

REBECCA L. COONEY

EDUCATOR, TRAINING FACILITATOR, ENTREPRENEUR

CONTACT

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EDUCATION

- MS Communication
Eastern Washington University, 2003
- BA, Organizational Communications
California State University Sacramento, 1996
- Certified, Learning Experience Design (LXD)
Oregon State University, 2021

RESEARCH GRANTS & CONTRACTS

Center of Excellence for Natural Product-Drug Interaction Research (NaPDI) (2015-present)
Responsible for communications strategy, public website maintenance and metrics, social media engagement strategy, and subject recruitment campaign deployment.
(Co-investigator)

Google Play Academy (2021-present)
Provide strategy and expertise, and content creation for materials related to the Google Play Store Listing Certification available to 10 million Google Developers (Stickperson / instructional designer & content creator)

Aga Khan University Graduate School of Media Communication and Center of Excellence in Journalism at the International Business Institute (2020)
Designed and delivered a 15-week train the trainer course to assist 20 faculty in converting in-person courses to online delivery during.

WORK EXPERIENCE

Scholarly Associate Professor
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.

Assessment Coordinator
The Edward R. Murrow College of Comm | 2023-present
Responsible for developing and implementing effective assessment practices for strategic communication and journalism degree programs in Pullman, Everett, Vancouver, and online.

Principal Consultant
Stickperson LLC | 2019-present
Design, facilitation, and delivery of multi-modal webinars and training programs

Director, Murrow Online Programs
The Edward R. Murrow College of Comm. | 2014-2023
Managed the college's online degree programs and certificates. Ensured the quality of curriculum design and delivery, provided personalized attention in advising and mentoring, led faculty training and orientation programs, and oversaw marketing and outreach.

AWARD HIGHLIGHTS

- 2023 Les Smith Distinguished Professor
- 2022 Kopenhaver Fellow
- 2022: PhDigital Fellow, Knight Foundation
- 2021 President's Distinguished Teaching Award for Career-Track Faculty
- 2021 Best Practices in Teaching, AEJMC
- 2019 Provost Featured Faculty Member
- 2019 Oaks Academic Technology Award
- 2016 WaCLA PR Campaign #ifeelinspired
- 2015 Visiting Professor in Social Media, Scripps Howard Foundation
- 2014 Plank Center Educator Fellow