

## CURRICULUM VITAE

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### EDUCATION

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M.S., Mass Communications: Media Management, 2004  
Oklahoma State University, Stillwater, OK

B.A., Journalism: Advertising, 1985  
Oklahoma State University, Stillwater, OK

### UNIVERSITY TEACHING

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Oral Roberts University, Tulsa, OK (August 2002 to present)  
Communication, Arts and Media Department, Media Instructor

- Develop syllabi, design and implement course plans and evaluate outcomes for students studying advertising, public relations, and journalism; develop, administer, and analyze assessments; conduct student evaluations; and provide feedback to faculty chair and dean
- Current Courses:
  - ADV 320/Communications Research, PRP 428/PR Case Studies, CAM 451/Internship, ADV 211/Advertising Workshop (campus media sales), MMC499 Senior Project; ADV 421/Media Buying and Selling, ADV 416/Advertising Design
- Additional Courses Taught:
  - ADV 221/Advertising and Marketing, PRP 225/Principles of Public Relations, MMC 421/Integrated Marketing Communications, MMC 427/Public Relations Management, MMC 220/Principles of Advertising, and MMC 217/PR Workshop
- Campaign Planning and Management
  - Working with student teams in integrated course design, developed campaign/communication plan and/or research for organizations including:
    - Mardel Christian and Education
    - Cingular Wireless Authorized Retailers
    - Tulsa Air & Space Museum
    - Elsing Museum
    - ORU Alumni Relations
    - Peter Nestler's "Jump Rope Basics" P.E. Teacher Curriculum
    - National Steak & Poultry
    - The Alzheimer's Association of Oklahoma & Arkansas

- ORU Mabee Center
- ORU Student Media
- Forest Creek Community Pool
- R.S.V.P., Retired & Senior Volunteer Program of Tulsa
- Oklahoma Educational Television Authority, Oklahoma Public Television
- Advise students on degree management, career planning and internships
- Advise alumni on career management and graduate programs

## UNIVERSITY SERVICE

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### Oral Roberts University

- Founder, TulsaTalks Business Strategies conference (2014); served as an integral part of the committee to develop the business strategies conference which benefits the ORU Advertising Students Fund (established 2013)
- Faculty Advisor, American Advertising Federation National Student Advertising Competition team and ORU Advertising Club (2013 to present)
- Interim Director (2013) and Business Manager, ORU Student Media (2008 to present); advise students, and manage budgets and business operations for ORU's campus newspaper, the Oracle, the Oracle Online, and KORU Radio; generate secondary income through advertising and on-campus promotions; work with student staff to develop business strategies; design sales-building campaigns online, print promotional materials, and work with key customers and national ad agencies to manage accounts year-to-year
- Researcher, ORU Center for Faculty Excellence (2012 to present); worked on three-member task team to assess faculty opinions toward professional development opportunities, faculty needs, and overall teaching environments present at ORU. Used an online survey and focus group responses to make recommendations to the Center for Faculty Excellence. Many recommendations have been integrated into 2012 Faculty Connection planning.
- Chair, University Committee on Wellness (2011 to 2013); brought together ORU Center for Faculty Excellence, Risk Management, and Aerobics Center team to create University Committee on Wellness; presented faculty survey plan to ORU Vice Presidents Council; faculty wellness survey in place and with IRB approval will launch fall 2012
- Chair, Higher Learning Commission Subcommittee on Engagement and Service (2010 to 2013); led HLC team to identify and survey constituent groups; collected and uploaded artifacts; wrote the response to the 2007 report; and working with HLC committee to revise document for fall site visit
- Lead Faculty, Media Faculty Committee Meetings (2010-2012)
- Lead Faculty, Media Faculty Curriculum Committee (2007-2009); chaired committee through a two-year Media degree audit (2007-2009); increased FTEs by decreasing number of courses and sections offered; utilized hybrid structure across degrees and colleges including Graphic Design and Business for Advertising and Public Relations concentrations; and established professional-level competencies for new concentrations in Multimedia, Convergence Journalism, Public Relations, and Advertising; and work with Media faculty to establish Media Professional Advisory Board

- Faculty Advisor, ORU Chapter of the Public Relations Student Society of America (2006 to present); meet weekly with PRSSA student-board, and schedule event and conference speakers; check and approve submitted chapter communication; recruit board and chapter members
- Member, Media Faculty Search Committee (2006-2009)
- ORU Nursing Hispanics Recruitment Committee (2006-2008)
- Clay Changed University Branding Team (2006-2007)
- Communication, Arts, and Media Internship Committee (2005 to present)
- New Faculty Peer Mentor (2005-2006)
- ORU Media Alumni Group, maintain frequent communications with alumni through traditional and LinkedIn Alumni Group and other social media channels (2002 to present)

## PROFESSIONAL EXPERIENCE

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### Marketing Retail Representative, Crossmark (Summer 2013)

- Work on behalf of Chobani™ Greek yogurt to represent the product at retail; manage brand goals to build retailer relationships, introduce new products, and sell incremental orders and displays; provide in-store inventory management and support; document and report store visits in SalesTrak, online reporting system.

### Development Consultant, Oklahoma Educational Television Authority (2011 to present)

- Work with OETA underwriting team to create partnership opportunities for statewide associations, foundations, and businesses; clients have included the Oklahoma State Department of Agriculture's Made In Oklahoma Coalition, Cherokee Nation Business, and the Oklahoma Energy Resources Board

### Consultant, CB Richard Ellis I Oklahoma (August 2010)

- Developed and pitched restructuring of project management and marketing services areas to provide greater cost efficiencies, cross-training, and employee retention; restructuring was implemented in fall 2010; helped place ORU May 2010 grad in marketing services to junior broker position

### Marketing Assistant, CB Richard Ellis I Oklahoma, Retail Division (May-July 2010)

- Provided marketing research services including competitive, demographic, psychographic, geographic, and sales analyses for retail clients; worked with brokers to develop property portfolios; created and updated property promotional materials (e.g. , brochures, one-sheets, and direct mail); managed updates to property websites; and created client direct mail and online campaigns

### Sidesaddle Studios, President (1997 to present)

- Owned and profitably managed a full-service advertising agency with emphasis on strategic planning, design, and implementation of brand-building campaigns. Clients included Dr Pepper/7-UP, First National Bank, The Absentee Shawnee Tribe of Oklahoma, Investment Centers of America, Arizona Restaurants, Mercy Health Center, Southwestern Bell Wireless/Cingular Wireless and Oklahoma State University (1997-2006)
- Agency consultant (2006 to present)

#### 7-Eleven Stores of Central Oklahoma, Marketing Director (1988-1997)

- Designed, executed, and evaluated monthly, quarterly, and annual marketing campaigns to meet company growth and sales goals and strategic objectives in 107 7-Eleven Stores; oversaw marketing research, media buying, graphic design, broadcast production, manufacturer, and distributor sales promotions, public relations management, employee training, and recruitment
- Managed the company's advertising budget; budgeted and tracked media expenditures, media post audits, cooperative/vendor funds and agency ad placements, production, and monthly billing
- Orchestrated the company's annual Muscular Dystrophy Association fundraising campaign including 12+ special events and in-store fundraising activities; raised \$200,000+ annually
- Served on the new product development teams for Old Fashioned Cherry Limeade® (now sold under the Sunkist® label, Dr Pepper Icy Drink®, 7-Eleven Phone Cards®, MoneyQuik® (in-store ATMs), Cappuccino Hot Cupp®, and MovieQuik® (rentals and sell-thru video programs)

#### PROFESSIONAL DEVELOPMENT

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- Oklahoma Press Association, Member, 2012 to present
- College Media Advisors, Member, 2011 to present
- Public Relations Society of America
  - PRSA Member (2008 to 2013)
  - Public Relations Society of America, Faculty Advisor (2006 to 2013)
  - PRSSA District 3 Regional Conference Host (2009-2010)
- American Marketing Association
  - Tulsa Chapter Vice President of Publicity (2004-2005)
  - Tulsa Chapter Vice President of Programming (2000-2002)
  - Tulsa Chapter Scholarship Chair (1999-2000)
  - Oklahoma City Chapter President (1996-1997)
- Girl Scouts of Eastern Oklahoma Council, Council Web Trainer (2010 to present)
- Jenks Girls Softball Federation Board, Development Chair (2007-2010)
- Faith United Methodist Church, Tulsa, OK
  - Faith Church Branding Initiative (2005-2006)
  - Children's Music Director (1999-2001, 2002-2005)
  - Capital Campaign Committee (2003)
- Muscular Dystrophy Association of Central OK, President, Executive Board of Directors (1995); 7-Eleven Representative to the Board (1988-1997)

#### MERIT

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- Outstanding Faculty Member, Communication Arts Department (2006-2007)

- Oral Roberts University Grant Writing Workshop (2004); 7-Eleven Stores Representative to Jerry Lewis Labor Day Telethon (1997); Oklahoma City Marketer of the Year, American Marketing Association, Oklahoma City Chapter (1996 and 1997); and numerous local and regional Addy awards (for advertising design in print, radio, and TV categories)

## PROFESSIONAL FLUENCIES

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- Mac and PC platforms: Adobe CS5 (Photoshop, InDesign, and Illustrator); Microsoft Office; DSLR digital and 35mm photography; screen, offset, and digital printing prepress; script, copy, and jingle writing; broadcast production; grant/proposal writing; media and vendor negotiations; qualitative and quantitative research design and testing (online, intercept, and traditional surveys, focus group management and facilitation, and observational/ethnography); social media (Facebook, Facebook Groups, Twitter and Hootsuite); Google Analytics and Google Adwords