

# Curriculum Vitae

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Richland College  
12800 Abrams Road  
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## Education

Syracuse University, Syracuse, NY  
M.S. in Public Relations

University of Minnesota, Minneapolis, MN  
B.A. in Journalism (Broadcast Emphasis)

## Teaching Experience

Richland College, Dallas, TX January 2008 – Present  
Lead Faculty & Program Coordinator, Journalism and Student Media. Courses taught include: Intro to Mass Comm., Media Literacy, News Gathering and Writing, Radio/TV News Writing, Audio/Radio Production, Writing for Radio, TV and Film, Design & Layout, Principles of Advertising, Introduction to Public Relations, etc.

### *Related experience/honors:*

THECB Advisory Committee Member Fall 2018  
Round-table Speaker – Innovations 2018 Conference March 2018  
Participated in TCU International Honors Education Institute Summer 2017  
Round-table Speaker – Innovations 2015 Conference March 2015

Syracuse University, Syracuse, NY August 1994 – November 1995  
Graduate Assistant  
Introductory Mass Comm Classes

Saint Cloud State Univeristy, St. Cloud, MN September 1990 – August 1994  
Adjunct Instructor  
Introduction to Mass Comm, Broadcast News Writing

## Relevant Professional Experience

**JPMorgan-Chase Bank, N.A.—Dallas, Texas** Consultant/Senior Communications Specialist 2005 – 2007  
Had responsibility for a broad range of change-related communication activities. Demonstrated ability to handle pressure of meeting deadlines, multi-tasking, serving the needs of diverse audiences and concisely communicating complex messages about a wide variety of topics.

I certify that statements made by me in this vitae are true, complete and correct.

**BigFeet Creations – Dallas, Texas** Partner

2001 – Present

Provide tactical services and strategic communications counsel in a range of arenas. Work closely with clients to assess communication/public relations needs and develop the appropriate vehicles to address those needs. Report on actions taken and results achieved as required/specified by client-organizations.

**ERA Real Estate – Parsippany, New Jersey** Director of Communications

2000 – 2002

Responsible for the development and implementation of all internal and external communications programs, promotions and corporate sponsorships of global real estate franchisor. Provided strategic public relations counsel to senior brand management, served as executive speech writer to the CEO. Developed and nurtured relationships with the media and key strategic publics, oversaw and directed brand relationships with vendors.

**Cendant Corporation, Travel Division – Parsippany New Jersey** Public Relations Manager

1999 – 2000

Responsible for developing and driving forward public relations activities for multiple-brand franchisor, providing strategic public relations counsel. Also helped to facilitate communication and strong relationships between the travel/hospitality division and the constituent brands. Developed and nurtured relationships with the media and key strategic publics.

**Dialogic Corporation – Parsippany, New Jersey** Public Relations Programs Manager

1998 – 1999

Responsible for developing, managing and driving public relations activities for multiple business units of leading computer telephony firm. Developed and implemented communications strategies. Worked closely with project leads on message development, industry education strategies and tactical execution.

**The Dun & Bradstreet Corporation – Murray Hill, New Jersey** Manager, Internal Communications

1995 – 1998

Responsible for internal and external communications & public relations activities for multiple business units. Developed press releases, managed associate newspaper, vendor relationships.

**WJON Broadcasting Company – St. Cloud, Minnesota** News Anchor/Reporter

1989 – 1991 and 1992 – 1994

Gathered, wrote, edited and delivered regular and extended coverage news reports on a broad range of topics and issues, including education, health, waste management, local/regional politics, public affairs.

**Johnson Group Advertising – St. Cloud, Minnesota** Account Manager

1991 – 1992

Public relations copywriting, sales and account management responsibilities for fledgling advertising agency. Territory based in community of approximately 60,000 and surrounding five-county area.

**KMHL-AM/KKCK –FM Radio – Marshall, Minnesota** News Director

1988 – 1989

Responsible for all news and public affairs programming and content. Collected, prepared and delivered daily newscasts, covered local and regional news events, including politics, government affairs, education, etc.

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