

Bonnie J. Keiper

Teaching Professional ◦ *Entrepreneur* ◦ *Expert Communicator*

Professional Strengths

Motivator
Proven Leadership
Superior Writing/Editing Skills

Communication Design
Formal Presentations
Innovative Educator

Dynamic Public Speaker
Research Expertise
Media Expertise

Education

1997 The University of Akron Akron, Ohio
Master of Education

- Concentration: English/Reading

1991 The University of Akron Akron, Ohio
Master of Arts

- Concentration: Communication
- Master's Thesis: **A Content Analysis of AIDS Coverage in the *New York Times***

1984 Bowling Green State University Bowling Green, Ohio
Bachelor of Science

- Major: Journalism Minor: Political Science

Teaching Professional

2011-present The University of Akron
Coordinator, General Education Speech Courses & Senior Instructor

- Promoted to Senior Instructor

2007-2010 The University of Akron
Coordinator, General Education Speech Courses & Instructor

- Teach speech classes and oversee The School of Communication speech courses

1998 - 2007 The University of Akron
Contract Faculty

- Teach a variety of undergraduate/graduate classes in the School of Communication, including:
 - Introduction to Public Speaking Effective Oral Communication
 - News Writing & Feature Writing Editing
 - Group Decision Making Magazine & Media Writing
- Text Book Committee: Served on committees to review and select text books for speech courses
- Selected to be on Learning Community Teams since 2004

Entrepreneur

2001-2003 **BookClubToday** Cleveland, Ohio
Co-Publisher and Editor

- Co-founded this national newsletter circulating to book groups, book clubs and libraries
- Focus was on high quality reading that promoted discussion in book groups and book clubs
- Supervised 10 freelance writers
- Revised and edited copy: book reviews, author profiles, industry news and various feature and research articles
- Researched and wrote columns and various articles & feature speaker at book club meetings
- Developed media kits, ad copy and presentations for trade shows

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Page 2

Expert Communicator

2004 *Ain't Nothing Wrong With That* PublishAmerica (VA)

Author

- Attended book signings throughout the region
- Part of Guinness Book of World Record book signing event
- Speaker at book clubs, held readings at libraries and book stores

• 2005-2006 *Streets of Home* Kent, Ohio

Co-playwright

- Original 2 ½ hour musical debuted at Weathervane Community Playhouse (Akron, Ohio)
- Developed press kit
- Scheduled interviews

2005-2006 *Heart on A String* Nashville, TN
New York, NY

Media Agent.

- Helped create and design web page and CD insert for labeled contemporary singer/songwriter
- Developed press kit
- Promoted product via press releases, CD-release party performances, interviews and internet marketing

2006 County Commissioner Re-election Campaign Kent, Ohio

2003 Common County Pleas Judge Campaign Kent, Ohio

Communication Consultant

- Speech design and delivery review
- Ad copy design and selection
- Press release writing and editing
- Authored radio and Television ad copy
- Coached client before and after debates and other public speaking appearances
- Organized sign locations
- Helped create billboard and direct mailer designs and edited copy

Additional Professional Experience

1983-1984 Toledo Society of the Blind Toledo, Ohio

Public Relations Assistant

- Wrote press releases
- Organized and attended marketing events
- Speaker at local events

1984-1987 Free Press Newspaper Canton, Ohio

Feature Writer

- Conducted interviews and wrote features for this 90,000 circulation twice-weekly
- Promoted to Sports Editor
- Speaker at local events