

**KIRSTEN L. STRAUSBAUGH, PH.D.**

Senior Lecturer, Department of Advertising and Public Relations
Grady College of Journalism and Mass Communication • The University of Georgia
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ACADEMIC EXPERTISE

Core Advertising and Capstone Campaign Course Instruction
IMC–Content/Social, Experiential, Events & Activation, Promo
Advanced Graphic Design & Publishing Instruction
Large Lecture/Small Format/Lab & Skills Class Environments
Student Organization Advising
Academic/Curriculum Advising
Committee Leadership/Membership & Dept/College Service

Community Service & Outreach
Scholarship/Major Application Review
Academic/Industry Relationship Management
Career Counseling & Resume Writing/Interviewing
Student Creative Portfolio Development & Review
Curriculum Review, Program and Course Development
New York/Chicago/Atlanta Market Networks

EDUCATION

Doctor of Philosophy - Mass Communication, 1998
University of Florida, Gainesville, Florida
Specialization: Advertising
Emphasis: Consumer Behavior - Brand Strategy/Personality

Master of Arts in Mass Communication, 1995
University of Florida, Gainesville, Florida
With Distinction
Specialization: Advertising
Emphasis: Consumer Behavior - Emotional Response

Bachelor of Science – Advertising, 1991
University of Florida, Gainesville, Florida
Major: Advertising
Minor: Art History

ACADEMIC EXPERIENCE

Senior Lecturer (Promoted from Lecturer, 2007)

Director, Summer at The Circus Program

University of Georgia, Grady College of Journalism and Mass Communication
Department of Advertising and Public Relations

August 2000 - Present

August 2012 - 2019

Athens, GA

Act as instructional/service track faculty in executing classroom activities, and function as primary bridge between the Department and ad industry communities. Regularly carry a 3/3 course load in the advertising curriculum, in addition to administering a number of specialized, advanced field study programs.

Teaching Responsibilities:

- Advertising/Communication Campaigns (ADPR 5740)
- Brand Storytelling/Advertising Message Strategy (ADPR 3110)
- Graphic Communications (ADPR 3520)
- Advanced Graphic Communication (ADPR 5520)
- Advanced Advertising Creative – Branding/Portfolio Seminar (ADPR 5790)
- Seminar in Advertising and Public Relations (ADPR 5990)
- Advertising and Public Relations Field Study (ADPR 5991)
- Advertising Management (ADPR 5710)

- Evenings at UGA Lecture Series (ADPR 5990)

Key Accomplishments:

- Spearheaded development of all-new course materials for Brand Storytelling within the scope of revised advertising curriculum, including objectives, a comprehensive packet of lectures, assignments, learning assessment measurements, and the semester-long project. Currently finishing development of a dedicated exercise series, designed to foster story identification and execution across a multitude of unique platforms, including branded graphic novels, advergames, product placement in original programming, infusion into popular music genres, and branded collaborations.
- Actively advise the UGA Chapter of the American Advertising Federation (UGA AdClub), in providing students with professional development and industry networking opportunities. Worked to modify programming offerings for online delivery during COVID.
- Work with Brand Storytelling student teams and local clients to offer an experiential learning opportunity, in which students are tasked with assessing brand business needs, constructing a situation analysis, determining marketing and communication objectives, outlining a message strategy, brainstorming a campaign concept, and executing a transmedia storytelling venture for Athens-based businesses. Students presented their plans to both their peers and to the clients: Fuel Hot Yoga, Agora, Wuxtry, 1000 Faces Coffee, Butcher & Vine, Lamai Ban Thai, The Grit, Daily Co-Op, Cali & Tito's, Authentic Brewing, Café Racer, Paloma Park, Athens Bagel Company, and Alumni Cookie Dough.
- Authoring and designing the Advertising Career Guide, a magazine/catalogue-style hybrid compendium of industry career directions and development opportunities, matched with personality traits, individual strengths, work styles and preferences. The goal is to create an 'in-house' guide for our ad majors that will help them to identify a career path early enough in their studies that they can pursue the most relevant concentrations, certificates and elective coursework within the advertising curriculum during their 2-yr tenure here at Grady.
- Developed a series of six 1-hour long, online digital workshops for the UGA AdClub as a supplement to the organization's speaker programming, emphasizing professional skills, such as resume writing, interviewing, diversity, securing entry-level employment, networking, matching personality traits and skill sets with appropriate career paths within the communication industry, and crafting an online presence (social media, LinkedIn & portfolio websites).
- Developed and hosted a series of four 3-hour long portfolio development workshops emphasizing personal branding/identity systems, online portfolio content, website design (on Wix Weebly, WordPress & SquareSpace), and "self-promotion for creatives".
- Actively managed capstone campaigns student agencies in the development of marketing plans for real time national clients such as: Zaxby's, Home Depot, Coca-Cola, Atlanta Falcons, Chick-Fil-A, Build-A-Bear Workshop, Turner Entertainment, Zippo, Arby's, Toyota Prius, Pergo, Great Stuff, Elmer's, Golf Pride, and Apartment Guide. Directed over 55 new business pitches, supervised more than 138 student teams.
- Oversaw an elite cross-disciplinary student (8) and faculty team (5) in the development and execution of a real-time social media and experiential campaign for Amsterdam Worldwide's clients ASUS and Intel that resulted in a social reach of over 70,000 users with 33% engagement on Facebook, and 70% post-campaign awareness.
- Co-developed the curriculum and serve as the Director of the SATC program in conjunction with The Creative Circus: an 8-week series of creative learning modules surrounding campaign concepting, art direction, copywriting, typography, photography/filmography, graphic design and presentation skills.
- Developed and direct the New York Maymester industry immersion experience, touring full service, niche and boutique advertising agency and public relations firm scenes in the mid-town, Soho, and Brooklyn. Regularly provide students with exposure to top name industry personnel and award-winning campaign work. Maintain ongoing networking relationships with the New York and Atlanta agency communities, including: Publicis, McCann-Erickson, Edelman, 360i, APCO Worldwide, The Moderns, Momentum, Strawberry Frog, Grey, Huge, JWT, BBDO, DDB Worldwide, FCB, Wieden + Kennedy, McGarry Bowen, Ogilvy & Mather, etc.

Assistant Professor

University of Alabama, College of Communication, Department of Advertising/Public Relations Tuscaloosa, Alabama
Served as tenure-track faculty member

1998 - 1999

Teaching Responsibilities

- Advertising Management (APR 423)

- Mass Communication Research (MC 407)

Key Accomplishments

Developed innovative teaching approaches, advised 50+ undergraduate majors, mentored under senior faculty, served to assist major advisor with AAF NSAC endeavors.

Instructor (Graduate Teaching Assistantship)

1996 - 1998

University of Florida, College of Journalism and Communications, Department of Advertising

Gainesville, Florida

Served as instructor for large lecture format Intro course, with an enrollment of over 300, in providing students with an overview of the industry and a foundation for their advertising studies. Acted as instructor of record for the core research course as well as for the retail and advertising sales elective course.

Teaching Responsibilities

- Advertising Retail & Sales (ADV 3502)
- Advertising Research Methods (ADV 3501)
- Elements of Advertising (ADV 3000)

Key Accomplishments:

- Received Outstanding Graduate Student Teacher Award, University of Florida, Department of Advertising, one of two awarded annually, 1998.

Adjunct Faculty

1996

Santa Fe Community College, Department of Business Studies

Gainesville, Florida

Developed and delivered content in line with core course competencies, including brand management, budgeting, marketplace and business needs assessment, risk management and entrepreneurship.

Teaching Responsibilities

- Principles of Marketing (MAR 2011)

Graduate Research/Teaching Assistant

1994 - 1995

University of Florida, College of Journalism and Communications, Department of Advertising

Gainesville, Florida

Coordinated and executed instructional efforts under supervision of primary faculty instructor. Prepared lesson materials, including information from textbook chapters, relevant case studies and timely industry examples. Presented subject matter to students using lecture and discussion formats. Graded homework and tests, computed and recorded results. Observed students' performance, and recorded relevant data to assess progress. Assisted with coaching student groups in team-based classroom environments.

Teaching Responsibilities

- Elements of Advertising (ADV 3000)

Classroom Preparation Responsibilities

- Elements of Advertising (ADV 3000)
- Advertising Strategy (ADV 3001)
- Advertising Campaigns (ADV 4800)
- Advertising Creative Strategy (ADV 6503)

PROFESSIONAL EXPERTISE

Corporate Identity and Brand Management
 Market Research & Target Segmentation Profiling
 Trend, Competitive & SWOT Analysis
 New Product Development and Launch
 Campaign Message Strategy
 Full Service Graphic Design and Production
 New Business Procurement
 Multi-Touch Point Plans

Team Leadership & Inter-agency Collaboration
 Entry- and Mid-level Marketer Training
 Client & Customer Relationship Management
 Project & Communication Portfolio Management
 Social Media & Technology Market Solutions
 ROI Delivery, Budget Management & Cost Control
 Travel/Tourism, Retail & Restaurant Marketing
 University/Higher Education Policy and Practice

PROFESSIONAL EXPERIENCE

Brand Strategist

March 2006 - Present

Consult across an extensive range of marketing and communication services, including: situation analyses/feasibility studies, in-depth target market research and profiling, branding/re-branding efforts, new product concepts and launches, package and store design, campaign creative concepts and strategic messaging, and a full array of IMC executions, as well as media placement and campaign evaluation.

Key Accomplishments:

- Developed and managed branding efforts for multiple regional brands and non-profits, including the concept and design of experiential marketing, in-store signage, e-commerce, collateral, blogs, direct response, events, and print advertisements. Classic Kippers, an exclusive line of neckwear, business has grown 300% over the years since its launch.
- Designed and implemented store concept, branding, and all communications surrounding the launch of motor sports chain, Grif's Cycle Sports, with its beta store in Dallas, Texas. IMC pieces developed included: logo, newspaper, magazine, and yellow pages print ads, billboards, e-mail blast newsletters, vehicle wraps, and business materials. Drove sales to 135%, exceeding projections during opening event.
- Developed and executed product packaging and collateral for new financial home management system, YPAssistant. System was reviewed as a potential new product by multiple office supply chains, e.g. Office Depot, Office Max, and Staples.

Advertising Account Manager, Disney Cruise Line

March 1999 – July 2000

Walt Disney Attractions, Inc. - Yellow Shoes Advertising

Orlando, Florida

Managed all integrated marketing communications efforts for Disney Cruise Line and Disney's Fairy Tale Weddings & Honeymoons. Engaged in annual and five-year strategic business planning sessions, setting marketing and communication objectives, and outlining action plans. Collaborated with c-suite level clients in crafting, executing, and interpreting the results of consumer and travel agent research programs. Identified emerging industry trends and opportunities. Engaged in competitive landscape analysis and delivered key findings in relation to cruise line challenger brands and other unique family vacation destinations. Actively engaged in brainstorming with creative teams to ensure clear expression of brand messages. Managed creative development and production process for collateral, broadcast and print advertising. Initiated ROI measures and tracked campaign effectiveness.

Key Accomplishments:

- Managed a \$42 million advertising budget across an array of media and message vehicles, i.e. television, newspaper, magazine, interactive media, as well as long and short format collateral, such as brochures and videos.
- Responsible for all advertising initiatives surrounding the launch of DCL's second ship, the Disney Wonder and the filling of a total 1800 staterooms across the fleet.
- Increased off-season bookings by 17% through the implementation of incentive programs directed at local and Florida residents.
- Executed logistics surrounding the development of DCL Castaway Club, the cruise line's premier loyalty program, including rewards in ground transportation, advance booking, shore excursions and specialty restaurants.

Direct Marketing Account Manager

May 1990 – August 1991

National List Council

Winter Park, Florida

Developed business-to-consumer and business-to-business direct marketing initiatives for national, regional and local clients across an array of product/service categories. Directed key personnel within data management, design, production and fulfillment departments to construct, assemble and disseminate print mail campaigns. Tested and developed appropriate contact strategies for all programs based on buyer performance and promotion history. Managed source codes, list seeding and catalog codes. Engaged in data hygiene processes and house file maintenance, e.g. merge/purge (internal and external). Composed copy and designed direct mail pieces, such as catalogs, brochures, and promotional post cards. Coordinated with print vendors in sourcing paper, making press runs, negotiating contracts and scheduling press dates. Identified and adhered to all U.S. Postal regulations, i.e., address standardization, indicia and postal presort guidelines. Clients included: Walt Disney World, Sea World, Holiday Inns International, and Orlando Regional Medical Centers.

Key Accomplishments:

- Increased lead generation results across portfolio of clients by an average of 27%.
- Developed comprehensive direct marketing plan for Miracle Ear that achieved a 4% response rate (typical dm response rate = 1-3%).
- Raised seasonal theme park package sales by 14% via in-state resident direct marketing programs for Sea World.

RETAIL EXPERIENCE

Co-Manager

1993 - 1994

Lerner New York of Limited, Inc. (now New York & Co.)

Gainesville, Florida

Organized and oversaw daily operations for women's retail clothing store. Primary areas of focus included sales performance, store efficiency, service delivery, and staff development. Managed floor sales and executed all opening and closing procedures. Effectively increased average items per sale as well as average dollar sale, and met regional management's store goals month over month. Formulated daily activity reports, and communicated with District Manager in executing corporate programs and reporting daily and weekly sales. Offered necessary merchandising support and took essential measures for coordinating events and promotional offers in line with corporate brand messaging. Enforced sound merchandising and loss control strategies. Ensured optimal consumer satisfaction and established programs to encourage customer loyalty. Carried out necessary measures for recruiting, training and coordinating store personnel. Drove associate productivity and fostered employee loyalty and morale.

Assistant Manager

1992 - 1993

Victoria's Secret, a Division of Limited, Inc.

Gainesville, Florida

Directed all business and operational functions for specialty retailer of women's intimate apparel and bath products. Deliverables included: customer management, inventory control/shrinkage, staff training/mentoring, performance management, in-store promotions, delivery of core corporate branding and values. Managed sales floor, inventory and merchandising efforts. Assumed necessary controls regarding opening and closing store. Managed cash control, organized bank transactions as well as regular sales reports. Increased add-on sales. Managed hiring, scheduling, and training process for store personnel. Organized and managed seasonal sales and events.

SERVICE TO THE DEPARTMENT, COLLEGE AND UNIVERSITY

- 2021 *Commencement Volunteer*, Volunteered at Spring 2021 UGA Graduate Commencement in Sanford Stadium, greeted, seated, assisted graduates and their guests.
- 2021 *Department Secretary for Meetings*, Took notes and provided Chair with minutes from faculty meetings.
- 2003 - 2009, 2013-2021 *Current Chairperson, (previous Member), Grady College Scholarship and Awards Committee*. Supervise College scholarship application and awards process. Determine eligibility and allocation of monetary awards based on merit and need for students across all majors, including: telecommunication advertising, public relations, broadcast/print/photo journalism, entertainment and media studies.
- 2012- Present Developed original, impactful advanced creative courses designed to add to the major's curriculum, including the conversion of courses to online format during COVID to include Brand Storytelling, Advanced Portfolio/Branding (Retail & Packaged Good Conception and Launches) and Advanced Graphic Communication (Branding & Corporate Visual Asset Development, Enhanced Typography, Infographics, Online Illustration and Online Portfolio Design).
- 2000 - Present *Faculty Advisor, University of Georgia Chapter of the American Advertising Federation*. Supervise the UGA AdClub, its professional, educational and philanthropic efforts. Chapter has grown to a membership of 150+, making it the second largest in the nation. Continually strive to provide added value through programming—including resume/interviewing workshops, Adobe CC software tutorials, Web tools and online portfolio design workshops, creative work

competitions, bi-annual agency tours, annual New York and Chicago field trips, speaker sessions, and industry film screenings.

2019, 2018
& 2013

Name Reader, Grady Convocation. Presented advertising candidates for Bachelor of Arts at the College's convocation ceremony.

2012-
2020

Designer. FFYO (Freshman First Year Odyssey) book covers for Peggy Kreshel's seminar, "Advertising and the Commercialization of Everyday Life."

2016-
2017

Worked with Grady faculty/admin in tandem with the ADPR Advisory Board to help develop a 'for-profit', student-run advertising agency. Examining multiple models and tiers that could include 4+1 master's students, with scope and scale ranging from major research endeavors to quick turn-around concept deliverables.

2015-
2017

Member, Grady Information Resources Committee. Assist in planning, advising, and making recommendations on information resources, including providing guidance on information technology and policy and overseeing the acquisition and management of shared print resource

2013-
2015

Member, Grady Revisioning Committee. Responsible for studying matters as related to College and Departmental space needs/facilities remodels and renovations. Participated in a day-long charrette with the Dean, key staff, and University architects to outline plans for newly envisioned College space.

2011 –
2016

Consultant, Grady College/Turner Entertainment Partnership. Served part of a faculty collective in coaching student teams working on social media and engagement marketing projects for Turner Broadcasting. Actively worked with students in preparing them for new business and client pitches.

2011 -
2013

Advertising Education Foundation (AEF) UGA Coordinator. Partner with the AEF and its Inside Advertising Speakers Program in bringing in top industry talent for classroom and professional organization speaking engagements.

2010-
2011

Co-Faculty Director, ADPR Connection. Oversaw organization and execution of Career Advancement Event for over 450 Grady College advertising and public relations majors. Event featured prominent Atlanta industry professionals from various disciplines in both large lecture format and breakout sessions; and included workshops, and a career fair with representatives from PR firms/ad agencies, media vendors, and portfolio schools.

2011

Member, Grady College ACEJMC Accreditation Team. Served as a member of Standard 6 team in assessing the College's services, organizations and offerings in the provision of 'Student Services'.

2008 -
2011

Faculty Advisor, Studio120. Supervised student-run design house. Staff included freelance designers who reported to Creative Directors from both Grady College and Lamar Dodd School of Art. Boutique specialized in logo development and the creation of promotional pieces such as posters, brochures, flyers, and other one-off project design work.

2000 -
2011

Faculty Director, University of Georgia AdClub Annual New York Advertising Agency Tour. Five-day trip included tours of the world's top-ranked advertising agencies.

2000 -
2010

Faculty Advisor, Hooper Sanford Baldwin Thomas. Managed student-run, mid-size full service advertising agency, that serviced local and campus clients in a variety of product/service categories in developing business needs assessment, annual communication plans, company collateral, branding, etc. Oversaw agency staffing of over 85, agency operations and account services for a roster that averaged 15-17 clients per year.

- 2009 –
2010 *Member, Advertising and Public Relations Curriculum Committee.* Functioned as part of a four-person faculty team to review the Grady College advertising curriculum and make recommendations to the ADPR faculty with regard to effectiveness, efficiency, and in reference to our peer institutions.
- 2003 -
2010 *Chairperson, Grady College Student Activities Committee.* Served as Faculty Director overseeing budget allocation and governance of 11 student organizations.
- 2007 –
2009 *Member, Grady College Visual Message Committee.* Responsible for recommendations and execution surrounding the remodeling of the first and second floors of the Journalism building and the Drewry Reading and Resource Room in line with the College's mission and visual message.
- 2007 *Consultant, UGA Public Affairs Office.* Assisted in annual message planning, including collaboration on 1- and 5-year communication plans presented to the President and Board of Regents. Efforts were designed to complement the University's 10-year anniversary celebration of growth and development. Assisted UGA Public Affairs with concepts for UGA Rhodes Scholars advertisements in the Chronicle of Higher Education.
- 2000 -
2007 *Faculty Advisor/Coach, University of Georgia AAF National Student Advertising Competition Team.* Cases included: Daimler-Chrysler, Bank of America, Toyota Matrix, FLA USA, Yahoo!, Postal Vault, and Coca-Cola. Team received 2nd, 3rd, and 4th place at the AAF 7th Deep South District Competition.
- 1998 *Faculty Advisor, UA AdFed.* University of Alabama Chapter of the American Advertising Federation.
- 1998 *Textbook Review Committee Member.* University of Alabama, Department of Advertising & Public Relations.
- 1996 -
1997 *Graduate Council Representative.* University of Florida, College of Journalism and Communications.

SERVICE TO THE STUDENTS

- 2011-
Present *Promoter, co-organizer. Atlanta Broadcast Advertising Club Mentorship Program.* Partner with ABAC to connect Grady students with industry mentors in their area of interest for a year-long mentorship commitment which includes major networking events, externship opportunities, etc.
- 2010-
Present *Supervisor, reviewer & co-organizer. Shadow for a Day/8-Hour Intern Program.* Work with VP of Professional Programming & Alumni Relations in pairing students with Atlanta-based agency personnel for a day-long externship experience.
- 2011-
Present *Collaborator, ADPR Connection.* Partner with student Co-Directors from AdClub and PRSSA in organization an execution of career advancement event for Grady College advertising and public relations majors. Event features workshops, relevant, real-time industry panel discussions and a career fair with representatives from over 50+ PR firms/ad agencies, media vendors, and portfolio schools.
- 2010-
Present *Promoter, recommender, Departmental & Industry Programs.* Assist in the promotion of Departmental and professional opportunities and in recommending top student talent for programs such as Cannes Lions, Omnicom Fellowship, Moxie workshops, Performics/Google AdWords Certification, etc.

- 2016 *Member, Interdisciplinary Writing Certificate Committee* for candidate Katy Sunderland. Collaborated with English and Theatre faculty in reviewing a series of writing samples and actively critiquing, fine-tuning online portfolio, and approving receipt of certificate.
- 2016 *Organizer, attendee. UGA AdClub special topics workshop, “Navigating Different Generational Needs-Learning to Communicate Effectively with both Generations Y & Z”.* September 6, 2016.
- 2016 *Organizer, attendee. AdClub special topics workshop, “Communicating Across Agency Departments-Facilitating Understanding and Functionality”* September 13, 2016.

SERVICE TO THE COMMUNITY

- 2014-2020 *Team Member, Stuff the Truck/Hunger Bowl.* Serve on the Dean’s philanthropic canned-food drive committee. Developed logo and collection bins, flyers, e-mail blasts, and donation cards in an effort to gather hundreds of pounds of non-perishables to donate to the regional North Georgia Foodbank. Grady College has won the UGA small organization category portion of the competition 2014-2017, and the UGA medium organization category in 2018.
- 2017 Spearheaded launch efforts for local boutique, Southern Belles & Beaus, as an experiential learning environment for Brand Storytelling students. Students engaged in store design, merchandising, logo & signage development, the production daily management of social media channels, photoshoots, and the planning and execution of the store grand opening, Spring 2017.
- 2007 - 2016 *Professional Judge, Atlanta agency Brunner’s 360° Award.* Annually evaluate agency portfolio to identify and recognize superior multi-touch point marketing plans, as well as outstanding collaborative efforts.
- 2006 - 2009 *Director, HSBT Teams.* Worked with The UGA Fanning Institute on outreach efforts directed at various counties throughout the state of Georgia, including Moultrie (Moultrie-Colquitt County) in southwest Georgia, Sandersville (Washington County) in north Georgia, and Americus (Sumter County) in middle Georgia. The goals of these programs included city branding, county development, growth of industry and tourism, and expansion of residential areas and resources.
- 2001 *Volunteer, New Chapter Coordinator, AAF.* Solicited interest among local/regional Atlanta area universities for membership in the 7th Deep South District of the American Advertising Federation.
- 1999 *Department Coordinator, United Way.* Supervised advertising departmental efforts for the Walt Disney World Company Fundraising Campaign for the Heart of Florida United Way.
- 1998 *Guest Lecturer/Motivational Speaker, ‘Professional Women in the 21st Century’* University of Alabama, Kappa Alpha Theta Sorority.

DEVELOPMENT: SPEAKER SESSIONS, WORKSHOPS AND SEMINARS

Attendee, Grady College Lunch & Learn, “Sending out Digital Natives: Using Digital Tools, Andragogy, and Experiential Learning to Support Local Newsrooms,” with Amanda Bright, PhD, Director Cox Institute and Innovation Lab, November, 12, 2021.

Attendee, Grady College Lunch & Learn, “Sustainability: A Framework for the Future,” with Tyra Byers, Director, Interdisciplinary Sustainability Certificate Program, September 17, 2021.

Attendee, UGA/ABAC Diversity Panel, "Diversity in the Workplace & Unconscious Bias," with speakers Nia Skeete, Publicis Media, Morganne Campbell, Effectv, Minerva Nada, Tenga, Corey Friends, Effectv, Malik Surani, Effectv, Sean Jones, Effectv, January 14, 2021.

Attendee, ADPR Department session with Jason Kreher, Creative Director, Tatum Shaw, Copywriter & Photographer, and Mike Egan, Copywriter, Wieden+Kennedy on "How to Teach Creativity in Today's Ever-Changing Environment,". September 27, 2016.

Attendee, creative session with Kim Landrum, Lecturer, on utilizing Tumblr as a visual technology tool in the classroom, March 30, 2015.

Attendee, Top 3% Conference. Attended national, exclusive, day-long workshop for the top 3% of advertising Creative Directors in the industry who are women. Conference addressed marketing to women as well as the scarcity of female representation in the advertising field. September 10, 2014.

Attendee, Kennedy Symposium. Attended symposium, a Coca-Cola panel on the convergence of advertising and public relations, featuring speakers: Annie Hou, Director of Global Marketing Strategies & Insights, Doug Busk, Group Director, Digital Communications & Social Media, Corporate Communications, Tim Goudie, Social Media Director of Sustainability. September 26, 2014.

Attendee, Moxie N>Gen + UGA: Content Strategy Workshop. Attended a workshop on best practices and the development of marketing content strategy and delivery. September 26, 2014.

Attendee, Ken Bain "Deep Learning" Lecture. Attended University-wide lecture and discussion regarding student learning styles, critical thinking, views of knowledge and the teaching of problem solving skills. August 26, 2014.

Attendee, Faculty Professional Development Session, with C. Edward Watson, Director of the Center for Teaching and Learning at the University of Georgia, "Learning Styles and Multitasking: How Should We be Teaching in the 21st Century?", April 24, 2013.

Coordinator, Speaking Engagement, "Advertising on Madison Avenue: The Beauty and Fashion Industries," and "Life in the Fast Lane: Working with Celebrities in Advertising," with EVP/Creative Director Mark Fina of Grey Advertising NYC, Sponsored by the Advertising Educational Foundation, April 2011.

Host/Presenter, Writing Workshop, Resume and Cover Letter Development, Sponsored by the University of Georgia AdClub, presented to general body members, yearly, 2008-2011.

Host/Presenter, Technical Workshop, Adobe Creative Suite: Designing with Photoshop, InDesign, and Illustrator, Sponsored by the University of Georgia AdClub, presented to general body members, yearly, 2008-2011.

Attendee, Speaking Engagement, "Advertising on the Front Lines: A View from the Trenches", with Matt Wilson, Vice President/Principal, SBC Advertising, address to Grady ADPR Faculty regarding the latest industry trends, September 2009.

Attendee, Diversity Workshop, University of Georgia Safe Space Training & Certification, led by Dr. Michael Shutt, Sponsored by the UGA Lesbian, Gay, Bi-Sexual and Transgendered Student Union, April 2008.

Attendee, Technical Workshop, Web Site Design in HTML and Dreamweaver, Sponsored by the University of Georgia AdClub & UGA New Media Institute, March 2008.

Co-Sponsor, Production Workshop, "Broadcast Must-Knows: TV Commercial Development", with award-winning Director Carolyn Chen, seminar with Grady advertising and telecommunication majors on the 'how-tos' of filming and producing television commercials, September 2006.

Attendee, Technical Workshop, Adobe InDesign, Sponsored by the University of Georgia Training and Development Office, April 2005.

AWARDS AND RECOGNITION

Recipient of the Grady College Department of Advertising and Public Relations Outstanding Teaching Award, 2018.

Nominated for Grady College Department of Advertising and Public Relations Outstanding Teaching Award, 2002-2003, 2015, 2016, 2017.

Recipient of the UGA Career Center Award, identified by UGA graduates as an outstanding contributor to their career development, 2003-2018.

Recognized with the Outstanding Teacher of the Year Award for the Grady College Department of Advertising and Public Relations, and acknowledged at UGA Honors Day, 2007, 2012.

Awarded the Darwin-Davis Award, the Henry W. Grady College's highest honor, recognizing a faculty or staff member whose performance reflects the College's values of dedication and excellence, 2008.

Awarded the Donald G. Hileman Outstanding Advertising Educator of the Year, by the 7th Deep South District of the American Advertising Federation, 2007.

Advised the UGA Team for the AAF National Student Advertising Competition Team. Teams placed 2nd, 3rd, and 4th in the 7th Deep South District Competition, 2000-2007.

Nominated as the Grady College 2003-2004 and 2002-2003 Outstanding Undergraduate Academic Advisor Representative.

Awarded Outstanding Graduate Student Teacher, University of Florida, Department of Advertising, one of two presented annually, 1998.

TEXTBOOKS

Parente, Donald A. and Strausbaugh, Kirsten, *Advertising Campaign Strategy: A Guide to Marketing Communication Plans*. 5th edition, Thomson-South Western, 2015.

PUBLISHED WORKS

Morris, J., Strausbaugh, K., and Nthangeni, M. (1996) "A Design for Measuring and Interpreting Emotional Response to Advertisements (or Commercials) Across Cultures," *Paper Presented at/Published in the Proceedings of the American Academy of Advertising 1996 Conference, Vancouver, British Columbia*, University of Florida.

CREATIVE WORKS

Strausbaugh, K. (1998). "Miss Congeniality or No More Mr. Nice Guy?: On a Method for Assessing Brand Personality and Building Brand Personality Profiles," A dissertation presented to the Graduate School of the University of Florida in partial fulfillment for the degree of Doctor of Philosophy in Mass Communication.

Strausbaugh, K. (1998). "On Standardizing Measures of Brand Personality," University of Florida.

Strausbaugh, K. (1995). "Examining Order Effects within Television Commercial Pods: A Look at the Impact on Emotional Response and Purchase Intent," University of Florida.

Strausbaugh, K. (1998). "Examining Brand Relations and Consumer Perceptions of Brand Personality: A Suggested Assessment Model," University of Florida.

Strausbaugh, K., Sutherland, J. and Morris, J. (1997). "The Role of Affect in Evaluating Purchase Intentions: Pleasure, Arousal, and Dominance in Predicting Physical Attraction, Name Desirability and Product Preference," University of Florida.

Strausbaugh, K., Sutherland, J. and Morris, J. (1996). "A Uni-Directional Flow: Purchase Intentions in Relation to Predispositions Toward a Brand," University of Florida.

Strausbaugh, K. (1995). "A Predictive Look at Emotional Response to Advertising: Using the Self-Assessment Manikin to Examine the Link Between Affect and Purchase Intention," A thesis presented to the Graduate School of the University of Florida in partial fulfillment for the degree of Master of Arts in Mass Communication.

Morris, J. & Strausbaugh, K. (1995). "Preliminary Report of Findings for a Study of Emotional Response to Brands and their Advertising Relative to Purchase Intent," Prepared for Anheuser-Busch Companies Inc., Kraft Foods Corporation USA, Burger King Corporation, SmithKline Beecham Consumer Brands, McDonald's Corporation, and Ford Motor Company in conjunction with JWT Detroit.

RESEARCH AND DEVELOPMENT

Solicited grants for studies related to, and developed instrumentation for the measurement and assessment of brand personality for use in both practice and academia. Research based primarily on the Myers-Briggs Type Indicator as a model.

Functioned as part of a team in cooperation with a grant from the Kaiser Family Foundation in the study of information-seeking behavior of reproductive-age women on reproductive health care issues.

Coordinated and executed a multi-cultural study of emotional response to advertising using the Self-Assessment Manikin in conjunction with D'Arcy, Masius, Benton & Bowles Agency of New York.

Coordinated and executed a study of emotional response to brands' communications in relation to consumer purchase intentions, funded by corporate sponsors: Anheuser-Busch Companies, Inc., Kraft Foods Corp. USA, Burger King Corporation, SmithKline Beecham Consumer Brands, Ltd., McDonald's Corporation, and Ford Motor Company in conjunction with JWT Detroit.

PROFESSIONAL AND SCHOLARLY ORGANIZATIONS

American Advertising Federation (AAF), College Chapter Advisor, 2000 - Present.

Creativity Atlanta, Participant, 2005 – 2010.

Atlanta Women's Marketing Network, Member, 2007.

Kappa Tau Alpha National Honor Society in Journalism and Mass Communication (KTA), University of Georgia Benjamin H. Hardy, Jr. Chapter, Member, inducted 2001.

Association for Education in Journalism and Mass Communication, (AEJMC) Member, 1995 - 1998.

American Advertising Federation (AAF) Member, 1995 - 1998.

American Academy of Advertisers (AAA), Member, 1995 – 1998.

American Advertising Federation (AAF), University of Florida Chapter, Member, 1988 - 1998.

Phi Kappa Phi Honor Society, University of Florida Chapter, Member, 1995 - 1998.

Golden Key National Honor Society, Member, 1988 - 1998.

University of Florida Student Government, Public Relations and Publications Committee, Member, 1989.

GRANTS

Anheuser-Busch Companies, Inc. Study of emotional response to brands and their advertising related to purchase intent, 1994 – 1995, (\$1,000).

Kraft Foods Corporation USA. Study of emotional response to brands and their advertising related to purchase intent, 1994 – 1995, (\$1,000).

Burger King Corporation. Study of emotional response to brands and their advertising related to purchase intent, 1994 – 1995, (\$1,000).

SmithKline Beecham Consumer Brands, Ltd. (GlaxoSmithKline). Study of emotional response to brands and their advertising related to purchase intent, 1994 – 1995, (\$1,000).

McDonald's Corporation. Study of emotional response to brands and their advertising related to purchase intent, 1994 – 1995, (\$1,000).

Ford Motor Company in conjunction with JWT Detroit. Study of emotional response to brands and their advertising related to purchase intent, 1994 – 1995, (\$1,000).