton Anderson Forum, University of Georgia, Grady College, Athens, United States

Faculty and Staff met to help identify which goals should be priorities for the next five

years

Memberships: Association/Society/Club

International

Broadcast Educators Association (Member), *01 Jan 2013–31 Dec 2015*

State

Virginia Association of Communication Arts and Sciences, George Mason University, Fairfax, United States (Member), *Aug 2013–Aug 2015*

Memberships: Board

Regional

Athens Area Homeless Shelter (Board member), *24 Jan 2016–31 Dec 2018*
Athens Area Homeless Shelter, 620 Baxter Street, Athens, GA, 30601, Annual time commitment (hrs): 60.0

Memberships: Committee

University

Non-Tenure Track Faculty Learning Community (Member), *10 Aug 2019–Present*
Annual time commitment (hrs): 20.0

This Faculty Community is made up of non-tenure track faculty members (of all types) from across the University of Georgia who are dedicated to enhancing the experiences of and advocating for all non-tenure track faculty members at UGA. The focus of 2019-2020's FLC is supporting new non-tenure track faculty, implementing a mentoring program, reviewing relevant UGA and USG policies, disseminating data and information on best practices for NTT faculty support and disseminating relevant information more strategically to department heads and other campus leaders

Professional development

Strategies for Mentoring International Students: Become a Cultural Mentor,
14 Jul 2020–Present

Workshop

Center for Teaching and Learning, University of Georgia, Athens, United States
Mentoring an international student can be an incredibly rewarding opportunity. However, inherent challenges exist when communicating and building relationships across cultural differences – whether that be due to differences in language or due to differing cultural value sets. While these hurdles may seem daunting or dissuading, they are actually very easy to navigate and overcome. Join Justin Jeffery, Director of International Student Life at the University of Georgia, as he outlines various tips and best practices to assist cross-cultural mentorships. Justin will pull on his experience living abroad, his 10 years of working with international student populations, and his academic course on intercultural communication that he teaches each semester, to provide participants a solid foundation to support mentors engaging with international student mentees

The Road to Hell Is Paved With Good Intentions: How to Untangle Your Intent From Your Impact and Mitigate Harm, 11 Jun 2020–Present

Live Webinar

The Road to Hell Is Paved With Good Intentions: How to Untangle Your Intent From Your Impact and Mitigate Harm, HOW Design Live, HOW Design

The founders of Project Inkblot introduced a core tenet of their Design for Diversity™ framework to show how to disentangle intent from impact. The talk focused on application of these tools to personal work, teams, businesses, COVID responses, and from the products/services that they are currently working on

Trials and Tribulations of Student Teams, 03 Mar 2020–Present

Seminar

Center for Teaching and Learning, University of Georgia, Athens, United States, University of Georgia, Athens, United States

Contact hours: 1.5

A seminar for equipping faculty members to support and navigate challenges with student teamwork in the classroom

Cannes Lions Recap, 19 Nov 2019

A presentation and discussion of industry trends and application to Coca-Cola Cannes Lions Recap By the Coca-Cola Company, Coca-Cola, University of Georgia Advertising and Public Relations, University of Georgia Advertising and Public Relations, 120 Hooper Street, Athens, GA, 30601

Heather Bell and her colleague Alessandra Cascino presented a review of and insights from Cannes Lions 2019, heavily illustrated with cases

Active Learning Summer Institute, 18 Jun 2019–08 Aug 2019

Fellowship

University of Georgia, University of Georgia, Center for Teaching and Learning, Athens, United States

Designed ADPR3515 to implement evidence-based instructional strategies that engage students in the learning process through active learning. The institute included daily sessions of structured work time on course design, group feedback sessions on course materials, and discussion of active learning pedagogy and other evidence-based teaching practices

Cannes Lions THE WORK Database Training, 04 Dec 2018

Tutorial

University of Georgia, ADPR, Athens, United States

One hour training on how to utilize THE WORK database

Cannes Lion Award Database Tutorial, 04 Dec 2018

Tutorial

Cannes Lion Award Database Tutorial, University of Georgia Advertising and Public Relations, Advertising and Public Relations, 120 Hooper Street, Athens, GA, 30602, Room 203, University of Georgia, Athens, United States

Contact hours: 1.0

Skype-led tutorial on utilizing the newly designed Cannes Lions Award entry database

Active Learning institute Large Class Lunch, 16 Nov 2018

Workshop

University of Georgia, Athens, University of Georgia, Center for Teaching and Learning, Athens, United States

Workshop over lunch to discuss the highs and lows of this semester, thoughts on student feedback, and do some group brainstorming and discussion thinking about both

fall and spring 2018/19

Mid Semester Formative Evaluation, 24 Sep 2018

opportunity for instructors to gather structured feedback from their students regarding the functioning of the class and the quality of student learning. This evaluation asks students to respond to three basic questions: What aspects of class are going well? What aspects of class need improvement? What changes in the course would benefit student learning?

University of Georgia, University of Georgia, Center for Teaching and Learning, Athens, United States

On September 24th, 2018, you participated in a Formative Mid-Semester Instructional Evaluation within your ADPR 3515 course. This formative evaluation, sometimes called a Small Group Instructional Diagnosis (SGID), provides an opportunity for instructors to gather structured feedback from their students regarding the functioning of the class and the quality of student learning. This evaluation asks students to respond to three basic questions: What aspects of class are going well? What aspects of class need improvement? What changes in the course would benefit student learning? The Formative Mid-Semester Instructional Evaluation is designed to collect data regarding student perceptions of your performance and student learning in order to modify the course, as necessary, to enhance the learning experience for students. To maximize the beneficial effects of the evaluation, you should (a) reflect on the information contained in the evaluation results, (b) construct a specific set of course changes that address the recommendations in the evaluation, (c) discuss the proposed changes with the class, and (d) make the agreed upon changes. Discussing the results of the evaluation and the proposed changes with the class is important as it validates for the students the importance that you place on learning and provides an opportunity for you to discuss the conduct of the course. On Thursday, September 27th, 2018 you met with a member of the UGA Center for Teaching and Learning (CTL) staff to discuss the results of the evaluation and possible further steps. We commend you on your willingness to examine your teaching and the value you place on student learning. Teaching and learning are essential goals of the mission of the University and your efforts toward pedagogical development are appreciated

Teaching Academy Fellows Program, 01 Aug 2017–31 May 2018

Fellowship

Teaching Academy Fellows Program, University of Georgia, Teaching Academy, 120 Hooper Street, Athens, GA, 30602, United States

About the Fellows Program In the spring and summer of 2011, the Teaching Academy created a new program—the Teaching Academy Fellows Program—to promote excellence in classroom instruction by mentoring early-career faculty. Each academic year, 15-20 early-career (1-3 years) faculty (both tenure track and non-tenure track) are selected as Teaching Academy Fellows (TAF) for the academic year. Teams of four or five fellows work closely with two award-winning senior Teaching Academy faculty mentors throughout the year. The program gives fellows an opportunity to reflect on their teaching and build their instructional toolkits at an early point in their careers; it also helps them build bridges across campus, mentor their peers, be mentored by senior faculty, and network with award-winning educators at UGA. The TAF Program (TAFP) is a low-cost, effective program that helps early-career faculty become better teachers. Each year the fellows are asked to complete a survey assessing their involvement with the program. The feedback is overwhelmingly positive, praising in particular the difference that the program has made both to their teaching and to their quality of life in the academic community. The program is coordinated by UGA's Teaching Academy

with support from the Office of the Provost and PricewaterhouseCoopers LLP. The mission of the Teaching Academy is to promote and celebrate excellence in teaching and to foster learning through inquiry. The Fellows Program specifically addresses the Academy's goal of fostering a community of scholars who are committed to teaching by working with a select group of early career faculty to discuss teaching

Lunch and Learn: 22 Squared, 19 Oct 2016

Seminar

University of Georgia, Athens, Advertising and Public Relations, Athens, Georgia, United States

Lunch and Learn: Wieden & Kennedy, 27 Sep 2016

Seminar

Lunch and Learn: Wieden & Kennedy, University of Georgia, Athens, Advertising and Public Relations, 120 Hooper Street, Athens, Georgia, United States

Moxie Professor Day, 09 Aug 2016

Workshop

Moxie Professor Day, Tom Reichert, University of Georgia, Athens, Advertising and Public Relations, 120 Hooper Street, Athens, GA, United States

1 Day workshop hosted by Moxie

HOW Design Conference, 19 May 2016–20 May 2016

Conference

HOW Design Live, University of Georgia, Athens, Advertising and Public Relations, 120 Hooper Street, Athens, GA, United States

Attended one of the most well respected international graphic design conferences

Online Learning Fellowship, 19 Jan 2016–19 Mar 2016

Fellowship

Office of Online Learning, University of Georgia, Athens, GA, 30602, United States

Projects (e.g., applied research/instructional initiatives)

Department

ADPR 3515 New Course Development and instruction, 02 Apr 2018–18 Dec 2018

Target audience: College students

Co-contributor(s): Deal S

Developed and deployed new course in Advertising and Public Relations in Active Learning style. The course serves 176 students and is required for all advertising and Public Relations students. I developed the course proposal, syllabus and content for delivery beginning Fall 2018

Advanced Branding Portfolio & Advanced Graphics, 01 Jan 2014–06 May 2017

Co-contributor(s): Strausbaugh-Hutchinson K; Smith K; Landrum K; Deal S

Developed original, impactful advanced creative courses designed to add to the major's curriculum, including Advanced Portfolio/Branding (Retail & Packaged Good Conception and Launches) and Advanced Graphic Communication (Branding & Corporate Visual Asset Development, Enhanced Typography, Infographics, Online Illustration and Portfolio Design)

Hybrid Course Development for Field Study - Creative Circus, 01 Apr 2017–15 Aug 2017

Target audience: College students

Co-contributor(s): Deal S

Developed online course component for students attending the Creative Circus Field Study. Development included curriculum development, course shell development in eLC. The activity also included creating instructional tutorial development for fellow faculty members

Online Course Development ADPR3110E, 15 Aug 2016–15 May 2017

Target audience: College students

Co-contributor(s): Deal S

Developed an online course for ADPR3110. Launched and taught two sections of the course in Spring 2017. Worked with Grady College Instructional designer to bring the course to University standards for online instruction

Technical assistance

School/College

Online Teaching Transition (Educators), 19 Mar 2020–Present

Fees received: \$ 0 (US)

Provided individualized support for faculty members making the transition to online education