



rebecca cooney

CLINICAL ASSOCIATE
PROFESSOR

PROFILE

I am an experienced professional communicator with more than 26 years experience in the field. My core areas of expertise are user experience design, digital marketing and metrics, brand strategy, and strategic communication.

CONTACT

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CURRENT EXPERIENCE

CLINICAL ASSOCIATE PROFESSOR

2020 *Washington State University | 2012-present*
The Edward R. Murrow College of Communication, Strategic Communication Department. Areas of emphasis: user experience design, integrated communication, brand strategy, and digital communications and metrics.

DIRECTOR, MURROW ONLINE PROGRAMS

2020 *The Edward R. Murrow College of Comm. | 2014-present*
I provide long-term and day-to-day management of the college's online degree programs and certificates. It is my responsibility to ensure the quality of curriculum design and delivery, personalized attention in advising and mentoring, faculty training and orientation in development and execution of content in the digital space.

RESEARCH ASSOCIATE

2020 *Center of Excellence for Natural Product-Drug Interaction Research (NaPDI) | 2015-present*
Serve on informatics core. Responsible for the planning, design, creation, and evaluation metrics of the public portal that provide access to the organized raw data housed in a repository. napdi.org



EDUCATION

MASTER OF SCIENCE, COMMUNICATION

Eastern Washington University | 2003

BACHELOR OF ARTS, ORGANIZATIONAL COMMUNICATION

California State University Sacramento | 1996

LEADERSHIP CERTIFICATE

Sacramento Metropolitan Chamber of Commerce | 1995

CERTIFIED, GOOGLE ANALYTICS

Certification valid thru Nov 2021



AWARDS

- 2019 Provost Featured Faculty Member
- 2019 Murial Oaks Award for innovation in teaching
- 2018 LIFT Fellow
- 2016 WaCLA PR Campaign #ifeelininspired
- 2015 Scripps Howard Visiting Professor in Social Media
- 2014 Plank Center Educator Fellow



PAST EXPERIENCE HIGHLIGHTS

DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT

2012 [University of Colorado](#) | 2010-2012

Developed and generate awareness of the engineering management degree with prospective students, corporations, and associations through earned, owned and paid marketing methods, digital campaigns, customer relations management, and metrics. Launched sustainable recruitment and retention campaigns.

DIRECTOR OF REGIONAL MKG & WEB COORDINATOR

2010 [University of Idaho](#) | 2007-2010

Managed marketing, outreach and web initiatives for three regional university centers, served as interim Director of Web Communications managing staff and training web authors and managed special outreach assignments for leadership.

ADJUNCT PROFESSOR

2008 [Whitworth University](#) & [E. Washington University](#) | 2005-2008

Communication Studies Departments - Designed and delivered multiple courses focused on public relations, transitioning graphic designers into the workplace and integrated campaigns.

DIRECTOR OF MARKETING

2005 [People to People Ambassador Programs](#) | 2003-2005

Managed all aspects of the marketing development and execution of the organization including all publications, public relations, website development and maintenance, marketing plans, merchandise and fulfillment, testing plans and project management. Managed staff of 10 creative and technical personnel.

ASSOCIATE DIRECTOR OF UNIVERSITY RELATIONS

2003 [Eastern Washington University](#) | 1997-2003

Managed staff of 16 to execute university marketing, web marketing, event promotions, publications development, strategic planning, creative concept development, branding and image development. Served as a brand ambassador and project manager and served on multiple committees within and outside EWU.

SENIOR ACCOUNT MANAGER

1997 [C.W. Crocker Communications](#) | 1994-1997

Managed project supervision, quality control, copywriting, production coordination, marketing management, event coordination, and implementation, PR project development and advertising management.

TEACHING

- COMSTRAT 701 Online MA Strategic Communication Capstone
- COMSTRAT 383 Media Strategies and Techniques
- COMSTRAT 310 Digital Content Promotion
- COMSTRAT 475 Internet Marketing Campaigns
- COMSTRAT 475 PR Seminar
- COMSTRAT 476 Consumer Insights and Branding
- COMSTRAT 562 Creative Media Strategies and Techniques
- COMSTRAT 563 Professional Digital Content Promotion

SPECIAL PROJECTS

Faculty lead, Center for Civic Engagement Projects in health communication and promotion. Partners include Whitman County Public Health, Latah Alliance on Mental Illness, Pullman Regional Hospital, and multiple food banks in the region.

LMS Governance Committee leading the charge in transitioning from Blackboard to Canvas

Voting member, Graduate Review Committee

Program leader, Global Academic Council