



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

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

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:

UGI Energy Services (Wyomissing, PA). September, 2020.

Prepared and presented two half-day writers' webinars created exclusively for UGI employees, with examples of common writers' challenges, strategies for approaching and overcoming those challenges, and interactive practice exercises.

Meyerson Studios. 2016-Present.

Branding consultation services for Jacqueline Meyerson, PSA, a nationally-recognized and award winning pastel artist. Services include artist statements, biographical copy, and website content.

Allan Meyerson. 2013.

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. 2017-Present.

Annually design 32-page booklets 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.

Select Professional Design Work, continued

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.

Publicity Materials: European Concept Salon. 2015–present.

Work includes a 16-page booklet of salon services. Scope of work involved selecting and formatting images for inclusion, writing copy, interfacing with printer. 2,000 copies printed for distribution. Designed and wrote copy for postcards promoting new facial services. Designed in-salon signage. Publications 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.

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:

- Adobe Max: The Creativity Conference**
Virtual, in October. 2020, 2021, 2022 and 2023..
- 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
Marketing and Communications Advisory Board (University Relations)
Fall 2019 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 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 2023-Present

Fall 2018 to Spring 2019

Department Promotion, Evaluation, and Tenure Committee

Fall 2019-Spring 2023

Fall 2005 to Spring 2018

Co-chair Fall 2014 to Spring 2016

New Faculty Mentor

Fall 2005 to Present

Tenure-Track Hiring Committee

Fall 2022-2023 (Chair)

Fall 2018-2019

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

Fall 2021-Spring 2022

Fall 2020-Spring 2021

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