Ann C. McNellis

2001 Bretton Circle Edmond, OK 73012 405.388.5511 mcnellis1@cox.net

EDUCATION: Master of Arts, 4.0/4.0, May 2001

Texas Tech University

Thesis: How the Design of College Viewbooks Influences High School Students

Recognized as a Top Student Paper at the Association for Education in Journalism

and Mass Communication - National Conference, Washington D.C. 2001

Bachelor of Arts, Summa Cum Laude, 4.0/4.0, May 1999

Major: English Minor: Public Relations

Oklahoma Baptist University

TEACHING

EXPERIENCE: Oklahoma Baptist University – Adjunct Faculty

2010 - present

Contemporary Public Relations

Strategic communications course focused on introducing public relations

Public Relations Case Studies

Upper level PR course designed to utilize significant public relations cases in the study of the field

Public Relations Writing

Upper level PR course focused specifically on the writing forms used in PR field.

Advertising

Upper level Communications course focused on the concept of advertising both past and current

Introduction to Speech Communication

Freshmen level course emphasizing the skill of public speaking and communication

Public Relations in the Nonprofit Sector

Upper level PR course designed so students could work in conjunction with community nonprofits on real-life campaigns intended to allow them to apply their skills and knowledge while benefiting a worthy cause

English Composition: Exposition and Argument

English requirement for all freshmen focused on composition

English Composition and Classical Literature

English requirement for all freshmen focused on ancient western civilization and classical literature

Introduction to Professional Writing

Upper level writing course for Public Relations, Communications, and English majors focused on necessary writing skills for the business world

Created the PR in the Nonprofit Sector course so students could apply knowledge, utilize skills and interact with community members while learning about the importance of nonprofits.

Wrote and designed curriculum for first online based English Composition course for OBU.

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FREELANCE

PROJECTS: Healthy Schools Oklahoma

Support organization with full service marketing and public relations efforts.

Develop concept, design and content for regular newsletter.

Create various marketing pieces including annual reports, brochures, posters and giveaway items for promotion.

Nebraska Christian College

Edit and design 8-12 page, full color newsletters distributed as an outreach piece for the college's community.

Developed concept and designed an annual report for distribution to current and prospective donors.

Humphreys Company

Write, design and edit 4 page newsletter for Carlton Landing, a lake community currently under development.

KOCO Channel 5

Served as public relations support as well as assisted in community outreach efforts and event planning.

EXPERIENCE: Communications Coordinator

March 2001 – April 2002; March 2004 – Oct. 2007

Oklahoma City Public Schools Foundation, Inc.

Design, write, and edit quarterly newsletter. Take photographs and work with printer on production of newsletter. Produce a variety of publications including special event invitations, programs and flyers. Contribute to the planning of several significant events throughout the year for the community. Produce and distribute press releases to generate favorable media coverage and develop and maintain media contacts. Make site visits to various campuses, interview and work with students and faculty on Foundation programs. Collaborate with outside source to revamp website, write copy for site and maintain.

Account Executive

April 2002 - March 2004

Waddell Pointer & Associates

Managed a variety of different client accounts. Worked directly with decision maker to create long term marketing efforts that both brand the image of the corporation while maintaining top of mind awareness. Produced creative and informative advertising campaigns to capture the attention of the consumer. Wrote, created, and organized direct mail campaigns to reach the target market audience. Wrote and oversaw the design of press releases, newsletters and brochures. Planned a variety of community events for clients including creation of invitations, programs, etc. as well as working with the media and speakers. Wrote, prepared and delivered various presentations and programs for diverse audiences and tracked marketing efforts throughout the year. Developed and produced radio and television spots.

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SKILLS: Thorough knowledge of Microsoft Office, Adobe InDesign, Pagemaker and Photoshop

Desktop Publishing course—included the design of several layouts for brochures,

newsletters, advertisements, and yearbook spreads.

Photography/Publication Design course—included taking and printing pictures, studying elements of design, and creating several publications incorporating own photographs.

PUBLICATIONS,

HONORS &

ACTIVITIES: Recognized as a "Seven Who Care" recipient from students at Oklahoma Baptist University

Recognized as "Outstanding Adjunct" by Communications Department at Oklahoma Baptist

University

Member of Central States Communication Association since 2017

Co-Author - "Prime Real Estate: Branding University Syllabi."

Paper presentation: Central States Communication Association Conference;

Milwaukee, WI.

Presenter - "Hired to Help: Students Learn the Special Communication Needs of Nonprofits

Through Real Life Dialogue with the Community"

Great Idea for Teaching Students Presentation at CSCA Conference; Omaha, NE.

Member of Crossings Community Church since 2001

One of the current teachers for Newly Married Sunday School class