

## **BRUCE O'NEAL, PhD**

*Associate Professor of Practice - Mass Communication*

*Sam Houston State University • Dan Rather Bldg.– Rm. 329*

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### ***Proven expertise in marketing, planning, leading and motivating diverse marketing teams.***

Ability to motivate, energize and lead marketing and communication teams to successful outcomes. Goal-oriented, collaborative, sincere, innovative, respectful and honest with a high level of personal and professional integrity.

Exceptional knowledge of integrated marketing, and creative practices with a focus on electronic and social media communication and cross-media engagement.

Effective leader who blends intuition and analytical skills. Effective decision-making, sound judgment and reputation for strong leadership, considerate, humane-oriented leadership who also possesses sound performance and motivational skills that consistently produce targeted results.

### **EDUCATION**

**Doctorate of Philosophy in Leadership Studies**, *Our Lady of the Lake University, Houston, TX (2015)*

**Bachelor of Arts, Television Production**, Howard University, Washington, D.C. (1989)

### **JOURNAL ARTICLES**

O'Neal, R. (2022). Observing Advertising in an Underserved North Houston Neighborhood. *International Journal of Multidisciplinary and Current Educational Research (IJMCER)*, 4(2), 251–253. [https://www.ijmcer.com/wp-content/uploads/2022/09/IJMCER\\_X0420251253.pdf](https://www.ijmcer.com/wp-content/uploads/2022/09/IJMCER_X0420251253.pdf)

O'Neal, R.B. (2020). Bias theories contributing to the negative perceptions of Greenspoint, a rebounding Houston neighborhood. *International Journal of Multidisciplinary and Current Educational Research*, ISSN 2581-7027. 2(5), 194-199.

O'Neal, Ronald (2018). Social Media Connectedness of Mass Communication Student. *Journal of Education and Social Development*, 2018. ISBN: 2572-9829. Volume 2, Issue 1. doi: 100.5281.

O'Neal, Green, Gergen, & Sun (2016). Exploring the Differences that Communication Medium has on Perception of Leadership Style: Does Communication Medium Affect the Leadership Rating of the Leader. *Business Management Dynamics*. ISSN: 2047-7031. Volume 6, Issue 2016.

### **TEACHING EXPERIENCE**

*Sam Houston State University, Huntsville, TX*

**Associate Professor of Practice – Mass Communication**

*2023 – Present*

**Visiting Assistant Professor – Mass Communication**

*2015 - 2022*

- Developed detailed syllabus, syllabus addendum, overall course structure, online instruction method, and administered grades.
- Develop and teach undergraduate courses in mass communication including public relations, writing and advanced writing, advertising, and campaigns for public relations
- Lead for department's website committee
- **Courses (MCPA previously MCOM designation):**

- MCOM 3026 — Priority One, Heatwave Media & Film Festival Practicums
- MCPA 4390 — Campaigns for Public Relations and Advertising
- MCPA 3381 — Principles of Public Relations
- MCPA 3382 — Principles of Advertising
- MCPA 3383 — Writing for Public Relations & Advertising
- MCPA 3385 — Advanced Writing for Public Relations and Advertising
- MCPA 4385 — Social Media for PR & Advertising
- MCOM 5340 — Social Media (*graduate*)

*Our Lady of the Lake University, Houston, TX*

2016 - 2019

**Lecturer in Business Administration**

- Developed and taught undergraduate courses in marketing and business administration
- **Courses Taught Include:**
  - MKTG 8305 (*graduate*) — Marketing Strategies and Policies
  - MKTG 3331 — Principles of Marketing
  - BADM 3355 — Principles of Sales Promotion
  - BADM 3361 — Professional and Technical Communications

*Lone Star College-North Harris*

2010 - 2013

**Adjunct Instructor in Business and Marketing**

- Developed detailed syllabus, syllabus addendum, overall course structure, online instruction method, and administered grades.
- Led classroom discussions, maintained classroom management, virtual and ground-based office hours, and contact with faculty chairs to improve instruction delivery.
- **Courses Taught Include:**
  - BUSG 2309.12101 — Small Business Management
  - BMGT 1327.1006 — Principles of Management
  - BUSI 2304.1003 — Business Communications
  - MRKG 2349.1W811 — Advertising and Sales Promotion

**ADDITIONAL EXPERIENCE**

*Sam Houston State University, Huntsville, Texas*

08/12 – 8/15

**Director – Marketing & Communications**

Provide direction, integration and implementation of marketing and communication initiatives as defined by annual marketing and communications strategic plans. Oversee department's strategic integrated marketing plan, creative, brand management, advertising, digital/social media marketing, web development, graphic design management, marketing collateral management, production oversight, video productions, media relations, and public relations.

Participate in the development, implementation and management of social media strategies that market internally to students, faculty and staff, and externally to prospective students, parents, alumni, friends, and influential leaders.

Advisor and internal consultant for the planning and execution of special events and activities that create favorable images of the university. Ensure brand messaging is consistent and tailored for audiences. Work cross-campus to develop effective marketing strategies and materials.

- Supervise, edit, and approve stories and articles written by staff.
- Provide direction for overall video storytelling campaigns
- Supervise and direct department staff. Organize and delegate work assignments.
- Budget preparation and planning.
- Crisis communication planning and implementation.

*Lone Star College-North Harris, Houston, Texas*

*03/09 – 07/12*

### **Manager, Communications**

Directly supported enrollment management and retention initiatives, and student outreach activities. Managed over \$100,000 internal and external marketing budget and reporting requirements for executive staff. Led or co-led enrollment management teams that directly impact student recruitment and retention including visioning process completion, Foundations of Excellence™ (first year experience and transfer focus), and student outreach and recruitment communication activities.

- Trained and mentored student workers, communication interns and staff
- Engaged student body through a mix of social media and on-campus campaigns
- Led the college's communication strategies and social media engagement
- Oversaw college's print, media, electronic, and on-campus marketing budget, operation, and execution
- Led cross-functional teams of administrators, faculty, and staff through complex enrollment management, ad-hoc and strategic communication projects

*Lone Star College-North Harris, Houston, Texas*

*05/05 – 03/09*

### **Coordinator, Web Content**

Implemented and directed the college's first social networking and electronic communications strategies, designed to expand admissions inquiry pools; track prospective students as they move through the recruiting pipeline. Edited, wrote, and contributed content for e-newsletter, SMS, blogs, and college's social networking sites.

- Developed and maintained guidelines and recruited editors for student blogs
- Worked with other departments to maintain departmental Web sites
- Led the college's communication strategies and social media engagement
- Trained and mentored communication student interns
- Monitored Web statistics and created detailed reports

*Baltimore City Public School System, Baltimore, MD*

*08/02 – 02/04*

### **Operational Support Specialist**

Supported the acquisition, development, installation, promotion, scheduling and operation of on-line programming. Promoted, scheduled and operated live videoconferencing and satellite feeds. Designed and secured resources necessary to record, archive and stream live events.

- Maintained Blackboard learning management web portals

- Assisted in videotaping, editing, and general production duties and assisted various departments with video productions
- Evaluated and suggested purchases of equipment, assisted customers with configuration issues and use of systems and software

*DC Metropolitan Police Department, Washington, D.C.*

*2000 – 2002*

**Web Content Developer**

- Led marketing efforts and launch of two high-level citywide policing awareness initiatives (*Watch Your Car, WaterWorks*)

*Anacostia/Congress Heights Partnership, Washington, D.C.*

*1997 – 1999*

**Executive Director**

- Directed staff and activities of non-profit agency
- Raised and managed yearly budget of \$300,000 and staff, volunteers and interns
- Continually honed the organization's mission and outreach with input from board and chair

**ACADEMIC PRESENTATIONS**

“The Coming A.I. and its Infiltration into Communication Fields.” Sam Houston State University – Public Relations Student Society of America, Southwest District Conference, March 2020.

“Barriers to Community Partners’ Implementation of Public Relations Recommendations in A.C.E.” Gulf-South Conference, Sam Houston State University, April 2019.

“Preliminary Findings: Social Media Connectedness of Mass Communication Students.” University of Riverside, Global Conference on Education, August 2017.

“Leadership Communication.” Sam Houston State University, ASPIRE Minority Scholars, June 2017.

“Caution: Personal Branding for Journalists.” Sam Houston State Global Center for Journalism and Democracy, November 2016.

“Keynote Address.” Convocation, Our Lady of the Lake University, November 2016.

“Exploring the Differences Medium Has on Perception of Leadership Style.” International Business Intelligence Innovation Conference , April 2016.

“Caution: Communicating by email and social media can affect your rating as a leader.” Sam Houston State University, Staff Council, March 2016.

“Innovation in Education: Social Media Use.” Texas Association of Student Special Service Programs (TASSP), Houston, TX, March 2012.

“Social Media Boot Camp.” Houston Galveston Women’s Business Center (WBC), Houston, TX, September 2011.

**ACADEMIC COMMITTEES & SERVICE**

SHSU Graduate Student Thesis Chair 2016 – 2017 and 2022

- Advised graduate students in thesis proposal and successful defense

SHSU-The Woodlands Center Ad Hoc Mass Communication Work Team 2017 - 2022

- Strategic planning to grow cohort-based PR & Advertising track at The Woodlands Center Campus
- Collaborate on development of collateral materials and academic partnerships

SHSU Department of Mass Communication, Web Committee Lead 2015 – Present

- Maintain the department's website
- Promote the adoption of new and innovative web ideas

SHSU Department of Mass Communication Curriculum Committee 2016 - Present

- Assisted with the review of track offerings in the Department
- Assist with track and offering alignment at The Woodlands Center

SHSU FAMC Creative Community Advisory Group 2016 – 2018

- Serve as Department liaison to matters involving mass communication students that live and study in Belvin Hall

SHSU Graduate Student Bridge Program, Mentor 2015 – 2018

- Serve as advisor to Office of Graduate Studies with planning and student development activities

International Conferences on Business Intelligence Computer Science, and Education (ICBCE), Conference Chair 2016 - 2021

- Helped establish successful working relationship between International Business Intelligence and Innovation and SHSU for academic conference
- Led conference support including conference promotion, oversight and execution

SHSU ELITE Minority Male Success Initiative, Mentor and Committee Member 2014 – 2018

- Provide advice and support to initiatives focusing on success of minority males on campus
- Assist in mock interviews and other participant feedback aimed to improving success of participants on campus and in the real-world situations

SHSU Founders Day Committee, Marketing Lead 2012 - 2015

- Led marketing and promotional activities for celebration of university's founding

SHSU University Marketing Committee, Chair 2012 - 2015

- Provided leadership and counsel to manage university and department-wide marketing standards
- Reinforced and maintained university brand use and guidelines

SHSU Web Optimization Committee, Marketing Lead 2012 - 2015

- Provided leadership and counsel to help craft, execute and maintain university-wide web standards and operations

Exceptional Men of the Talented Tenth, Advisor 2013 – 2015

- Serve as mentor, staff advisor, and motivator to campus group serving African-American males
- Oversaw budget issues and requests

**SERVICE TO COMMUNITY PARTNERS**

- Network of Brothers – Houston, TX 2017
- Women of Honor and Destiny – The Woodlands 2016
- Dreamcatchers Stables – Spring, TX 2016
- SHSU Alcohol & Drug Abuse Initiative 2016
- Bay Area Custom Clothing 2016
- Henry's Home – Horse and Human Sanctuary – Spring, TX 2015
- Rita B. Huff Animal Shelter – Huntsville, TX 2015

**AWARDS & RECOGNITIONS**

**Telly Award** 2015

*Dan Dunn: Leave Your Mark, Video/Television spot – Gold*

**Academy of Interactive and Visual Arts** 2015

Award for distinction of use of music, high quality-low budget, promoting educational institution  
*Happy Holidays Video and Founders Day Music Video*

**Council for the Advancement and Support of Education (CASE) Accolade Awards** 2015

*Dan Dunn: Leave Your Mark, Video/Television spot – Bronze*  
*Sam Houston State University Founders Day, New Alumni Program – Gold*  
*Facebook by the Numbers, Social Media Campaign – Silver*  
*Bearkat All Paws In, Video/Student-Produced – Honorable Mention*

**Council for the Advancement and Support of Education (CASE) Accolade Awards** 2014

*Heritage Magazine Online, Web-Online Magazine, Bronze*  
*Distinguished Alumni Video – Damian Mandola, Silver*

**Telly Award** 2013  
*"Gangnam Style Parody Video," Silver (low budget, recruitment and education)*

**EDUCATION CERTIFICATIONS**

SHSU Online Blackboard Learn/Teaching Online: Strategies for Success 2016  
CITI Social and Behavioral Research (for Faculty) 2016