

Linda Royall
Curriculum Vitae

Communication and Media Department
Oral Roberts University
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Education

PhD Communication-Regent University, Virginia Beach VA (anticipate completion of dissertation and award of degree in 2016)

MPS/MA Journalism - Georgetown University, Washington DC (2009)

BA Communication - Regent University, Virginia Beach, VA (2007)

AA Business/Marketing - Cisco College, BA studies Abilene Christian University

Academic Research Studies Oxford University, England (2007 and 2015)

Summary of Qualifications

I am a creative professional with a history of successful leadership within diverse business environments and academia. My specialty is communication. I employ innovative thinking, inspirational leadership, and a talent for team building in all my areas of responsibility, which usually include strategic communication, organizational development, marketing, media management, public relations, branding, and Internet/website/digital and social media. I also qualified to write curriculum and to teach various advanced communication and marketing/PR courses including all disciplines within communication, such as methodology and theory, media, entertainment, social influence and journalism. In addition, I have functioned as a consultant or executive level employee for several major organizations including American Airlines, Texas Tech University, national political campaigns and non-profit agencies and as a teaching assistant in grad school. Due to working actively as a journalist for several years, I also have excellent political and media connections.

My multi-media skill set includes hands-on proficiency in all communication constructs such as

T.V. Radio, Print, Film and all Internet media. I am especially adept with marketing and advertising using social media platforms. As a highly proficient writer, graphic artist, photographer, videographer, website designer and media producer, I enjoy the both teaching and team building for organizations or in academia. I bring to the table over 20

years' experience in communication-related executive management for businesses, non-profit organizations and in higher education. Recently educated at the PhD level in the all communication disciplines and in the new media, I get excited about employing what I've learned to educate and mentor others. An intellectually stimulating, creative environment that encourages research and growth would be ideal for this phase of my career.

Related Experience

- **Professor of Communication** - Cisco College, Abilene & Cisco, TX (2012 - 2015)
- **Executive Director of Media, Marketing & Public Relations**
Cisco College/ Texas Tech Alliance (2011-2015)
- **Media & Marketing Consultant** URI Multimedia Inc. Washington DC and Texas (2007-2011)
- **Director of Design & Marketing** - The Ainslie Group, Virginia Beach, VA (2004-2007)
- **Teaching Assistant** - News Media Production & Media Studies classes
Georgetown University School of Continuing studies (Master's Level) (2008-2009)
- **Teaching Assistant** - Influence Through Entertainment Media Regent
University School of Communication & the Arts (PhD level)
- **Journalist** - Ongoing since 1994
- **Business Executive/ Consultancy** - On-going since 1985 (See attached Resume for work experience detail)

Publication of Presentations

- *The Late-coming Voice of Women to Rotary International*
Conference paper, submission National Communication Association
- *The Salvation Army -A Study in Message Effectiveness and Longevity*
Conference paper, submission Religious Communication Assn.
- *Organizational Image, Reputation Management and Crisis Communication Plan For Public Colleges*-Conference Paper TACC
- *Taking Back the Power of Wow: The Pretty Woman of Post-Feminism*
Published at ResearchGate.net - Communication & Media
- *Social Influence in Political Campaigns: An Analysis of the Campaign Strategies of Ronald Reagan's Presidential Primary*, submission to Quarterly Journal of Political Communication
- *Wilberforce: Rock Star of the Amazing Grace Era* Conference paper, submission Religious Communication Assn.
- *Pope John Paul II -Architect of Communication Connectivity*
Submission *Journal of Religion and Communication*
- *The Creative Cliff: A Study in the Effects of Media Use on the Creative Imaginations of*

Linda Royall

Children - submission to Children and Society - a publication of John Wiley & Sons

Projects in Progress

Book: (working title) *On-line vs. Face-to-Face Disclosure in On-Line AA Meetings*. (One of three authors). Contracted by The Edwin Mellen Press, Great Brittan and New York. Targeted completion March 2017.

Dissertation: *Blood on the Throne*. Anticipated completion September, 2016.

Journalistic Experience

- **Investigative Reporter** - *Stream.org* News Magazine, Washington DC 2015-2016
- **Features Editor** - *Community News Network/Big Country News/The Way* 2008-2011
- **Host & Investigative Reporter**-*Lipschtik.com* Washington, DC 2007-2010
- **Host & Commentator** - *The Road Home* - Syndicated Radio show 1996-2000

Also work as a contributing journalist and guest on radio and TV news programs

Affiliations/Memberships

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| • National Communication Association | 2011-2016 |
| • Religious Communication Association | 2011-2016 |
| • International Communication Association | 2011-2016 |
| • Texas Association of Marketing and Public Relations Professionals | 2011-2016 |
| • American Advertising Federation (AAF) | 2009-2015 |
| • National Press Club | 2008-2016 |
| • International Investigative Reporters Assn. | 2008-1016 |
| • Rotary International | 2011-2016 |

Personal Information

Single, healthy and fit, active in several non-profit charitable and civic organizations. Hobbies include world travel, music, the arts, books, the ocean, nature and fly-fishing.

References, transcripts, writing samples and media portfolio available upon request

Linda Royall

Resume- Employment History

Teaching Assistant to Graduate Professors

Georgetown University and Regent University

Provided teaching assistance to the lead professor at Georgetown in News and Broadcast Writing and Producing and to the Faculty Chair for the PhD program at Regent for graduate level communication courses. Tutored Masters-level and Doctoral students in various communication courses and produced instructional teaching videos and programs for both universities and for the Non-profit Marketing program at Georgetown University. (2008-09 and 2015-16)

Professor of Media and Communication (Adjunct)

Cisco State College, Abilene & Cisco Texas- January 2011 to December 2015

Created curriculum and taught classes in various media and communication-related courses to a mix of traditional college students and non-traditional students, which included an advanced communication business training program for career professionals. Course offerings included mass, group and organizational communication, multimedia class teaching photography, video production, social media and website design and communication for converged marketing, public relations, and data based statistical research.

Director of Media, Marketing & Public Relations/ Communications Officer

Cisco State College, Abilene & Cisco Texas - January 2011 to December 2015

Served as Communications Officer and Departmental Director for a Texas state college with an enrollment of about 4,000 between two campuses, where I had responsibility for all marketing, advertising, development, public relations, internal and external communication, brand management and advertising as well as oversight of the organization's website and social media constructs. The college initially hired me to provide strategic management of press communication and development issues caused by a mandatory shut down and teach out of their nursing program. By employing effective communication techniques and innovative leadership, this negative was turned into a tremendous positive for the college's Health Sciences Center. The outcome was an alliance with the Health Sciences Center of Texas Tech University and a seamless path from undergraduate medical education to Masters and MD. I also steered the marketing and advertising of the organization to a multimedia, social media rich climate. The advertising campaign associated with the re-tooling of media delivery systems resulted in several ADDY awards for advertising excellence. The college was successfully rebranded as a state of the art institution - the place to be for the ultimate 21st century academic experience.

Executive Director /Consultant/ Media Instructor

URI Multimedia Corporation, Washington D.C. - 2007 to 2010

Provided communication, marketing, branding & media consultation for non-profit agencies, political entities, academic, medical and business organizations locally, nationally and internationally. Clients included several national non-profits and businesses and Georgetown University Public Relations/Marketing Department, for which I created a series of coaching sessions for NGOs, health service organizations and non-profit clients. The workshops focused on strategic communication and hands-on producing of informational videos and presentations for self-promotion of the organizations. Provided services in communication research, speech writing and campaigns for various clients, and assisted with marketing books and other media and event planning for several religious organizations and individuals including Fr. Francis Martin, Fr. Stefan Starzinsky International minister Damian Stayne, Silent No More, 40 Days for Life and Pro-life advocate Missy Smith and the Mercy Center Project and School in Lare, Kenya and Washington, D.C.

Linda Royall

Director of Development &...Contracting

The Ainslie Group, Virginia Beach, VA - 2005 to 2007

As a key executive I was responsible for a variety of projects and departments including marketing, design & development, contracting & procurement for one of the largest private real estate development and building firms in the Mid-Atlantic area. Branding included the first "Welcome home..." tag line and graphics used by homebuilders. Marketing videos and graphics featured actual homebuyers giving tours of their new homes. The rich multimedia graphics and personal stories formed a very successful ad campaign and grew the business through creative communication techniques.

Vice-President &...Business Development! Marketing Director

Environmental Design Group, Priddy, TX-1995-2005

Oversaw multiple programs and projects throughout the Southwestern U.S. and dealt with clients, owners, architects and government agencies on many multi-million dollar contracts. Developed all marketing programs & business development plans for company. Successfully acquired and facilitated numerous large government and business contracts for the company. Prior to the sale of the company, we had grown it into the largest company of its kind in Texas due to strategic planning and cross industry B2B branding.

Project Manager and Technical Writer/Editor

American Airlines Flight Simulation Division, Dallas, Texas - 1986-1989

Began working for AA as a business consultant troubleshooting contract logistics, documentation and communication problems on the 55 million dollar contract for a 5-ship flight simulator project for Beach Aircraft in Wichita, KS. The project was nearly a year behind schedule and seriously over-budgets when I came on board as an interim consulting project manager. Within six months the project was moving rapidly toward target. Due to the dramatic turnaround of the project, I was subsequently hired by AA as the Chief Project Manager for the term of the contract with Beech, which was successfully handed off in 1989. Compiled, authored, edited and published for set of 5 flight manuals for AA, working in conjunction with avionics engineers, software engineers and the FAA.

International Consultancy

Business Consultant

As a consultant, I have provided professional services in the areas of business development, marketing, public relations, and business communication for several investment groups, businesses, political campaigns and non-profit organizations, including International entities based in Washington, DC, New York City and Europe. Clients included American Airlines and Dual-Lite Intl., Inc. Client references, as well as work samples are available upon request. (Based in Dallas, Texas - 1985 to 1995, Washington DC and Arlington, VA 2009-2010).