

## Education

Master of Science in Integrated Marketing Communication West Virginia University, Morgantown, WV	May 2011
Graduate in Copywriting Portfolio Center, Atlanta, GA	June 1996
Bachelor of Arts in Advertising and Journalism Temple University, Philadelphia, PA	May 1994

## Research Interests

### Integrated Communication in Marketing and Education

How can marketers effectively use integrated marketing plans and what is their impact? Online media can help engage consumers through increased interactivity with their brand in combination with traditional advertising and public relations. How do we integrate emerging Web 2.0 technologies into a traditional university curriculum? Utilizing new technology with traditional techniques can enable collaborative learning, keep curriculum current and teach tools and resources students will need beyond the classroom.

### Dramatic Structure in Advertising

Advertising research has attempted to identify variables in television commercials that influence consumer response. Research has studied variables such as humor, music, sex appeal, testimony, rational messaging, emotional messaging and executional style. Applying Aristotle's and Shakespeare's classic five-act dramatic form to television commercials can be an effective tool for predicting consumer response.

### Affirmation Process in Marketing

Consumers use products to affirm and get closer to who they ideally want to be. "Product affirmation" describes this process. If consumers perceive a product as bringing them closer to their ideal selves, product affirmation results in positive changes in a consumer's personality traits such as having more confidence, increasing in happiness and increasing positive word-of-mouth for the product itself.

## Teaching Interests

Social Media Marketing, Copywriting & Creative Strategy, Communications Law & Ethics, Media & Society, Integrated Marketing Campaigns, Emerging Media, Blogging & Online Writing, Principles of Marketing, Consumer Behavior, Cause Marketing, PR, Marketing Research, Creative Thinking, Introduction to Business.

## Teaching Experience

Lecturer, Center for Leadership Education  
Whiting School of Engineering  
Johns Hopkins University, Baltimore, MD

Dec. 2011–Current

Teach in the classroom with hybrid learning techniques:

- Writing courses in professional communication, blogging, online writing
- Marketing courses in social media, creative strategy, copywriting
- Courses on business and communication law and ethics

### Courses Taught:

105 Intro. to Business (W), 110 Professional Communication (W), 160 Media & Society, 357 Copywriting & Creative Strategy (W),

453 Social Media Marketing (W), 454 Blogging & Digital Copywriting (W),  
456 Marketing Communication Law & Ethics (W)  
Committee Work: CLE Marketing Committee, Marketing &  
Communications Minor Committee, Chair CLE Space Committee,  
CLE WSE Incubator Committee.

Adjunct Professor, Integrated Marketing Communications Graduate Program Aug. 2011–Current  
Perley Issac Reed School of Journalism

West Virginia University, Morgantown, WV

Teach graduate Consumer Behavior online course (612 Consumer Insight):

- Emphasis on quantitative and qualitative research methods
- High percentage of non-traditional working professional students

Adjunct Professor, Advertising Department Aug. 2008–Dec. 2011

School of Communications and Theater

Temple University, Philadelphia, PA

Taught in the classroom and online:

- Writing intensive 4196 Morality, Law & Advertising course
- 1101 Introduction to Media & Society course

## Publications

### Published Journal Articles

Quesenberry, Keith A., Coolsen, Michael K., & Wilkerson, Kristen. (2012). "IMC and The Effies: Use of Integrated Marketing Communications Touchpoints Among Effie Award Winners." *International Journal of Integrated Marketing Communications*, 4(2), 60-72.

Quesenberry, Keith A. (2012). "How We Decide." *International Journal of Advertising*, 31(2), 446-448.

Coolsen, Michael K., Kumashiro, Madoka, & Quesenberry, Keith A. (2010). "Not Just The Best Years of My Life: Personal Growth in Higher Education." *Journal of International Business Disciplines*, 4(2), 1-15.

Coolsen, Michael K., Kumashiro, Madoka, & Quesenberry, Keith A. (2009). "Product Affirmation in Higher Education: 'College Made Me the Person I am Today!'" *Business Research Yearbook*, 16 (2), 549-557.

### Journal Articles Under Review

Quesenberry, Keith A., Coolsen, Michael K. "What Makes A Super Bowl Ad Super?: Five-Act Dramatic Form Impacts Super Bowl Ad Ratings." Submission to the *Journal of Current Issues & Research in Advertising*.

Quesenberry, Keith A., Coolsen, Michael K. & Wilkerson, Kristen. "Trends In Marketing Communication Graduate Programs: Current Programs, Curriculum And Opportunities." Submission to *Journalism and Mass Communication Educator*.

Quesenberry, Keith A., Coolsen, Michael K. "Integrated Communications Management: Five Methods for Greater Social Media Integration." Winner of the *American Academy of Advertising's Temerlin Advertising Institute Advertising Age White Paper Competition*.

### Published Textbook Chapters/Supplements

Quesenberry, Keith A. (2013). "Briefcase: Yuengling Brings Lord Chesterfield Back to Life." Chapter Case Study. *Creative Strategy in Advertising*. 11<sup>th</sup> Ed Drewniany & Jewler, Wadsworth Cengage Learning, Boston, MA.

### **Published Conference Papers & Proceedings**

Quesenberry, Keith. A. (2013). "Small Agencies. Big Potential: Agency Executives Discuss The Challenges and Opportunities of Today's Market." American Academy of Advertising Conference Proceedings. National conference of the American Academy of Advertising in Albuquerque, NM.

Quesenberry, Keith. A. (2012). "Special Topics Session: Can Online Education Beat The Classroom? The Latest Methods, Programs And Curriculum Design." American Academy of Advertising Conference Proceedings, 183-184. National conference of the American Academy of Advertising in Myrtle Beach, SC.

Quesenberry, Keith. A. (2011). "Pre-Conference Session Ii: Integrated Marketing Communication Integrated Marketing Communication In Segmented Schools." (2011). American Academy Of Advertising Conference Proceedings, 2. National conference of the American Academy of Advertising in Mesa, AZ.

Quesenberry, Keith. A. (2011). "Social Media In Advertising And The Classroom." American Academy of Advertising Conference Proceedings, 88. National conference of the American Academy of Advertising in Mesa, AZ.

Coolsen, Michael. K., Kumashiro, Madoka, & Quesenberry, Keith A. (2011). "Volunteering Attitudes as a Function of Affirming the Ideal Self." Society for Personality and Social Psychology Conference Proceedings. Society for Personality and Social Psychology conference in New Orleans, LA.

Quesenberry, Keith A., Coolsen, Michael. K. (2010). "What Makes a Super Bowl Ad Super?: Five-Act Dramatic Form Impacts Super Bowl Ad Ratings." Annual Meeting for the Association for Education in Journalism and Mass Communication Conference Proceedings. Refereed research paper presentation at the Association for Education in Journalism and Mass Communication Conference in Denver, CO.

Coolsen, Michael. K., Kumashiro, Madoka, & Quesenberry, Keith A. (2009). "Product Affirmation in Higher Education: 'College Made Me the Person I am Today!'" Refereed paper presentation at the International Academy of Business Disciplines 21<sup>st</sup> Conference, Saint Louis, MO.

### **Published Conference Presentations**

Quesenberry, Keith. A. (2012). "Don't Picture The Audience in Their Underwear: The Real Story Behind Powerful Presentations." Breakout Session presentation. National IMC Integrate Conference by the IMC Graduate program at West Virginia University in Morgantown, WV.

Quesenberry, Keith A. (2011). "Publish And Flourish: How A Class Blog Can Increase Engagement, Raise The Quality of Learning And Level the Participation Playing Field." Refereed finalist entry AEJMC Great Idea For Teachers (GIFT) Competition. Association for Education in Journalism and Mass Communication Conference in Chicago, IL.

Quesenberry, Keith A. (2010). "YouTube Brings Dull Law and Dead Philosophers to Life: How Internet Video Can Engage Your Students and Activate Learning." Refereed finalist presentation AEJMC Great Idea For Teachers (GIFT) Competition. Association for Education in Journalism and Mass Communication Conference in Denver, CO.

### **Published Trade Articles**

Quesenberry, Keith A. (2010). "The Ad Age is Over: A Call for Interdisciplinary Instruction." *American Academy of Advertising Newsletter*, 6 (4), December, 6-8.

Quesenberry, Keith A. (2010). "A 100-Year-Old-Lesson in New Media: The Challenges and Opportunities of Teaching The New Technology Language." *American Academy of Advertising Newsletter*, 6 (1), March, 6-8.

Quesenberry, Keith A. (2010). "If You Simply Build it They Will Not Come: How to Integrate Social Networks and Blogs into Traditional Curriculums." AEJMC Social Media In The Classroom blog.

### **Papers/Research In Progress**

Quesenberry, Keith A., Saewitz, Dana. & Kantrowitz, Sheryl. "The Effects of Class Blogs and Social Media in the Classroom." Survey of student learning in various classes utilizing a class blog and social network.

Quesenberry, Keith. A., Coolsen, Michael. K. "New Media Effects on FTC Case Law." A content analysis of FTC legal cases to demonstrate the impact the Internet has had on deceptive/illegal advertising practices.

## Honors and Awards

GIFT (Great Ideas For Teachers) Award Recipient AEJMC 2011 Nat'l Conference	August 2011
GIFT (Great Ideas For Teachers) Award Recipient AEJMC 2010 Nat'l Conference	August 2010
Honor Society of Phi Kappa Phi	Spring 2010
Golden Key International Honour Society	Fall 2009
West Virginia University IMC Student Blogger	Spring 2009
Guest Student Panelist West Virginia University IMC Weekend	Spring 2009

### **Advertising creative work has been featured in trade publications:**

Lurzer's International Archive, The One Club Magazine, Creativity, Adweek, Advertising Age, Brandweek, CMYK, Adcritic, Print Magazine.

### **Creative work has been recognized by national award shows including:**

Gold One Show Pencils, Silver National ADDYs, District2 ADDYs, Best of Show local ADDYs, PRSA Bronze Anvil award, London International Awards, Telly Awards, International Broadcasting Awards.

## Professional Experience

Associate Creative Director Nov. 2006–Dec. 2011  
Pavone, Harrisburg, PA

Create, manage and produce integrated marketing communications for UTZ Turkey Hill Dairy, Campbells, Hershey Food, Gore, Fulton Bank, Air Products Mount Nittany Medical Center, Yuengling, PA LCB, PA Department of Aging, Health America, Reckitt & Benckiser and Sodexo. Create integrated broadcast and print media, promotions, trade, direct marketing, social media, online, mobile, advergaming, PR and content marketing.

Associate Creative Director April 2006–Nov. 2006  
DIO, York, PA

Generated an integrated marketing campaign for Bruster's Ice Cream with traditional advertising, viral marketing, promotions and PR. Created a new brand for Block Business Systems, Eastern Alliance Insurance

Associate Creative Director April 2002–April 2006  
Neiman Group, Harrisburg, PA

Developed multimedia campaigns for national and regional clients from research and strategy development to creative and production  
Clients included Edison Schools, Gold's Gym, Penn State Athletics, Pennsylvania Dept. of Health, Sheetz convenience stores, PinnacleHealth, KnowledgePlanet and The Nat'l Civil War Museum

Aug. 2000–March 2002

Senior Copywriter

Arnold Worldwide, Washington, DC

Lead creative on several successful new business pitches  
Created national campaigns for ExxonMobil, Choice Hotels,  
CART(Championship Auto Racing Teams) and Stihl  
Crafted regional work for McDonald's, PNC and Citizens Bank  
Provided direction to junior members of the creative department

Sept. 1999–Aug. 2000

Copywriter

Adworks, Washington, DC

Created regional and national brand campaigns for York Wallcoverings,  
Hair Cuttery and TLC Laser Eye Center.  
Created broadcast, print and Internet ads for washingtonpost.com,  
Discovery Channel, Hardys Wine and newsweekMSNBC.com

Oct. 1996–Sept. 1999

Copywriter

TBC, Baltimore, MD

Created/presented new business pitches and developed regional/national  
TV, radio and print for Baltimore Sun, Maryland Lottery and Tourism,  
University of Maryland Medical System, Micron Computers, CareFirst  
Blue Cross Blue Shield and Foxwoods Casino. Created multiple medium  
ads for Wall Street Journal Interactive, Provident Bank, Washington  
Capitals, Washington Wizards, Baltimore Orioles and Baltimore Ravens

Dec. 1995–Oct. 1996

Junior Copywriter

BBDO, Atlanta, GA

Created local and national advertising for Delta Airlines, Hardee's, Lenox  
Square Mall, Wachovia Bank and Maxfli golf equipment  
Created international foreign language ads for Delta Airlines

June 1994–June 1995

Copywriter/Art Director

Quintex Cellular, Philadelphia, PA

Produced broadcast and print ads as the in-house ad department.

Jan. 1994–May 1995

Copywriter/Art Director

Creative Services Workshop, Philadelphia, PA

Created and produced a direct mail campaign for a local hair salon.

Sept. 1992–May 1993

Creative/Presenter

AAF Student Competition, Buffalo, NY

Developed a strategic marketing/advertising campaign for Saturn  
Presented to industry executives at the AAF annual conference

2011

2011

**Media Appearances Public Presentations**

Interview KYW News Radio on social media marketing.

2007

Moderator and presenter of PBS documentary "The Persuaders" for AIGA

2007

(Association of Graphic Artists) University of the Arts, Philadelphia, PA

Interview on Super Bowl advertising WGAL ABC27 for Spotbowl.com

30+ interviews on Super Bowl ads with radio stations across the country

## Professional Development

JHU Federal Conflict of Interest and Commitment Training Course	2012
Social Media Strategy and Measurement Boot Camp – Full Frontal ROI	2011
Certified Investigator with Temple University Institutional Review Board (IRB)	2010
AEJMC Pre-Conference Teaching Workshop “Engaging Consumers, Engaging Students”	2010
AEJMC Session Working With Your IRB	2010
Temple University Winter Faculty Conference: What the Best College Teachers Do	2010
Agencyside: Marketing with Augmented Reality Webinar	2010
West Virginia University IMC Weekend: Social Media in IMC	2009
IABD Conference: Transforming Yourself into a More Valuable Organization Member	2009
West Virginia University IMC Weekend: The Rise of Emerging Media	2008
Pavone: Customer Relationship Management Workshop	2007
Pavone: Archetypes in Branding Workshop	2006
Adweek: 30th Creative Seminar, San Francisco	2004
AAAA: Advertising Week, New York	2004
Wild Blue Yonder Consulting: Strategic Thinking for Clients	2004
Dale Carnegie Training: Developing Attitudes of Leadership	2003
Adweek: 29th Creative Seminar, New Orleans	2003
Dale Carnegie Training: High Impact Presentations	2002
Radio-Mercury Awards: Radio Creative Workshop	2002

## Service

American Academy of Advertising Research Paper reviewer for annual conference	2012
Paxton Solutions nonprofit Board Member helping people with mental illness & disabilities	2012
AEJMC Ad Division Research Paper reviewer for annual conference	2011
Temple University Faculty Mentor for the Future of Instructional Technology (TLTR 2.0)	2010
Teaching Award Committee for the Advertising Division of AEJMC	2010
Created Public Relations Plan for Non-Profit Charity Cure International	2010
100 Men Reading Day for Inner City Elementary Schools	2007 - 2009
Career Day for Multiple Local High Schools	2004 - 2006

## Professional Memberships

Association for Education in Journalism & Mass Communication (AEJMC) Ad Division  
American Academy of Advertising (AAA)  
International Academy of Business Disciplines (IABD)  
Higher Education Teaching and Learning LinkedIn Group  
American Association of Advertising Agencies (AAAAAs)  
American Advertising Federation (AAF)  
The One Club for Art & Copy

## Relevant Course Work

- Integrated Marketing Communication
- Direct Marketing
- Marketing Research & Analysis
- Applied Public Relations
- Audience Insight
- Emerging Media & The Market
- Brand Equity Analysis
- Cause Marketing
- PR Concepts & Strategy
- Creative Strategy & Execution
- Media Analysis (Planning)
- Measurement & Analysis (SPSS)