



EDUCATION:

Ph.D. Lehigh University, Bethlehem, PA. 1999.

Major Field: Renaissance Literature
Minor Fields: Literary Criticism
Twentieth Century World Literature

M.A. Lehigh University, Bethlehem, PA. 1994.

Thesis: "Those Crazy Scots: Madness in the Ballad Tradition of Scotland" and
"Mad Women, Mad World: Madness in Renaissance Drama"
Advisors: Professor James McGoldrick, DeSales University
Professor Barbara Traister, Lehigh University

B.A. Notre Dame College, Manchester, NH. 1992.

Majors: English, Psychology. Cum laude.

Dissertation

Title: "My Duty and My Reason:" Rhetoric of Transgression in Seventeenth-Century Women's Autobiography.
Committee: Barbara H. Traister (Director), Lehigh University
David Hawkes, Lehigh University
Scott Gordon, Lehigh University
Jill Schneider, Lehigh University

My dissertation explores the methods and strategies early modern women used to create portraits of themselves. The autobiographies show how severely seventeenth century culture, especially its rules concerning gendered behavior, impacted its subjects, and they also demonstrate the women's strong awareness and commitment to these social codes. Within the context of Pierre Bourdieu's theories concerning habitus—the cognitive system through which individuals perceive the social world and behave within that world—the study examines the writers and their strategies of self-presentation. This study, then, beyond exploring the ways in which rules of gendered behavior influenced four early modern women, also examines the ways that those women's reactions and behaviors impacted the culture around them.

TEACHING EXPERIENCE:

Kutztown University. Kutztown, PA. 1999 to present.

Associate Professor

Co-direct the B.S. degree in Public Relations. Teach and develop courses related to public relations writing and document design within the English Department for the public relations program and for the professional writing program. Collaborated to author a proposal for the new major in public relations at the university (from 2015–2018). Advise 30-40 students per semester regarding academic and career issues. Supervise and mentor student interns working in public relations and writing positions.

Lehigh University. Bethlehem, PA. 1995-1998.

Adjunct Instructor, Teaching Fellow

Taught courses in composition and literature to undergraduate students.

Northampton Community College. Bethlehem, PA. 1997-1998.

Adjunct Instructor

Taught undergraduate courses at main campus and satellite campus in Tannersville, PA. Courses included composition, introduction to literature, and business writing.

OTHER CAREER EXPERIENCE:

A.C. O'Brien Communications. President

1965 Maplewood Lane, Allentown, PA 18103. 2000 to Present.

A. C. O'Brien Communications provides strategic services for select large public relations firms; it is also a principal public relations and communications provider to commercial and non-profit organizations. Client goals are achieved through primary research, strategy development and implementation of public relations programs. Services include design work, website development, media relations, message development, analyst and investor audits, speech writing, executive visibility programs, and reputation management.

Golin/Harris International. Account Executive

The Chrysler Building, 16th fl; 405 Lexington Ave., NY, NY 10017. 1998-1999.

Part of Interpublic Group, the world's largest public relations firm, Golin/Harris represents Fortune-500 clients in various communications efforts. Responsibilities included business development, crisis and reputation management, media relations, investor relations, and community relations programming. Represented clients to top-tier publishing and broadcast media; developed and implemented executive visibility programming.

The New Hampshire Humanities Council. Associate Development Director

19 Pillsbury Street; P.O. Box 2228; Concord, NH 03302-2228. 1991-1992.

Responsible for writing and distribution of press releases announcing humanities-related programs throughout the state of New Hampshire; assisted with Annual Fund Drive; assisted with planning of Annual Meeting and Literacy Conference; assisted with Phone-a-Thon; established and maintained database of media contacts.

Lehigh University: Center for Writing, Math, and Study Skills. Tutor

35 Sayre Drive; Lehigh University; Bethlehem, PA 18015. 1995-1998.

Assisted graduate and undergraduate students in developing paper topics and revising compositions.

Lehigh University: Business Writing Center. Tutor

621 Taylor Street; Lehigh University; Bethlehem, PA 18015. 1995-1996.

Assisted students with writing assignments for various business courses. Worked with business professors to evaluate students' grammatical accuracy and overall clarity.

PROFESSIONAL DEVELOPMENT:

Publications:

"Bill Hosokawa." Asian American Autobiographers: A Bio-Bibliographical Critical Sourcebook. Ed. Guiyou Huang. Greenwood P., 2001. 121-125.

"Enid Dame." Contemporary Ethnic American Poets: Lives, Works, Sources. Ed. Linda Cullum. Greenwood P., 2004.

"Gerald Stern." Contemporary Ethnic American Poets: Lives, Works, Sources. Ed. Linda Cullum. Greenwood P., 2004.

- "Haing Ngor." *Asian American Autobiographers: A Bio-Bibliographical Critical Sourcebook*. Ed. Guiyou Huang. Greenwood P., 2001. 287-290.
- "Jim Yoshida." *Asian American Autobiographers: A Bio-Bibliographical Critical Sourcebook*. Ed. Guiyou Huang. Greenwood P., 2001. 409-411.
- "Linda Pastan." *Contemporary Ethnic American Poets: Lives, Works, Sources*. Ed. Linda Cullum. Greenwood P., 2004.
- "Marge Piercy." *Contemporary Ethnic American Poets: Lives, Works, Sources*. Ed. Linda Cullum. Greenwood P., 2004.

Professional Consulting Work:

Allan Meyerson.

Editorial services for Meyerson's second book, *First Steps to Jazz Improvisation*, available at beginningjazz.com. Meyerson teaches jazz improvisation as well as clarinet, saxophone, and flute in the greater Lehigh Valley. He also performs as part of the Allan Meyerson Trio.

First Impressions Interior Design of Bethlehem.

Branding and identity consultation for startup interior design company. Designed business card and print publicity materials.

Shoe Tree of Allentown.

Designed and implemented full-circle perception study related to the retail store's brand identity and impending name change (to "Sage"). Provided consultation services before and during name change and transition period as well as guidance to the store's advertising agency.

Lafayette Ambassador Bank (via Musselman Advertising).

Designed and implemented consumer perception study related to the retail bank's brand identity. Provided consultation services to Musselman Advertising regarding advertising campaigns.

Stanton Crenshaw Communications (New York, NY).

Investor relations research for Bain Capital, CIT, Domain Associates, TSI, and Pequot Capital. Interviewed venture capital analysts, employees, and other related publics regarding brand performance and perceptions. Consumer relations and investor relations research for QRS Corporation.

Select Professional Design Work:

Promotional Programs: East Penn School District Girls Basketball. 2018-2019, 2017-2018.

Designed 32-page booklet to promote the girls basketball program at Emmaus High School. Scope of work included overall booklet design, advertisement creation, image processing, and copy setting. Booklet is viewable at amycobrien.com.

Website: LStudio Makeovers. 2016–2017.

Wrote and designed website for business that offers makeovers, photography, and image consulting. Scope of work also involved selecting and formatting images for inclusion, writing web copy. Website is viewable at lstudiomakeovers.com.

Publicity materials: LStudio Photography. 2015–present.

Designed rack cards and multi-panel accordion brochures for photography business that offers headshot and other photography services to models, professionals, and celebrity talent. Scope of work involved selecting and formatting images for inclusion, writing copy. Select publications are viewable at amycobrien.com.

Salon Menu: European Concept Salon. 2015. Publication updated 2018.

Designed a 16-page booklet of salon services for local client. Scope of work involved selecting and formatting images for inclusion, writing copy, interfacing with printer. 2,000 copies printed for distribution. Publication is viewable at amycobrien.com.

Logo Design: Lower Macungie Baseball. 2015.

Designed new logo for youth baseball program. The logo is now used on all team hats, coaches' shirts, select performance wear, and the organization's website. Design is viewable at amycobrien.com.

Banquet Program: East Penn Youth Wrestling. 2015 and 2014.

Wrote and designed 28-page booklets to encapsulate the year's wrestling performance for two youth teams. Scope of work included content generation, photography, image processing, and copy setting. Booklets are viewable at amycobrien.com.

Yearbook: Paris-Brest-Paris. June 2012.

Designed a 76-page book of first-hand cyclist accounts from the 2011 Paris-Brest-Paris ride for Randonneurs USA (RUSA). Scope of work involved selecting and formatting images for inclusion, organizing and copy setting submissions, interfacing with printer. 3,000 copies were printed for distribution to RUSA members and for sale via RUSA's online store.

Program Book: Suburban Swim League 2012 Championship Competition. July 2012.

Designed 46-page book for event hosted by Lower Macungie Lazars swim team. Scope of work involved copy setting schedule of the day's events, design and creation of advertisements for local businesses that contributed \$35-\$175 to the event.

Logo Design: Air Products Golf League. 2009.

Designed two-color logo for use on apparel, signage, and stationery for corporate golf league of Air Products and Chemicals, Inc.

Various Publications: Friends of the Early Learning Center. 2008-2009.

Scope of work involved designing and editing newsletters for parent organization created to support Kutztown University's Early Learning Center. Publications include poster to promote annual auction, auction program, and auction bid sheets, newsletter, and letterhead.

Conference Papers:

"Mixing Up a Recipe for Success: Desktop Publishing Students Design, Market, and Sell Advanced Composition Food Memoirs."

March 2010 CCCC, Louisville, KY.

"Incorporating Detailed Software Instruction into College Writing Courses."

March 26-29, 2009. College English Association Conference, Pittsburgh, PA.

"Incorporating Detailed Software Instruction into College Writing Courses."

October 17, 2008. EAPSU Conference, Kutztown, PA.

"I as Professional Writer."

March 23, 2007 CCCC, New York, NY.

"Around the Buggies and Through the Cornfields: Fostering Discussions of Diversity in Villageville, PA."

March 22, 2002 CCCC, Chicago, IL.

Book Reviews:

A Rhetorical Approach to Public Relations Writing. Allyn & Bacon, Spring 2008.

Outside Reader:

"A Focus on Reducing Anxiety in Children Hospitalized for Cancer and Diverse Pediatric Medical Diseases Through a Self-Engaging Art Intervention."

Doctoral Dissertation of Deborah Stubbe, candidate for the Ph.D. in psychology at The School of Professional Psychology, Chestnut Hill College. 2007-2008.

Judge:

"The Arts" panel at the 2013 Beacon Conference, Northampton Community College. June 7, 2013.

This conference is for student scholars at two-year colleges located in the mid-Atlantic region. Student presentations are judged on paper originality, quality of research and writing, as well as presentation style. The winning writer receives a \$100 award.

Conferences Attended:

PR News' Social Media Conference.

PR News, New York, NY. October 20, 2016.

PR News' The Big Three Conference: Twitter/Pinterest/Facebook.

PR News, New York, NY. April 18, 2013.

Presenting Data and Information: a one-day course offered by Edward Tufte.

Philadelphia, PA. October 4, 2011.

How to Design Attention-Grabbing Brochures, Catalogs, Ads, Newsletters and Reports.

SkillPath Seminars. Allentown, PA, May 29, 2008.

Introduction to Adobe Photoshop CS3.

Center for Enhancement of Teaching, Kutztown, PA. April 10, 2008.

The Eastern Pennsylvania Conference for Adobe Photoshop Users.

Allentown, PA. November 27, 2007.

Modern Language Association.

New York, NY, December, 2002.

COURSES DEVELOPED and/or TAUGHT:

Writing for Public Relations

PR for the Corporate Environment*

Desktop Publishing

Advanced Desktop Publishing*

Personal Public Relations*

Social Media Writing*

Storytelling for Public Relations**

The Agency Experience, part 1** (developed, but not yet taught)

The Agency Experience, part 2** (developed, but not yet taught)

Public Relations Ethics and Law** (developed, but not taught)

Professional Seminar in Professional Writing

Writing for the Workplace

English Composition

Renaissance in England

British Literature I

Shakespeare

Introduction to Literature

Literary Criticism

*Courses developed for the Professional Writing program at Kutztown University

**Courses developed for new Public Relations Program at Kutztown University

ACADEMIC SERVICE:

University Service

B.S. in Public Relations—New Program Development.

Fall 2015 to Present.

Marketing Materials for B.S. in Public Relations.

Summer 2018 to Present.

Co-Faculty advisor: Public Relations Student Society of America, KU Chapter.

Spring 2018 to Present.

Sesquicentennial Committee.

Fall 2013 to 2016.

Library Committee.

Fall 2008 to 2010.

Early Learning Center Task Force.

Summer 2007 to 2010.

Marketing and Communications Committee.

Spring 2008 to 2009.

Campus Beautification Committee.

Fall 2005 to 2007.

President's Roundtable on Alcohol and Drugs.

2005 to 2006.

Honorary Degree Committee.

Fall 2003-2005.

Women's Studies Advisory Board.

1999-2005.

Undergraduate Leadership Scholarship Selection Committee.

Spring 2002 and Spring 2003.

Student Commencement Speaker Selection Committee.

Fall 2002.

Preview Day Marketplace Volunteer.

Fall 2002.

Commission on the Status of Minorities.

2001-2003.

Professional Writing Learning Community Leader.

Fall 2001.

Kutztown University Family Day Planning Committee.

2001.

College of Liberal Arts & Sciences Service

LAS Assessment Committee.

Fall 2011 to 2014.

LAS Academic Technology Committee.

Fall 2005 to 2009.

Retention Committee, College of Liberal Arts and Sciences.

2001-2003.

Department Service

B.S. in Public Relations Co-Director.

Fall 2018 to Present.

Public Relations Program Interest Group.

Fall 2018 to Present. (Chair)

Professional Writing Interest Group.

Fall 1999 to Present.

Chair, Fall 2004-2012.

Interim Chair, Fall 2013.

Graduate Program Committee.

Fall 2005 to Present.

Co-chair, Fall 2004-Spring 2005.

Department Temporary Faculty Evaluation Committee.

Fall 2018 to Present.

Department Promotion, Evaluation, and Tenure Committee.

Fall 2005 to Spring 2018.

Co-chair Fall 2014 to Spring 2016.

New Faculty Mentor.

Fall 2005 to Present.

Tenure-Track Hiring Committee.

Fall 2017-2018 (Chair).

Fall 2015-Fall 2016 (Chair).

Fall 2008 (Chair).

Fall 2005-Spring 2007

Fall 2001-Spring 2002.

Director: Master's Portfolio of Dale Bond.

"Dream Lesson Plan" and "Time to Cook" Spring 2016.

Assistant Department Chair.

Fall 2008 to 2014.

English Department Chair's Advisory Committee.

2007 to 2014.

Spring 2003 to Spring 2004.

Department Web Page Committee.

Fall 2002-2014.

Chair, Fall 2002-Spring 2003.

Department Five-Year Review Committee.

Fall 2005 to 2010.

Chair, Fall 2008-2009.

Reader: Thesis of Jessica Tomaselli.

"The Implications of Christianized Paganism in Arthurian Literature." Fall 2007.

Reader: Thesis of Amy White Berger.

"Claudius' Story in Shakespeare's Hamlet." Summer 2003.

Temporary Hiring Committee.

Summer 2001.

EAPSU 2001 Conference Planning Committee.

2000.

Volunteer Writing Tutor.

1999-2000.

PROFESSIONAL MEMBERSHIPS:

Public Relations Society of America

AWARDS:

Sabbatical, Spring 2015

APSCUF Distinguished Service Award, 2007

COMMUNITY SERVICE:

Lower Macungie Youth Association

2012–Present. Design and coordinate sale of youth and adult apparel to promote the youth baseball league throughout Lower Macungie Township.

Project Linus

2013–2014 Made and donated hand-made quilts to non-profit organization for distribution to critically ill children.

last updated: February 2019