

Debra Osborne Brown, PhD candidate

Education and Accreditation

Indiana University of Pennsylvania, PhD candidate, Composition & TESOL

- 24 hours of coursework completed
- Concentration on First Year Composition
- Major papers included:
 - On Creating a Basic Writing Learning Community (resulted in a pilot LC at SEU Fall 2015 - Spring 2016)
 - Re-enrolling Grammar Instruction in the Composition Classroom: Towards Closing the Grammar Gap
 - Writing with an Accent: L2 Writers in the Writing Center
 - Social Linguistics: Making the Case for L2 Tutors in the Writing Center
 - On the Cusp of Divorce: An Autoethnography of a Conservative Christian Mother of Five

East Carolina University, MA in English, 2005

- Concentration on Technical Writing
- Thesis: Creating a Truly Global Website

University of Florida, BS in Public Relations, 1992

Accredited in Public Relations by the Public Relations Society of America, January 1999

Teaching

Southeastern University, Lakeland, FL

Assistant Professor

Spring 2013 - Present

Coordinator Basic Writing Program

- Taught face-to-face, online and hybrid courses including:
 - College Reading & Writing (ENGL 1033)
 - Composition I (ENGL 1133)
 - Composition II (ENGL 1233)
- Recipient of the 2013-2014 Teaching Faculty Award for the Support of Informational Literacy
- Piloting a Learning Community approach for under-prepared writers, integrating with a required freshmen experience course in the Fall 2015, and with a Composition I course Spring 2016.
- Served on the WAC committee 2013-2014, 2014-2015
- Served on Faculty Development committee 2014-2015
- Met with football coaches when 26 out of 28 athletes were failing Composition I. Began volunteering one night a week in their study hall. By the end of the semester 21 athletes improved their grades with 11 of them passing with a C or higher.

University of South Florida, Tampa, FL

Adjunct Faculty Member

Fall 2013

- Taught Composition II (ENC 1102)
- Volunteer reader for the FYC Bullitzer submissions

University of Phoenix, Online

Adjunct Professor

2008 - 2013

- Taught 46 three credit courses online, including:
 - Business Communications (COM 215)
 - Composition I (COM 155)
 - Composition II (COM 156)
 - Research Writing (COM 220)

Plymouth State University, Plymouth, NH

Adjunct Faculty Member

2006, 2009 – 2011

Full-time Contract Faculty Member

2007 – 2009

- Taught online, face-to-face, and hybrid courses including:
 - Composition (EN 1200)
 - Writing and the Creative Process (ENDI 1401)
 - Organizational Communication (BU 2290)
 - Career Explorations (BUDI 2650)
- Participated in the advising process for 38 students
- Member of the Technology in the Classroom committee

East Carolina University, Greenville, NC

Adjunct Professor

2005

- Taught Business Communications (ENGL 3880) online

Southern New Hampshire University, Manchester, NH

Adjunct Professor

2004 – 2006

- Taught Business Communications (ENG 220) face-to-face and online

Professional Experience

The PR Guru, GA, UT, NH, AK

Owner

1999 – 2012

Created The PR Guru, an independent public relations agency to help clients build confidence, credibility, and trust through communications. Provided clients with public relations, media relations and editorial strategy. Clients have included:

- American Red Cross – Provided strategic counsel on communications campaigns for Disaster Services in Atlanta, and promoted blood drives in Salt Lake City prior to hosting the 2002 Winter Olympic Games.
- American Book Publishing – Created style guides and marketing campaigns to promote books. Edited writing from 12 freelancers.

- Applied InSilico – Created website design and wrote all content for this international website, wrote technical documents, and pitched and placed launch and partnership announcements.
- Best Buy – Edited user’s guides for the Insignia brand.
- BrightLane.com – Wrote all the content to launch business website providing information to entrepreneurs. After the launch published 25 articles covering topics for the field of human resources, technology, and communications for *Bright Ideas*.
- CARE International – Wrote key messages regarding new compensation structures for national and international employees.
- MiracleWorkers.com - Co-conducted a multimillion-dollar media campaign to launch the largest healthcare recruiting website. Online marketing effort drew 2,000 nurse sign-ups; goal was 200.

Unishippers, Salt Lake City, UT

Communications Manager

2001 – 2004

- Redesigned public web site and added functionality, resulting in an increase of unique visitors by 272% and sales leads by 519%.
- Revitalized weekly newsletter, created a style guide, and enhanced the content, resulting in a readership increase of 150%.
- Created technical manuals and online help programs for a \$3 million dollar proprietary CRM application.

Duffey Communications, Atlanta, GA

Account Supervisor (Contract)

1998 – 1999

- Created a strategic marketing campaign for the CDC to increase the distribution of the *Morbidity and Mortality Weekly Report*. Included extensive research of varying DMAs, analyzing and presenting the findings to the executive board, creating a comprehensive marketing campaign and co-producing two VNRs with accompanying materials.

Eggleston Children’s Hospital, Atlanta, GA

Media Relations Specialist

1997 – 1998

- Managed media relations and crisis communications.
- Wrote patient success stories focusing on new treatments.

Baron, McDonald & Wells, Atlanta, GA

Senior Account Executive

1996 – 1997

- Planned and conducted results-oriented media campaigns with high tech clients including IBM, Ericsson, IMNET, and others.
- Extensive media relations experience; placements included: NPR, CNN, *The Washington Post*, *Atlanta Journal-Constitution*, *LA Times*, *PC Week*, *Inter@ctive Week*, and *Modern Healthcare*.

United Way of Hillsborough County, Tampa, FL

Public Relations Specialist

1994 – 1995

- Developed and executed year-round campaign for key businesses to increase awareness of United Way on a daily basis.

- Designed, wrote and edited all communications and collateral materials for the annual fall fundraising campaign.

Bayfront Medical Center, St. Petersburg, FL

Events Specialist

1993 – 1994

- Organized and managed special events ranging from executive retreats to community health fairs.
- Wrote and produced PSAs to promote services and improve image.

TradeWinds Resort, St. Pete Beach, FL

Public Relations Specialist

1992 – 1993

- Wrote and distributed news releases to key members of the media.
- Wrote and edited all collateral materials.

Published Work - Journals

Osborne-Brown, Debbie. (2001). The Power of Postage. *American Journal of Health Communications*, Summer: 29.

Osborne, Debbie. (2000). Press Kits: The Good, the Bad and the Ugly. *American Journal of Health Communications*, Summer: 26-29.

Osborne, Debbie. (1999). Producing Quality News Releases on a Shoestring Budget. *American Journal of Health Communications* Winter: 22-29.

Published Work – Consumer/Business Publications

Brown, Debbie. (2012). You're in an Auto Accident! Now What? *Family Time News*, September, 13.

Brown, Debbie. (2005). Learning Mysteries of God, Key to Excelling as a Youth. *Church News*, October 22: 7.

Brown, Debbie. (2004). Send Your Travelers Packing. *Managing the Margin*, September: 1-3.

Osborne, Debbie. (2000). Company Profile: Dave Chappa, The Original Mattress Factory. *Atlanta Business Monthly*, August: 7.

Osborne, Debbie. (2000). Company Profile: Charles Simpson, Roswell Motor Cars of North Atlanta. *Atlanta Business Monthly*, June: 7.

Osborne, Debbie. (2000). Company Profile: Bryan Tate, Digitel. *Atlanta Business Monthly*, April: 7.

Osborne, Debbie. (2000). Is Your Most Prized Employee Leaving? *Bright Ideas*, February.

Osborne, Debbie. (2000). Cultivating Creativity. *Bright Ideas*, February.

Osborne, Debbie. (2000). Reaching Customers on the Web. *Bright Ideas*, February.

Osborne, Debbie. (2000). Turn Up the Heat on Your Web Site. *Bright Ideas*, February

Osborne, Debbie. (2000). Components of a Successful Communications Campaign. *Bright Ideas*, February.

Osborne, Debbie. (2000). 10 Tips to Motivating Your Employees. *Bright Ideas*, February.

Osborne, Debbie. (2000). Effective Employee Communications. *Bright Ideas*, February.

Osborne, Debbie. (2000). 10 Tips for Finding – and Keeping – Talent.” *Bright Ideas* (January 2000)

Osborne, Debbie. (2000). The Internet: Revolutionizing the Way We Communicate.” *Bright Ideas*, January.

Osborne, Debbie. (2000). The Final Frontier – Part III of a Three Part Series. *Bright Ideas*, January.

Osborne, Debbie. (2000). What You Need to Know About Overtime Compensation. *Bright Ideas*, January.

Osborne, Debbie. (2000). The Birth of a Business. *Bright Ideas*, January.

Osborne, Debbie. (1999). Business Resolutions for 2000. *Bright Ideas*, December.

Osborne, Debbie. (1999). Establishing Your Presence on the Web – Part I of a Three Part Series. *Bright Ideas*, December.

Osborne, Debbie. (1999). The Millennium Bug, The Most Talked About Bug on the Planet. *Bright Ideas*, December.

Osborne, Debbie. (1999). “Performance Evaluations That Work – Tips to Make Your Next Performance Evaluation More Effective.” *Bright Ideas* (December 1999)

Osborne, Debbie. (1999). Web Site Content: What Makes Your Site So Special – Part II of a Three Part Series. *Bright Ideas*, December.

Osborne, Debbie. (1999). This Just In ... Need to communicate with the media? Write a media alert. *Bright Ideas*, November.

Osborne, Debbie. (1999). Your Web Site: Building Customer Loyalty or Lost in Space? *Bright Ideas*, November.

Osborne, Debbie. (1999). Internet 101. *Bright Ideas*, November.

Osborne, Debbie. (1999). Calling in the Calvary, Knowing When to Outsource a Project. *Bright Ideas*, November.

Osborne, Debbie. (1999). Achieving Balance: How to Build a Successful Business and Still Have a Life. *Bright Ideas*, November.

Osborne, Debbie. (1999). An Easier Way to Schedule Meetings. *Bright Ideas*, October.

Osborne, Debbie. (1999). Personally Speaking, Letting Your Personality Shine in Your Small Office/Home Office. *Bright Ideas*, October.

Osborne, Debbie. (1999). Fall Tax Tips: from one small business owner to another. *Bright Ideas*, October.

Osborne, Debbie. (1999). Don't Just Do Something, Sit There! *Competitive Edge* May/June:83.

Professional Experience

- National Council of Teachers of English (2013 – present)
- Public Relations Society of America (1992 - 2012)

Community Involvement

- American Red Cross, Communications Committee (1999 - 2000)
- Big Brothers/Big Sisters, Big Sister (1994-1995)
- Egleston Children's Hospital, Volunteer (1997 - 1998)
- Georgia Breast Cancer Coalition, Board of Directors (1999 - 2000)
- Girl Scouts of America, Alaska Council, Brownie Troop Leader (2009 – 2010)
- Make-A-Wish Foundation, Newsletter Chairperson, (1996)
- National Public Health Information Coalition, Editorial Board *The American Journal of Health Communications* (1999 - 2002)
- The Spring of Tampa Bay, Volunteer (1994 - 1995)