

## **About Me**

My experiences over the past several years have led me on a direct path to preparing me for a much desired future in researching, debating and educating others about communication and its relationship with our society.

I received my undergraduate at MBC in Mass Communication. I decided to further this interest at the Grady College of Journalism and Mass Communication at UGA, and focused my studies on advertising. Advertising issues became the foundation for my thesis, which explored comparative versus non-comparative advertising intensity and effectiveness.

After graduating from UGA, I began my career at CRT/tanaka and worked on a number of accounts, including Sprint Nextel, Altec Lansing, Longwood University and Thorlos. After several years, I decided to expand the breadth of my experience, so I began working for a global agency, Burson-Marsteller, solely servicing Altria/Philip Morris USA.

Currently, I am a second year PhD student at VCU, studying Media, Art and Text (MATX). I also am an adjunct instructor of several courses, including: PR Production, Introduction to Mass Communication and Storytelling, and I am freelancing for a number of clients.