

RONALD (BRUCE) O'NEAL, PH.D.
CURRICULUM VITAE

Department of Mass Communication
Sam Houston State University – Dan Rather Bldg. – Rm. 310
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TEACHING EXPERIENCE

Visiting Assistant Professor, Mass Communication
Sam Houston State University

2015 – Current
Huntsville, TX

Develop and teach undergraduate courses in public relations, writing, and advertising.

- MCOM 4390 - Campaigns for Public Relations and Advertising
- MCOM 3385 - Advanced Writing for Public Relations and Advertising
- MCOM 3383 – Writing for Public Relations and Advertising
- MCOM 3382 - Principles of Advertising
- MCOM 3381 - Principles of Public Relations

Lecturer, Business Administration – Our Lady of the Lake University

2016 – Present

Develop and teach undergraduate courses in marketing and business administration.

- BADM 3355 - Principles of Sales Promotion
- BADM 3361 - Professional and Technical Communications
- MKTG 3331 – Principles of Marketing
- MKTG 3355 – Principles of Sales Promotion
- BADM 3318 – Business Analytics

Adjunct, Marketing - Lone Star College - North Harris

2010 – 2013

Taught associate degree-level courses in business administration and communications.

- BUSG 2309.12101 - Small Business Management
- BMGT 1327.1006 - Principles of Management
- BUSI 2304.1003 - Business Communications
- MRKG 2349.1W811 - Advertising and Sales Promotion

EDUCATION

Our Lady of the Lake University – San Antonio, TX/The Woodlands, TX
Ph.D. in Leadership Studies

2015

University of Phoenix – Houston, TX
M.B.A. - Public Administration

2009

Howard University – Washington, D.C.
B.A. in Television Production

1989

PUBLICATIONS

Peer-Reviewed Journal Articles

O'Neal, R.B., Green, M.T., Gergen, E., & Sun, Y. (2016). Exploring the Differences that Communication Medium has on Perception of Leadership Style: Does Communication Medium Affect the Leadership Rating of the Leader. *Business Management Dynamics*. ISSN: 2047-7031. Volume 6, Issue 2016.

Submitted: O'Neal, R.B., (2018) Social Media Connectedness of Mass Communication Students for consideration to *Journal of Education and Social Development*, ISSN 2572-9829 (Online); ISSN 2572-9810 (Print)

STUDY IN PROGRESS

O'Neal, R.B. "Barriers to Public Relations Recommendation Implementation in Academically Community Engaged Partners"

WORKSHOPS, ACADEMIC CONFERENCE PAPERS, AND PRESENTATIONS

O'Neal, B. (2017). "Preliminary Findings on Social Media Connectedness of Mass Communication Students" presented at the Global Conference on Education, University of Riverside, Riverside, CA. August 10 - 11.

O'Neal, B. (2017). "The Importance of Charisma and Modesty in Today's Leadership Communication." International Conference on Business Intelligence, Computer Science and Education, The Woodlands, TX. April 7 – 8.

O'Neal, B. (2017). "Personal communication for students." To be presented at Sam Houston State University Department of Leadership Initiatives. April 3.

O'Neal, B. (2016). "Caution: Personal branding for journalists." Sam Houston State Global Center for Journalism and Democracy. November 2016.

O'Neal, B. (2016). Keynote Address. Our Lady of the Lake University Convocation. November 2016.

O'Neal, B. (2016). "Caution: Communicating by email and social media can affect your rating as a leader." Sam Houston State University Staff Council. March 2016

O'Neal, B. (2012). "Innovation in Education: Social Media Use." Texas Association of Student Special Service Programs (TASSP). March 2012

O'Neal, B. (2011). *Social Media Boot Camp*. Houston Galveston Women's Business Center (WBC). September 2011

PROFESSIONAL EXPERIENCE

Director – Marketing & Communications
Sam Houston State University

August 2012 – August 2015
Huntsville, Texas

Provided direction, integration and implementation of marketing and communication initiatives as defined by annual marketing and communications strategic plans. Oversaw department's strategic integrated marketing plan, creative, brand management, advertising, digital/social media marketing, web development, graphic design management, marketing collateral management, production oversight, video productions, media relations, and public relations.

Led the development, implementation and management of social media strategies that market internally to students, faculty and staff, and externally to prospective students, parents, alumni, friends, and influential leaders.

Provided guidance, planning, and implementing for numerous special events and activities that created favorable images of the university. Ensured brand messaging was consistent and tailored for target audiences. Worked cross-campus to develop effective marketing strategies and materials.

- Supervised, edited, and approved stories and articles written by staff.
- Provided direction for overall video storytelling campaigns
- Supervised and directed department staff. Organize and delegate work assignments.
- Actively assisted in budget preparation and planning.
- Assisted in university-level crisis communication planning and implementation.

Manager, Communications
Lone Star College-North Harris

March 2009 – July 2012
Houston, Texas

Directly supported enrollment management and retention initiatives, and student outreach activities. Managed over \$100,000 internal and external marketing budget and reporting requirements for executive staff. Led and collaborated with campus enrollment management teams that directly impact student recruitment and retention including completion of visioning process, Foundations of Excellence™ (first year experience and transfer focus), and student outreach and recruitment communication activities.

- Trained and mentored student workers, communication interns and staff
- Engaged student body through a mix of social media and on-campus campaigns
- Led the college's communication strategies and social media engagement
- Oversaw college's print, media, electronic, and on-campus marketing budget, operation, and execution
- Led cross-functional teams of administrators, faculty, and staff through complex enrollment management, ad-hoc and strategic communication projects

Coordinator, Web Content
Lone Star College-North Harris

May 2005 – March 2009
Houston, Texas

Implemented and directed the college's first social networking and electronic communications strategies, designed to expand admissions inquiry pools; track prospective students as they move through the recruiting pipeline. Edited, wrote, and contributed content for e-newsletter, SMS, blogs, and college's social networking sites.

- Developed and maintained guidelines and recruited editors for student blogs
- Worked with other departments to maintain departmental Web sites
- Led the college's communication strategies and social media engagement
- Trained and mentored communication student interns
- Monitored Web statistics and created detailed reports

Operational Support Specialist
Baltimore City Public School System

August 2002 – January 2004
Baltimore, MD

08/08 – 2/04

Supported the acquisition, development, installation, promotion, scheduling and operation of on-line programming. Promoted, scheduled and operated live videoconferencing and satellite feeds. Designed and secured resources necessary to record, archive and stream live events.

- Maintained Blackboard LMS Web portals
- Assisted in videotaping, editing, and general production duties and assisted various departments with video productions
- Evaluated and suggested purchases of equipment, assisted customers with configuration issues and use of systems and software

ADDITIONAL RELEVANT EXPERIENCE

Web Content Developer
DC Metropolitan Police Department

2000 – 2002
Washington, D.C.

- Directed marketing efforts and launch of two high-level citywide policing awareness initiatives (*Watch Your Car, WaterWorks*)

Executive Director
Anacostia/Congress Heights Partnership

1997 – 1999
Washington, D.C.

- Directed staff and activities of non-profit agency
- Raised and managed yearly budget of \$300,000 and staff, volunteers and interns
- Continually honed the organization's mission and outreach with input from board and chair

COMMITTEES & SERVICE

SHSU FAMC Creative Community Advisory Group

2016 – 2017

- Serve as Department liaison to matters involving mass communication students in Belvin Hall Creative Community.

SHSU Graduate Student Thesis Chair

2017

- Successfully advised graduate film major in thesis proposal and execution

SHSU Department of Mass Communication Curriculum Committee **Current**

- Assist with the review of track offerings in the department
- Assist with track offering and alignment at SHSU-The Woodlands Center

International Conference on Business Intelligence Computer Science, and Education (ICBCE), Conference Chair **2016 and 2017**

- Established successful working relationship between International Business Intelligence and Innovation (IBII) and Sam Houston State University for academic conference committed to advancing innovation in business, management, big data, education and leadership
- Chair event, lead conference planning, promotion, and execution

SHSU Department of Mass Communication, Web Committee Lead **2015 – present**

- Maintain the department's website
- Promote the adoption of new and innovative web ideas

SHSU Graduate Student Bridge Program, Mentor **2015 – present**

- Serve as advisor to Office of Graduate Studies with planning, mentoring, and student development activities

SHSU Minority Male Success Initiative, Mentor and Committee Member **2014 – Present**

- Provide advice and support to initiatives focusing on success of minority males on campus
- Assist in mock interviews and other participant feedback aimed at improving academic and real-world success of participants

SHSU Founders Day Committee, Marketing Lead **2012 - 2015**

- Led marketing efforts celebrating the university's founding

SHSU University Marketing Committee, Chair **2012 - 2015**

- Provided leadership that maintained university brand use and guidelines

SHSU Web Optimization Committee, Marketing Lead **2012 - 2015**

- Provided leadership and counsel to help craft, execute and maintain university-wide web standards and operations

Exceptional Men of the Talented Tenth, Advisor **2013 – 2015**

- Served as mentor, staff advisor, and motivator to campus group serving African-American males
- Oversaw budget management and requests

PR & ADVERTISING ASSISTANCE TO ACADEMIC COMMUNITY ENGAGEMENT (ACE) PARTNERS

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|---|------|
| ▪ Network of Brothers – Houston, TX (MCOM 4390) | 2018 |
| ▪ Women of Honor and Destiny – The Woodlands (MCOM 3381, 3382) | 2016 |
| ▪ Dreamcatchers Stables – Spring, TX (MCOM 4390) | 2016 |
| ▪ SHSU Alcohol & Drug Abuse Initiative (MCOM 4390) | 2016 |
| ▪ Bay Area Custom Clothing (MCOM 3381, 3382) | 2016 |
| ▪ Henry's Home – Horse and Human Sanctuary – Spring, TX (MCOM 4390) | 2015 |
| ▪ Rita B. Huff Animal Shelter – Huntsville, TX (MCOM 3381, 3382) | 2015 |

AWARDS & RECOGNITIONS

Telly Award 2015

Co-producer. *Dan Dunn: Leave Your Mark*, Video/Television spot – Gold

Academy of Interactive and Visual Arts 2015

Co-producer. Award for distinction of use of music, high quality-low budget, promoting educational institution

Co-producer. *Happy Holidays* video and *Founders Day* music video

Council for the Advancement and Support of Education (CASE) Accolade Awards 2015

Co-producer. *Dan Dunn: Leave Your Mark*, Video/Television spot – Bronze

Co-producer. Sam Houston State University *Founders Day*, New Alumni Program – Gold

Co-producer. *Facebook by the Numbers*, Social Media Campaign – Silver

Co-producer. *Bearkat All Paws In*, Video/Student-Produced – Honorable Mention

Council for the Advancement and Support of Education (CASE) Accolade Awards 2014

Heritage Magazine Online, Web-Online Magazine, Bronze

Co-producer. Distinguished Alumni Video – *Damian Mandola*, Silver

Telly Award 2013

Co-producer. "Gangnam Style Parody Video," Silver (low budget, recruitment and education)

CERTIFICATIONS

SHSU Online Blackboard Learn/Teaching Online: Strategies for Success 2016

CITI Social and Behavioral Research (for Faculty) 2016