CONTACT

kburns@usf.com

Linkedin.com/in/kellisburns

@KelliSBurns

- Administrative positions within the Zimmerman School of Advertising and Mass Communications at USF and previously in the School of Communications at Elon University
- Ph.D. in mass communication with advertising concentration
- Eight years of professional experience in Ad/PR research and marketing communications
- Over 20 years of teaching experience with outstanding student evaluations
- Received an Outstanding Undergraduate Teaching Award from USF in 2017
- Author of two books on social media
- Research focused on social media and public relations/advertising published in leading journals
- Numerous conference presentations at the national and international levels
- Frequent expert commentator for media stories and speaker at industry meetings
- Member of the Summer 2010 class of the Visiting Professor Program through the Advertising Educational Foundation

EDUCATION

University of Florida, Ph.D.
Gainesville, FL, 2003
J. Hillis Miller Presidential Fellow
Mass Communication
Concentration: Advertising
Supporting Studies: Marketing and Statistics

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RI WKH $WWLWXGH 7RZDUG WKH $G 0RGHO LQ DQ 2QO
Chair: Dr. John Sutherland
Co-chair: Dr. Richard J. Lutz

Middle Tennessee State University, M.S.
Murfreesboro, TN, 1998
Mass Communication
Received Outstanding Graduate Student Award

Vanderbilt University, B.A.
Nashville, TN, 1992
Mathematics major
Business Administration minor

TEACHING EXPERIENCE

UNIVERSITY OF SOUTH FLORIDA, Zimmerman School of Advertising and Mass Communications
Associate Professor 2011-present
Assistant Professor 2006-2011
Tampa, Florida

- Undergraduate courses include Advanced Public Relations (campaigns), Public Relations Research, Advertising Research, Public Relations Issues (cases), Public Relations Writing, Social Media Content Creation and Manageme and Principles of Public Relations (2/2 or 2/3 load)
- Graduate courses include Introduction to Strategic Communication Theory & Research, Strategic Communication Management, Social Media Data and Analytics, and Strategic Communication Media.
- Developed asynchronous online course for Principles of Public Relations, which required completion of the Online Instructor Certification course. Developed asynchronous online course for Public Relations and Advertising Research
- Taught Communication Skills for Managers and Management through Constructive Persuasion, MBA courses in the Muma College of Business. Developed asynchronous online course for Management through Constructive Persuasion
- Redesigned Public Relations Issues to create a Global Citizens Course for credit toward the USF Global Citizen Aw
- Recipient of a university Outstanding Undergraduate Teaching Award for 2017.

ELON UNIVERSITY, School of Communications
Assistant Professor 2003-2006
Instructor 2002-2003
Elon, North Carolina

- Courses included Principles of Advertising, Communications Research, Organizational Communications, and Media Writing. (2/1/3 load of 4-credit hour courses)
- Taught a Winter Term Media Writing course that incorporated field trips to WLFA and the *Burlington Times-News*.

MIDDLE TENNESSEE STATE UNIVERSITY, College of Media and Entertainment
Instructor 2001-2002

KELLI S. BURNS, Ph.D.

ASSOCIATE PROFESSOR

TEXTBOOK CHAPTERS

Burns, K.S. (2017). Public relations. In Rick Wilber (Ed.), *Media matters* (pp. 177-218). Dubuque, IA: Kendall Hunt.

Burns, K.S. (2017). Social media. In Rick Wilber (Ed.), *Media matters* (pp. 239-270). Dubuque, IA: Kendall Hunt.

ENCYCLOPEDIA ENTRIES

Burns, K. 6 ê $ 7 7 è V 8 S $ O O 1 L J K W *Encyclopedia of Major Marketing Strategies*. Sale.

Burns, K. 6 ê 0 R Y L H D Q G 7 9 V H U L H V F R P P X Q L W L H V *Encyclopedia of Social Network Analysis and Mining*. Thousand Oaks, CA: Sage Reference.

CONFERENCE PRESENTATIONS

Kothari, A, Walker, K. K., & Burns, K. S. #Coronavirus and public health: The role of social media in sharing health information. To be presented at the International Communications Conference, Virtual, May 2021.

Burns, K. S. Women academic leaders during challenging times. Panel to be held during the PCA National Conference, Virtual, June 2021.

- R K Q V R Q . $ X V W L Q ' % X U Q V . 2 Z H Q V + : L O V R Q 5 = 1 L E R U - perceptions of health and pharmaceuticals in African Americans in west central Florida. Roundtable presentation. American Public Health Association Annual Meeting and Expo, Philadelphia, PA, November 2019.

Johnson, K., Austin, D., Burns, K., Owens, H., Wilson, R. & Zgibor, J. Making HealthyLIFE: Community-informed adaptation of an evidence-based prevention program. Roundtable presentation. American Public Health Association Annual Meeting and Expo, Philadelphia, PA, November 2019.

Johnson, K., Austin, D., Burns, K., Owens, H., Wilson, R. & Zgibor, J. A new perspective: Qualitative data as an asset to

CONFERENCE PRESENTATIONS

Burns, K.

GRANTS

Bender, M. (PI), Tao, R. (Co-PI), & Burns, K. S. (Co-PI). "Restaurant Resn0 0 1 153.62 619.18 Tm 0 g ei0.1(,)4(cy8 Tm) W* n

KELLI S. BURNS, Ph.D.

ASSOCIATE PROFESSOR

UNIVERSITY SERVICE continued

Middle Tennessee State University, University Service

- Distinguished Lecture Series: Committee member, Responsible for disbursement of $85,000 budget, 2001-2002.

University of Florida, University Service

- Named Presidential Fellowship Committee: Committee member for Graduate Student Recruitment Fellowship in the Graduate School, 2000.
- Doctoral Student Colloquium: Coordinator and presenter for session on conference presentations, March 2000.
- Doctoral Student Colloquium: Coordinator and moderator for two panel discussions with faculty members, October 1998.

INDUSTRY SERVICE

Public Relations Journal, Reviewer, 2020

AEJMC, PR Division, Conference Paper Reviewer, 2019

AEJMC, PR Division, Communications Committee, 2016-2017

Journal of Interactive Advertising, Reviewer, 2014, 2017

International Journal of Strategic Communication, Reviewer, 2012, 2015

Journalism and Mass Communication Quarterly, Reviewer, 2008, 2011, 2015

Journal of Advertising, Reviewer, 2007-2009, 2014

PRism, Reviewer, 2009, 2014

Florida Scholastic Press Association: Judge for Teacher of the Year Competition, 2014

AEJMC Southeast Colloquium, Discussant, Tampa, Fla., February 2013

Journal of Interactive Marketing, Reviewer, 2009, 2011, 2013

Participations, Reviewer, 2012

Journal of Public Relations Research, Reviewer, 2009

Tenure and Promotion Reviewer for David Kamerer, Loyola Univers

AWARDS

USF Outstanding Undergraduate Teaching Award, 2017

USF Global Faculty Fellow, 2016

Tampa Bay Business Journal 40 & Comer Award, 2010

Kappa Tau Alpha Honor Society, Inducted Spring 2009

Recipient of Discretionary Base Salary Increase, University of South Florida, Fall 2008

University of Florida J. Hillis Miller Presidential Fellow, 1998-2001 (in 1998, the highest graduate fellowship awarded at the University of Florida)

AEJMC MC&S Division /P (Div4r (Di 551.64 613.86 re W* n BT /F1 10.02 Tf 1 0i6 5 t)(D s64 613. 514.36 Tm 0 g 0 G61

Jessica Brightman: Committee, Completed Fall 2012
Ryan Morris: Committee, Completed Spring 2012
Sabina Gaggioli: Committee, Completed Spring 2011
Cherisse Forseca Rivera: Committee, Completed Spring 2011
Jessica MacDonald: Committee, Completed Spring 2010
Claire Selius: Committee, Completed Spring 2010
Rhianna Lee Sing: Committee, Completed Fall 2009
Christine Anghel: Committee, Completed Spring 2009
Jessica Voss: Committee, Completed Spring 2009
Lynda Pasteur: Committee, Completed Spring 2008
Ashlea Hudak: Committee, Completed Spring 2008
Rachel von Loveren: Committee, Completed Summer 2007
Cristina Gonzales: Committee, Completed Spring 2007

HONORS THESIS STUDENTS

Melanie Margolese: Chair, In progress
Melinda Starling: Chair, Completed Spring 2019
Sara Sturgess: Chair, Completed Spring 2018
Victoria Walker: Chair, Completed Spring 2016
Aroushad Tahsini: Committee, Completed Spring 2015
Brendan Collett: Chair, Completed Fall 2010
William Cooper: Chair, Completed Fall 2009
Rose Rezaei: Chair, Completed Spring 2009
Tory Lynne: Chair, Completed Spring 2008

KELLI S. BURNS, Ph.D.

ASSOCIATE PROFESSOR

OTHER EXPERIENCE

FLORIDA SCHOLASTIC PRESS ASSOCIATION 1998-2000
Executive Assistant
Gainesville, FL

- Assisted Executive Director in all areas of managing organization.
- Managed staff of two office assistants.
- Edited the FSPA newsletter
- Handled communication and correspondence to district directors and advisers.
- Also served as a yearbook judge and evaluated high school yearbooks in terms of design, copy, and photography.

COMMODORE YEARBOOK 1991-1992
Editor-In-Chief
Nashville, TN

- 3URGXFHG 9DQGHUELOW yearbook WKDW GHVNWRS published
- Received Pacemaker Award, Silver Crown, and All American Award.

CONSULTING

The Poynter Institute for Media Studies: Illinois journalist research project, 2017

Hill Coniglio Polins & Associates: Various online survey projects, 2006

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Burlodge U.S.A.: Customer satisfaction research, 2004

COMMUNITY SERVICE AND MEMBERSHIPS

Girls on the Run: Advisory Board Member (Marketing and PR): 2016-2019; Race Committee Member, 2015-2019; Race Buddy 2014-2015

Oasis (Outreach Assisting Students in Schools): Clothes sorting volunteer, May 2018-present

Gamma Phi Beta Tampa Bay Alumnae Chapter: Member, 2015-present; AlumnaeCollegiate Relations Chair, 2016-2019; Philanthropy Chair, 2016-present.

Working Women of Tampa Bay: Member, 2014-2016

Berkeley Preparatory School: Class of 1988 30th Reunion Co-chair, 2018; Shades of Blue Publicity Committee, 2012-2013

Cub Scout Pack 21: Public Relations/Recruitment Chair, May 2010-2012

Youth Triathlon Series: Staff Member, 2010

Vanderbilt University: Member of Alumni CoRPs Interviewing Team, 2002-2017; Class promotions chair for reunion, October 2002; Class reunion volunteer, October 2017.

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PANEL PRESENTATIONS AND PUBLIC SPEAKING

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November 19, 2020.

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2020.

ê/LYLQJ WKH ,QVWDJUDP /LIH 7KH &XOWXUH ,PSDFW RI 2QOLQH ,QIOXH
February 20, 2020.

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ê<RXU&KXUFK %UDQG DQG ,WV %UDQG 3HUVRQD ë :RUG 2XW &RPPXQLFDWL

ê&UHDWLQJ D 3HUVRQDO DQG 'Staff Resident Panel Education Representation, January 10, 2020.

ê35 &DPSDLJQV DW &RPSDQLHV, September 26, 2016.

ê7KH :RUOG RI D 7HHQ ë 3DQHO 'LVFXVVLRQ UHSUHVHQWLQJ VRFLDO PI

ê7KH :RUOG RI D 7HHQ ë 3DQHO 'LVFXVVLRQ UHSUHVHQWLQJ VRFLDO PI

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PANEL PRESENTATIONS AND PUBLIC SPEAKING continued

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ê)XQ MREV LQ VRFLDO PHGLD 6SHDNHU ë 86) 7DPSD %D\ $SULO 25, 2013.

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ê7HDFKLQJ FRQYHUVDWLRQ PRQLWRULQJ ë (GHOPDQ 2012. $FDGHPLF 6XPP

ê6RFLDO PHGLD +RZ WR EXLOG \RXU EUDQG RQOLQH ë 86) 1HZV 0HGLD

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ê6RFLDO PHGLD <RXU UHSXWDWLRQ WR JR WR EHG ë 86) 1HZV 0HGLD 5HVL
29, 2012.

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presented at the IABC Tampa Chapter meeting, Tampa, FL, March 2011.

ê7DUJHW \RXU &RQGR RI (WKLFV ë 3DQHO VSRQVRUHG E\ WKH 86) 6RFLH

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MEDIA AND PODCAST INTERVIEWS continued

MEDIA AND PODCAST INTERVIEWS continued

MEDIA AND PODCAST INTERVIEWS continued

Snapchat hacked by third party appë :7 6 3 U H S R U W H U R Q K D U 2014.V % L O O L 2 F W

ê 1 H Z V L W H $ O E D E D W D N H Y Reporter Charles Bill, September 29, 2014.

ê , F H % X F N H W & K D O O H Q J H S R U W :) 6 8 U H S R U W Aug. 22, 2014.5 H J D Q 0 F & D U W K \ $ X

ê 2 W K H U Q R Q S U R I L W V D Z H G E *Tampa Tribune*, by Kelli Burns, Aug. 22, 2014.

ê 6 R F L D O P H G L D 7 K H ë D 6 3 \ R X S R U W G H U V R Q / L P $ X J X V W

Facebook Newsfeed Story, Bay News 9, reporter Anne Imanuel, Aug. 1, 2014.

ê $ P \ 9 D Q - R Q H Staying positive on social media, *Denver Post*, by John Marshall (AP), June 27, 2014.

ê $ U H \ R X U H D G \ " 6 R F L D O P H G L D *Tampa Tribune*, reporter Kelli Burns, June 1, 2014 Q ë

ê : K R è V Z D W F K L Q J Z K D W \ R X S R V W " ë May 27, 2014 S R U W H U - R V K * U H H Q - D Q

ê 3 R O N W H H Q è V G H D W K V S X U V V R F L D O P H G L D F R Q Y December 10, 2013 Q ë :) / $ U H

ê 6 R F L D O P H G L D F D Q E H F R P H D Q E U D H *Tampa Tribune*, reporter Ian Maher, July 25, 2013.

ê + R Z P X F K G R F R O O H J H V W X G H Q W *USA Today* by Kathy Wickham, May 29, 2013 S U L Y D F \ ë

ê * H W U H D G \ I R U K X U U L F D Q H V H D V R Q L Q reporter Melissa Becker, May 27, 2013 O P H G L D

ê + R Z 8 6) H Q J D J H V L Q H G X F D W L R Q ë) R [U H S R U W H U . H U U \ . O H F L F 0 D \

ê 5 R O H R I V R F L D O P H G L D L Q 7 D U S R Q 6 S U L Q J V U D S H F D V H ë :) / $ U H S R U V

ê . D W H 8 S W R Q è V R Q K L V Z R U O G *Tampa Bay Times*, reporter Jessica Goldstein, March 20, 2013.

ê 3 L Q H O O D V & R V W X G H Q W V X V W Reporter Lauren Mayk, March 18, 2013. R V W ë

Facebook privacy story, Bay News 9, anchor Al Ruechel, Feb. 18, 2013.

ê 1 R E R G \ G R Z H Y H U E H O L H Y H K R Z % L O O *St. Petersburg Times*, reporter Cecile Deer, Dec. 10, February G 12, 2013.

ê 8 6) Q R P L Q D W H G I R U E H V *The Oracle*, reporter Alexis Rosenthal, January 29, 2013.

ê 6 R F L D O P H G L D S O D \ H G D V L J Q L I L F D Q W U R O H L Q W K H Z D \ Z H O H D V T S H G anchor Allison Kropff, December 15, 2012.

ê) D F H E R R N è V Q H Z W U H Q G L Reporter Natalie Sherman, November 14, 2012.

ê (O H F W L R Q ' D \ W Z H H W V V H Reporter Angela Rhodes, November 7, 2012.

ê 6 K D G R Z G H E D W H S D U W L S Reporter Lee Logan, October 31, 2012. ë

ê 7 R S R I W K H G D Tampa Bay, hosts Kathy Fountain and Frank Robertson, August 28, 2012.

ê 7 K H F R Q Y H Q W L R Q V D Q G V R F L D O P H G L D ë :7 6 3 D Q F K R U + H D W K H U 9 D Q

ê 6 R F L D O P H G L D H Q J D J L Q J R U U Anchor Heather Van Nest, July 31, 2012 F H " ë

ê) D F H E R R N F R Q Y H U V D W L R Q V W R V R F L Reporter Isabel Maskaness, June 4, 2012.

SNOPA story, Bay News 9, anchor Al Ruechel, May 5, 2012.

ê $ F D O O M R [T D P S Bay, reporter Russell Rhodes, May 1, 2012.

ê < R X 7 X E H H Q W U H S U H Q H X U V S U R M Reporter Ashley Porter, April 27, 2012 V ë

MEDIA AND PODCAST INTERVIEWS continued

ê 7 R R I R F X V H G R Q W K H S D V V D J H R I W L P H ë 0 \ W D P S D % D \ 4 X H H Q ë D Q G W K H S U H V L G H Q W R I W K H X Q L W H G 6 W D W H V ë L Q W H U Y L H Z E \ U H S R U W H U / O R \ G 6 R Z H U V $ S U L O ë

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