

**WORK EXPERIENCE**

FALL 2008

**ASSISTANT PROFESSOR, PUBLIC RELATIONS**

Bowling Green State University – Bowling Green, Ohio

Beginning August 2008, teaching graduate and undergraduate courses in public relations.

NOVEMBER 2003 – PRESENT (occasional contract work)

**PRESIDENT**

Clean Fan Consulting – Palm Bay, Florida

Public relations contract work including crisis communication management, marketing, media relations, promotions, event management, team building, logo & branding development, speech writing and public speaking coaching.

JANUARY 2005 – JUNE 2005

**DIRECTOR OF PUBLIC RELATIONS / PROJECT MANAGER**

Danella Construction Corporation of Florida, Inc. – Melbourne, Florida

Designed, implemented, and processed of all marketing campaigns and public relations strategies and promotions including press releases, print and radio advertisements, business development strategies, web content development, and internal and external communications. Worked extensively with the media. Developed and managed master contract with General Dynamics, one of two largest clients. Created and managed operating budget. Liaison to public and industry via media, public events, and tradeshow. Responsible for service positioning and market evaluation.

OCTOBER 2003 – JANUARY 2005

**DIRECTOR OF MARKETING & SALES**

Artemis International Technologies, Inc. – Melbourne, Florida

Designed, implemented, and processed all marketing campaigns and public relations strategies and promotions including press releases, print and radio advertisements, business development strategies, web content development, and internal and external communications. Worked extensively with the media. Created and managed operating budget. Liaison to public and industry via media, public events, and tradeshow. Responsible for product positioning and market evaluation. Designed and implemented employee morale programs resulting in significant improvement. Development of national major accounts, proposal writing, and negotiating strategic partnerships. Hired, trained, and developed new team members. Opened and managed branch offices.

JANUARY 2002 – AUGUST 2003

University of Central Florida – Orlando, Florida

Managed full-time college course load (fully funded by university), worked 40+ hours per week as graduate assistant, worked part-time as graduate researcher, and taught two sections of Fundamentals of Communication (a public speaking and theory class) as an adjunct instructor, while keeping a 3.8 grade-point average. This included a three-hour commute each day.

- **ADJUNCT INSTRUCTOR, GRADUATE ASSISTANT, GRADUATE RESEARCH ASSISTANT**

JULY 2001 – NOVEMBER 2001

**DIRECTOR OF COMMUNICATION, SALES & MARKETING**

Morse Communications, Inc. – Melbourne, Florida

Designed and implemented crisis public relations plan. Designed and produced all marketing materials and advertising campaigns. Managed 10 sales and technical staff.

JUNE 2000 – JULY 2001

**MANUFACTURER'S REPRESENTATIVE**

Professional Sales Agents – Kissimmee, Florida

Designed and implemented rollout campaigns for new products. Increased sales throughout central Florida.

## DR. SETH OYER

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Perrysburg, OH 43551

phone 419.494.1984  
email [cleanfan@gmail.com](mailto:cleanfan@gmail.com)

- Created and implemented numerous public relations/marketing campaigns for 15-20 manufacturers and their products.
- Conducted presentations utilizing all types of presentation tools & software.

OCTOBER 1998 – JUNE 2000

### **ACCOUNT REPRESENTATIVE**

Ingram Micro – Williamsville, New York

Managed 40+ accounts, including national-major resellers, averaging of 110% revenue and 125% adjusted-gross-profit (AGP) of quota.

- Promoted three times in two years due to accountability, leadership, and ability to adapt.

### **AWARDS**

#### **Outstanding Graduate Teaching Award 2008**

University of Florida, College of Journalism and Communications

### **LEADERSHIP ROLES**

Graduate Student Mass Communication Association – Vice President, Public Relations (2006)  
Business Network International (Melbourne chapter) – Vice President (2003-2004)

### **TEACHING EXPERIENCE**

**FALL 2005 – PRESENT**

#### **INSTRUCTOR**

University of Florida – Gainesville, FL

*PUR 3000 – Principles of Public Relations, PUR 4103 – Public Relations Visual Communication, RTV 2100 – Writing for Electronic Media*

**FALL 2002 – SPRING 2003**

#### **ADJUNCT INSTRUCTOR**

University of Central Florida – Orlando, FL

*SPC 1600 – Fundamentals of Oral Communication*

### **PEER-REVIEWED PUBLICATIONS**

The Florida Communication Journal – Fall 2004 – “Effects of Use and Quality of Transitions and Mode on Speaker Credibility, Message Comprehension, and Message Evaluation”

### **CONFERENCE PAPERS**

The 73<sup>rd</sup> Annual Convention of the Florida Communication Association – October 16-18, 2004  
“Effects of Use and Quality of Transitions and Mode on Speaker Credibility, Message Comprehension, and Message Evaluation”

### **ACADEMIC PREPARATION**

Ph.D., Mass Communication (2008)  
University of Florida

M.A., Mass Communication (2003)  
University of Central Florida

B.A., English / B.S., Communication (1997)  
State University of New York College at Fredonia

### **ORGANIZATION MEMBERSHIPS**

Public Relations Society of America  
National Communication Association  
AEJMC

Florida Public Relations Association  
Florida Communication Association  
Mensa

### **COMPUTER SKILLS**

Microsoft Office  
SPSS

Adobe CS2  
Survey Pro

Macromedia Studio 8  
EndNote