

EMMA J. O'NEAL

Professor - Communication Studies
 Consultant - Media/Marketing Campaigns

Contact

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Current Assignments

Adjunct Professor

Northern Virginia Community College
 Sterling, VA
 eoneal@nvcc.edu

Tutor/Researcher

Johns Hopkins University
 School of Education
 eoneal@jhu.edu

About

TEACHING INTERESTS

Mass Media, Small Group and Intercultural Communication, Literature, English, Rhetoric and Public Address/Public Speaking, Advertising, Interpersonal Communication

RESEARCH INTERESTS

Media Communication, Cultural Communication and Rhetoric, Rhetorical Criticism

CORE COMPETENCIES

Student-Centered Instruction, Classroom Management, Blackboard, Canvas and Angel Online Course Development and Implementation, Community Involvement, Presentation and Grant Writing Skills, Curriculum Development, Mentoring & Tutoring

Objective

To work in an environment that accelerates the success of the secondary and postsecondary education industry. Utilize my rich PR, media and marketing background to enhance pedagogical projects. Additionally, work in a forward thinking, learning environment.

I am an innovative and resourceful professional with a Master of Arts degree, with expertise, not only in marketing, media and PR, but in educating, and administering communication/media, English and literature, courses and journalism development workshops.

Astute and experienced, seeking a full time position that makes effective use, additionally, of my career knowledge in instruction, lesson plans and student assessments while reaching the goals and objectives of the organization's needs.

Creative, diligent and enthusiastic communication professional and with diverse knowledge of planning and implementing various business and communication strategies. Strong in public speaking and presentations.

Profile/Professional Strengths

- Well-evaluated instructor with nine years of collegiate experience teaching at university and college accredited schools
- Meticulously detail-oriented organizer who has assisted research and academic teams
- Excellent written, verbal, and interpersonal communicator, and presenter who can translate complex concepts and deliver information geared appropriately to audience's specific knowledge level; highly proficient writing for business
- Computer-proficient in MS Office, including Word, Excel, PowerPoint, Outlook, Access, Avid, Canvas, Blackboard, Angel.
- Competent in social media inclusive of Facebook, Instagram and Twitter
- Accomplished communications consultant and business communication practitioner with a public relations, cultural communication, social media marketing with real world experience

Education

Ph.D., Interdisciplinary Studies, Media and Culture
Union Institute and University, Cincinnati, OH
Also: MLK Studies and Educational Leadership Certificate

Ongoing

Master of Arts, Mass Media Communications
Trinity University, Washington, D.C.

Master's Thesis: How Mainstream Media Historically Affected African American Culture and Black Male/Female Relations Full scholarship

May 2003

Bachelor of Arts, Communications
Trinity College, Washington, D.C.
Howard University, Washington, D.C.

December 2000

Courses Taught

UPPER LEVEL

Broadcast Journalism
Advanced Journalism
Intercultural Communication
Advertising
Business and Technical Writing
Freedom Theatre
Public Relations
Propaganda and Persuasion
Survey of American/World Literature
Survey of African American Literature
Radio & Television

LOWER LEVEL

Fundamentals of Public Speaking
Introduction to Mass Media Communications
Junior Refresher Composition
Careers in Communications
Developmental English
Introduction to Theatre
English Composition I/II
Principles of Communications/Human Comm.
Intro to Digital Photography
Multimedia Web Production
Design for the Media

Academic/Teaching Experience

Adjunct Professor
Northern Virginia Community College

Teaches Oral Communication coursework. Develop and implement syllabi. Provide support services to students.

October 2018 to Present

Access Tutor/Researcher
Johns Hopkins University

Tutor junior high and high school students in PSAT/SAT prep, math, reading and writing; develop rapport with students. Evaluate and document student progress. Work with Site Project Coor. While developing student progress.

June 2018 to Present

Academic/Teaching Experience, cont.

Adjunct Professor August 2016 to January 2018
Washington Adventist University
Taught Mass Media Propaganda and Persuasion, Intro to Human Comm. and Intercultural Comm.

Professor, Full-time August 2011 to June 2016
Wilberforce University, Wilberforce, Ohio

- Taught up to six (6) sections communications coursework; two (2) sections English/Reading coursework in a semester and one (1) online course.
- Developed and implement syllabi for courses; Select books and research support services for courses
- Reported assessments for major core courses; Defined curriculum for communication and liberal art courses
- Created report for academic grants for Video, Production, Marketing for Science, Math Program for Dept. of Ed. courses
- Worked with a typically higher percentage of students who need disability-related accommodations
- Recruited students; Advisor for the Optimist Club (Social Service) and Theatrical Dome (Actor's Club)
- Brought life to communication courses by:
 - Earning highest teaching evaluations among non-tenure-track instructors
 - Introducing students to high-profile media and advertising professionals from local and regional media/organizations;
 - Integrating state-of-the-art PR/Journalism Boot camp through GDBJA CLIMB Program (Adult Accelerated/ Online Degree Program)

Online Instructor Summer(s) 2011-2014
Wilberforce University/Central State University, Xenia, Ohio
Taught Communication Courses to undergraduate and adult-education students

Adjunct Instructor Spring 2009 to December 2015
Sinclair Community College, Dayton, Ohio
Sinclair Community College (selected among the top five CC in the US). Taught Communications; English (Composition I/II; Developmental English)

Adjunct Instructor Fall 2007 to Spring 2009
Clark State Community College, Springfield, Ohio
Taught Fundamentals of PS/Mass Media Communication; high % of students with disabilities

Adjunct Instructor Winter 2012 to July 2016
International College of Broadcasting, Dayton, Ohio
Taught students pursuing an Associate Degree in Public Speaking, Communications and Mass Media

Adult Literacy Instructor/Consultant (GED)/PR and Marketing 2005 - 2010
The Dayton Urban League, Dayton, Ohio

- Taught reading, English, Social Studies and Science in two-teacher program
- This award winning program taught and graduated the most students within a restricted budget program in the State; Awarded numerous awards for this program.
- Taught reading and English to refugees from the Sudan

Honors and Awards

- Only non-tenured academic selected to represent University at Higher Learning Commission Conference, Spring, 2014; Non-tenured Academic Writing
- National Association of Black Journalists, Teacher's Honor, 2011
- Dayton Veteran's Administration Volunteer Award, 2009-2012
- Dayton Advertising Club, Diversity Chairperson, 2003-2005
- National Association of Black Owned Broadcasters, Chair, Mickey Leland Public Service Award (1996); Asst. Chair, Pioneer Award (1997)
- AAF, the Advertising Club of Metro Washington, Recipient, 1993 Addy Award
- Full Scholarship, Trinity University, Communications' Master of Arts Program, 2001
- Promotion's Director, WHUR-FM #1 Station (First ever college owned station in the country to win a commercial honor in a major market), Arbitron and Nielsen rated. Received multiple national write-ups (Spring Book, 1991).
- Top Ten African American Male Awards and Mentorship Program, PR Committee Chair

Civic and Community Service

- PR and Event Booklet Writer/Editor, Parity, Inc., Top Ten African American Men Luncheon, 2010-12
- Public Relations, Saving Our Cities, Blue Sky Project, Dayton, Ohio
- Coordinator, Greater Dayton BJA Journalist and PR Bootcamp, Dayton, Ohio, 2011-12

Professional Experience

Operating Partner

The Chameleon Group, Washington., DC

The Chameleon Group leverages integrated marketing, brand awareness; cross channeling media buying and social media to deliver compelling 'next level' campaigns for businesses and brands. As managing partner one of the things I do is guide the development of a deeper social and cultural understanding of the communities in which we live by the brands that we serve.

2016 to Present

Media Director/Consultant

City of Dayton Police Department, Dayton, Ohio

As the owner/CEO of Urban Media Group, we secured the police recruitment campaign contract and oversaw recruitment and promotion of recruits with an emphasis on securing women and minorities. Created radio and television commercial spots, print advertising, and created and disseminated public relations and marketing

2012-2013

Event Director/Marketing Manager

AVHC/American Veterans Heritage Center, Dayton, Ohio

Developed and implemented event concepts the Patriot's Freedom Festival; Managed budget, developed and presented sponsorship presentations; Maintained and wrote for online newsletter; E-blasts; Oversee marketing packaging; increased visibility through media (radio, TV, Print, Internet media) relationships. Oversee PR efforts. Managed submission request to obtain the new official location of the Veterans National Archives to the Dayton VA campus.

2008 – 2012

Professional Experience, con't.

Consultant - PR and Marketing Dayton Urban League, Dayton, Ohio Created crisis management programming/packaging, and trained 40+ staff members for crisis events.	2005-2010
Marketing Director/Senior Account Executive WRCX-TV 40/WBDT-TV, Dayton, Ohio Directed Sales staff and marketing for the stations.	2003-2005
Audience Development Manager Buena Vista Theatrical Group, Disney Corp, Philadelphia, PA/WDC Audience Development Manager for national play, Elton John's "Aida" (Disney Corp.). Implemented marketing and sales of Aida in Washington, DC, and Philadelphia to minority markets.	Summers, 2000-2002
Territorial Sales Representative Kraft Foods, Columbia, MD	1995-2004
Event Marketing and Promotion Manager (Consultant) NBC4-TV (WRC-TV), Washington, DC As Promotions and Event Manager, executed projects, developed on-air promos, and managed staff: WRCTV "4 Your Health and Fitness Expo" (100,000 attendees), and Camp 4 Kids. Annual budget: \$3.5 Million	1994-1997
Promotions/PR Director WOL-AM/WMMJ-FM/WKYS-FM - Radio One Network Stations, Washington, DC Co-Creator, Stoned Soul Picnic - Annual Event	1991-1994
Promotions/PR Coordinator WHUR-FM, Washington, DC	1989-1991

Associations Past and Present

Member, Public Relations Society of America
Member, National Association of Black Journalists
Member, Dayton Ad Club
Member, Alliance of Women in Media
Honorary Member, Optimist Club
Member, National Council of Negro Women
Member, American Association of University Women
Member, Delta Sigma Theta Sorority, Inc.