

Ann-Marie Adams
Linkedin.com/in/ann-marieadams

EDUCATION

Washington University School of Law, St. Louis, MO, M.L.S., 2019 (Employment Law)
Ithaca College, Ithaca, NY; M.S., Corporate Communication 1998
East Tennessee State University, Johnson City, TN; B.S., Major: Sociology, Minor: Business 1985

University of South Carolina Beaufort January 2022 to present

Adjunct Professor, Department of Business and Communication Studies

Deliver a public speaking course that instills the ability for students to:

- Demonstrate auditory and visual skills in Public Speaking activities by delivering a speech.
- Compose, organize, and outline a speech utilizing an introduction, main points, and conclusion.
- Research, synthesize and cite in MLA Format supporting material utilized in a speech.
- Recognize and articulate the concepts, terms, theories, and vocabulary associated with speech communication.

Research Interest: *The evolution of discourse and the multi-mobile nature of human interaction, and the laws that govern these venues. Specifically, the public forum doctrine. If new media and mobile technology are cultural keys to success in communicating internally and externally with native and non-native speakers and the popularity of various media has proliferated...understanding public forum doctrine has become more important for those working in media and those tasked to govern and/or enforce public forums, traditional and digital.*

Teaching Philosophy: *As higher education moves away from content-laden curricula to experiential learning, young people must have the requisite knowledge and skills to use simulation, apprenticeships, and cooperative learning as pathways to employment. I have designed a series of simulations consisting of activities that overlay a business setting focusing on business coaching, executive briefings, and longitudinal assessment. I mentor students through a series of briefings according to a rubric designed after Bloom's Revised Hierarchy of Learning which provides a rich opportunity to make real-time decisions in an environment that embraces failure as much as it applauds success.*

Notable Activities:

- Board Member: The Ithaca Voice, an independent online news outlet 2019-present
- Community Advisory Board, WCNY-TV 2020 - 2021
- Virtual Visiting Professor Program (VPP) 2020 Association of National Advertisers Educational Foundation (AEF) New York, NY Summer 2020
- Participant: Microsoft Mixed Reality Ideation Workshop, October 28, 2019
- Participant, Renaissance Weekend 2018-present.
An invite-only American retreat for leaders in business and finance, government, the media, religion, medicine, science, technology, and the arts.
- Board Member, WSKG Public Media Group, 2017-2019
- Mayoral Appointment, Redevelopment Commission Member, Town of Port Royal, Beaufort County, SC; 2006-2014
- Reading Tutor/Volunteer with additional service at a national Supplementary Education Service (SES) provider.

Recent Public Addresses

- SCTEA Annual Conference, Presenter "Evolution of Public Forum Doctrine," Myrtle Beach SC /February 19, 2022
- Lyceum Lecture Series, Spartanburg, SC, January 25, 2022 "Public Forum Doctrine"
- Commencement Speaker, Ithaca College, December 13, 2020 "The Power of Words"
- Presenter, Books Sandwiched In benefiting the Friends of the Beaufort Libraries 2019
- Presenter: TEDxGreenville, "Digital Discourse: Promise or Breach" 2019
- Presenter: TEDxIthacaCollege, "Communicating Across the Divide" 2017

Academic Publication and Project

Co-author, Gayeski, D. and Adams, A. (1999, May/June). "Barriers and Enablers to the Adoption of Human Performance Technology: Or, If We're So Smart, Why Aren't We Rich?" Performance Improvement. 37-48.

Gayeski, D. (1998). "Establishing the Practices and Philosophy of Performance Technology: What We Know and What We Still Need to Learn." A study funded by a competitive grant from the International Society for Performance Improvement and the Academy of Human Resources Development. [Principle management and data compilation of this study conducted by Ann-Marie Adams]

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Other Related Instruction at USCB

Instructor, Osher Lifelong Learning Institute, University of South Carolina, 2012; Beaufort, South Carolina
Developed curriculum for short-term workshop adult students (50+) titled “*Social Media for the Beginner*”

Spartanburg Community College, Spartanburg, SC August 2021 - May 2022

Adjunct Professor, Department of Social Sciences

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Related:

~ Gold Star Online Teaching Faculty Certification

Roy H Park School of Communications, Ithaca College, Ithaca, NY January 2015-present

Adjunct Professor, Multiple Departments

- Government & Media 2019-present [online]
- Journalism Law 2019- 2022
- Strategic Communications: Public Relations, Senior Capstone course: PRLab/Agency, Media Planning, Organizational Communication, and Introduction to Strategic Communication. 2015-2020
- First-Year Student/Summer Seminar (2020 & 2021): “College: Learning to Learn”
- Summer College for High School Students “Public Speaking and the Career Pathway”

Related:

~ Pendleton Pivot Teaching Award Winner in recognition of teaching efforts during the pandemic Fall 2021
~ Esports Joint Task Force, Ithaca College, game development, competitions, broadcasting 2021
~ Panel Moderator: James J Whalen Academic Symposium, Ithaca College, 2021 “Indigenous & Racial Politics” 2021
~ Mentor/Advisor: Humans by Design (2020-present)
~ Student Conduct Faculty Advisory Board Member Fall 2020 -present
~ Faculty Representative, Park School of Communications, Discrimination Complaint Review Board, Fall 2020-present
~ Mentor/Advisor: IC Women in Communications 2018-present (collegiate chapter)
~ Facilitator: Park Scholars Book Discussions 2018-present Themes: Diversity, inclusion, equity, and belonging.
~ Mentor: MIND Mentoring Initiative for Networking & Development 2019
~ Panel Facilitator: Women in Media: Power, Leadership, Diversity, Ithaca College 2019
~ Presenter: Student Leadership Institute, Ithaca College “Timing is Everything” 2019
~ Mentor: James J. Whalen Academic Symposium, Ithaca College, 2017, Courtney Yule “What is Native Advertising?”
~ Mentor: Random Acts of Kindness, 2017 (advisor to collegiate chapter, Ithaca College)
~ Mentor: She’s the First, 2016-2017 (advisor to collegiate chapter, Ithaca College)

Park School Professional Development Coordinator 2020 - 2021 (dual appointment Staff/Faculty)

Develop a careers ecosystem through an array of impactful programs, products, and events in a hybrid office environment.

- Managed programming, community events, talent, and workforce development.
- Partnered with higher education colleagues, facilitated collaboration with local and regional organizations, and maintained productive relationships in the industry pipeline.
- Utilized written and verbal communication skills, press releases, marketing, networking, and metrics analysis.

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- Implemented and delivered an internship program, which includes organizing professional development events for students in collaboration with internal and external partners.
- Advised students in career pathways while navigating their collegiate curriculum, employment application processes, and apprenticeship/internship experiences.
- Created and maintained systems to track and evaluate program effectiveness.

Other Related Instruction at IC

- **Minicourse Instructor, Department of Organizational Communication, Learning and Design, Ithaca College, 2005; Ithaca, New York** Designed, developed, and delivered a weekend mini-course titled *Organizational Communication and the Elected Official*, April 2-3, 2005.
- **Instructor, Department of Speech Communication, Ithaca College [adjunct] 2001; Ithaca, New York** Designed, developed, and delivered curriculum in a freshman-level speech communication course using a multimedia format to teach the fundamental components of business and professional communication in the workplace.

Staff Roles at IC

Interim Assistant Director, Institutional Advancement/Alumni Relations 1998-1999

- Managed special events associated with the cultivation and solicitation of planned giving prospects.
- Drafted/ Authored correspondence relative to the solicitation or acknowledgment of major gift prospects.
- Planned and coordinated alumni activities on campus and in the following metropolitan regions: Southern California, Boston, New York City, Washington, D.C., and Philadelphia.
- Provided guidance and logistical support for the continuing development of Reunion, Homecoming, Undergraduate Send-Offs, and other campus-based programming geared to cultivate support for the college.

Graduate Intern/Coordinator, Office of the Provost/Office of Continuing Education 1997

- Coordinated and executed a college-wide undergraduate academic symposium.
- Provided administrative and scheduling support for Guitar Festival and Gerontology Conference.
- Produced institutional statistical reports relative to adult students using collegiate databases.
- Designed programmatic literature for on-campus events.

Teaching Assistant, Roy H. Park School of Communications, Department of Corporate Communication 1996

- Generated research data/interview data for Corporate Communication faculty upon request.
- Facilitated efforts of Corporate Communication faculty teaching freshman-level communication courses.

Related:

~Member, Advisory Council, Roy H. Park School of Communications, Department of Organizational Communication, Learning, and Design, Ithaca College, Ithaca, New York, 2003 – 2005.

OTHER ROLES IN HIGHER EDUCATION

TECHNICAL COLLEGE OF THE LOWCOUNTRY Beaufort, South Carolina 2003-2006

Director of Public Relations

- Served as an advisor to the President, Director of Enrollment Management, and Vice President for Institutional Advancement.
- Oversaw the planning, creation, and implementation of marketing and communication activities of the college: written correspondence, advertising, media buying, community relations, event planning, media relations, and news releases.
- Served as the primary spokesperson for the college and as one of the primary college representatives to the external community.
- Created and directed marketing and communication plans using geodemographic and workforce survey information. Creative development, advertising, broadcast and electronic marketing, direct mail, and branding activities.
- Directed the production and scheduling of multiple publications, cable and radio production as well as

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web-based marketing initiatives.

- Directed the activities of a public information specialist responsible for website management and annualized institutional publications as well as a student employee with oversight for an annual budget of over \$200,000.
- Managed relationships with college suppliers of marketing-related services and merchandise.
- Supported the communication and outreach efforts of the TCL Foundation.
- Assisted college leadership in advocating educational and economic development opportunities with South Carolina's state and federally elected officials.

Instruction Roles at TCL

- **Instructor, Department of Continuing Education, Technical College of the Lowcountry 2011-2014; Beaufort, South Carolina** Developed curriculum for short-term workshops to be offered through the Life Enrichment Division: *Introduction to Social Media, Perfecting Your Pitch, and Event Planning Basics*.
- **Instructor, Department of Arts & Sciences (Speech), Technical College of the Lowcountry [adjunct] 2008; Beaufort, South Carolina** Designed, developed, and delivered curriculum in a freshman-level speech communication course to teach the fundamental components of speech communication

Related:

~Guest Editor, Beaufort Gazette Newspaper, McClatchy Company, April 10-14, 2006

~Board Member, South Carolina Festival & Events Association, SC statewide nonprofit, 2006-2013; 2009 and 2010 serving as Vice President for the organization.

~Board Member, Old Village Association, Village of Port Royal, South Carolina, 2005

~Team Member, Corporate Campaign, United Way of Beaufort County, 2005

~Participant, Leadership Beaufort, Beaufort Regional Chamber of Commerce, 2004-05

~Member & Technical Secretary, Rotary Club of Beaufort, South Carolina. 2003 - 2006

~President, Public Information Officers Peer Group, SC Technical College System, 2005-06

~Member, Web Accessibility Work Team, SC Technical College System, December 2004

~Member, Hilton Head Hospitality Association, 2004-2006

~Presenter, *Networking 101*, Hilton Head Island-Bluffton Chamber of Commerce's Business EXPO, February 2004

CORNELL UNIVERSITY Ithaca, New York 1999-2003

Assistant Director/Lobbyist, Office of Government Affairs, University Relations 2001-2003

- Established a University presence and advanced its interests with federal elective bodies on a wide variety of topics and issues of concern to Cornell and to the higher education community.
- Assisted in designing, supporting, and implementing annual and long-term University strategies and agendas.
- Secured input from administrators, college deans, center and institute directors, and faculty to enhance cooperation and coordination with federal and state agencies in pressing issue areas.
- Developed and conducted educational programs to inform and guide Cornell senior staff, deans, directors, chairs, faculty, students, and administrators on government-supported programs, policies, and initiatives that may affect or engage the University's research, education, and outreach roles.

Related:

~Coordinator of Volunteers, Cornell United Way Campaign, 2002

~Presenter, *Working with and responding to requests from state and federal officials, Local Government 101: Working with Local Elected Officials*. ACCEE System Conference 2002, Ithaca, New York, October 17, 2002.

~Panel Member, Cornell University Land Grant Mission Review. Outreach/Extension: Industrial and Labor Relations Panel, October 2002.

~ Training, Facilitating for Results, 2002

~Event Manager, Senator Hillary Rodham Clinton's *Bioterrorism Forum*, Ithaca, New York, November 19, 2001.

~Division Liaison, Cornell United Way Campaign, University Relations, 2001 & 2002

~ Training, Advanced Legislative Procedures, Washington, DC, 2001

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Director of Public Relations, Cornell Cooperative Extension 1999-2001

- Supported and enhanced the communication of the mission, vision, initiatives, goals, and outcomes of the organization to internal and external audiences.
- Worked closely with partners in the county, state, and federal governments as well as with faculty, staff, administrators, and volunteers in designing, developing, and disseminating communication materials.
- Developed and implemented communication standards and tools that enhanced the dissemination, comprehension, acceptance, and application of information about the organization.

Related:

~Coordinator, CCE Week. Statewide celebration of the Extension System in New York State, October 2000.

~Content Manager, *Public Relations and Marketing Cornell Cooperative Extension* [CourseInfo Website], 2000

~Presenter, *Perfecting Your Pitch. Cornell Cooperative Extension & Situational Assessment: Positioning Your Organization*, Capitol and Southeast Regional Marketing Liaison Forums, 2000. Revised 2002.

~Production Coordinator, *Historical Perspective on Cornell Cooperative Extension*, Unique New York: Upstate Morning. Syracuse, New York: WCNY-TV, PBS, July 2000.

National Conference Coordinator-Cooperative States Research, Education, and Extension Service (CSREES)/National 4-H Headquarters/USDA - Cooperative Support Agreement (CSA) with Cornell University 2003

- Responsible for the planning, programming, coordination, management, implementation, and post-conference review of a national youth conference held March 30 - April 5, 2003, in Washington, DC.
- Assisted in the transition of a new Program Specialist and National Program Leader to be employed in the Families, 4-H, and Nutrition Unit.
- Supported the development and coordination of programs, activities, and disciplines among other USDA agencies, Federal Departments, State land-grant universities, and private organizations.

Related:

~Presenter, *Perfecting Your Pitch*, National 4-H Conference, Washington, DC, April 4, 2005.

~Presenter, *Communicating and Connecting*. Public Issues Leadership Development Conference, Joint Council of Extension Professionals, Washington, DC, May 5, 2003.

~Presenter, *Strategies, Tactics, and Tools to Communicate Your Message*. The United States Agricultural Information Network Annual Conference, Champagne, Illinois, April 27, 2003.

~CSREES Exhibit Volunteer, Public Service Recognition Week, National Mall, Washington, DC, May 2-5, 2003

EAST TENNESSEE STATE UNIVERSITY Johnson City, Tennessee 1985-1991

Admissions Counselor/Recruiter, Enrollment Management 1987-1991

- Served as primary liaison with prospective high school and junior college students.
- Promoted and traveled extensively throughout Tennessee, Virginia, Georgia, South Carolina, and West Virginia to accentuate the university's presence in the collegiate market.
- Participated in college fairs, community meetings, campus visits, telemarketing, and direct mail campaigns.

Director, Commuting Adult Programs and Services, Office of Student Affairs 1986

- Provided overall administrative responsibility for the student services function and staffing of the Center.
- Served as a primary information resource and referral agent for services of special interest to commuting and adult students.
- Coordinated services and programs related to peer support, enrollment assistance, financial referral, travel and ridesharing, child care, emergency location, topical "lunch bag" seminars, as well as the production of a monthly newsletter.

Advisor/Graduate Assistant, Fraternities/Sororities, Office of Student Affairs 1985-1986

- Served as a liaison between the Assistant Dean of Student Affairs and the Greek Community.
- Advised the Panhellenic and IFC Executive Boards and attended weekly organizational meetings; attended meetings and advised the Order of Omega and Rho Lambda.

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- Maintained the University's official "Greek Calendar."
- Attended all "rush" related activities and inter-Greek social functions to observe and advise appropriately.
- Met with national field staff to assist in the assessment of chapter vitality.
- Maintained regular office hours to facilitate communication, handle routine correspondence, coordinate Greek awards, and cooperatively encouraged positive attitudes among Greeks.

OTHER WORK EXPERIENCE

Executive Communications Management Contract/Pro-Bono Publico 2010-present

- Making long-term strategic decisions through thoughtful analysis of predicted future outcomes.
- Planning, learning, and evaluating pivotal initiatives; understanding how to interpret organizational needs, translate them into broader strategies, and lead their delivery.
- The ability to thrive in a dynamic and rapidly growing organization requires one to flex between strategic, operational, and tactical levels.
- Outstanding communication and influencing skills; understanding how to navigate difficult and intricate conversations.
- Excellent project management capabilities, able to balance multiple workstreams and prioritize projects concurrently.
- Experience building, managing, and leading a diverse team of professionals and functions to encourage and deliver excellence.
- Fluency in DEI concepts, programs, and initiatives, and experience in their application to build programs that attract and retain diverse talent.
- Grantmaking and experience in 501(c)(3) and 501(c)(6) organizations.

PROFESSIONAL TRAINING / PROFESSIONAL AFFILIATIONS

Member, Society for Human Resource Management 2021- present

Employment Law Certificate Washington University in St Louis School of Law, January 2020

Advertising Ethics Certificate, Institute for Advertising Ethics, Fall 2019

Legal Research, WestLaw Certificate, Summer 2019

Member, Society of Professional Journalists, 2018-2020

Member, National Communication Association, 2016-present; Reviewer 2017 (Comm & Law)

Member, NY Women in Communication, Inc, 2016-2019

Marketing in the 21st Century, 2005

Political Candidate Development, 2004

AUTHORPRENEUR Aquabet/Word Strings: Design, Production and Distribution, 2010 – present

Word Strings: A collection of prose under the series "Word Strings." (LuLu Publishing, 2017)

Aquabet: An illustration series that is copyrighted and trademarked "Aquabet." Aquabet is an original art series derived from coastal living that embodies the 26 letters of the American Alphabet.

Song Lyrics: Have written words connected with collaborators, artists, producers, and publishers. (1980-1990)

Related:

~ Facilitator, Power of Words Tour (series of small group sessions to share words, meanings, and stories) 2018-2019

HILTON HEAD HOSPITALITY ASSOCIATION Hilton Head Island, South Carolina 2006-2010

Executive Director

- Managed a local, non-profit trade association solely dedicated to the promotion and advancement of the hospitality industry of Hilton Head Island and Bluffton, South Carolina.

Related:

~Periodic Segment Co-Host, Girl Talk, WHHI-TV, Hilton Head Island, SC 2009-2010

~Advisory Board Member, Skirt Magazine, September 2006