

Anthony Greer

Lecturer

Department of Communication Arts
College of Arts, Humanities, and Social Sciences
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Education

Master of Arts, Advertising and Public Relations
The University of Alabama, Tuscaloosa, AL, August 2010, Summa Cum Laude

Bachelor of Arts, Communication and Information Sciences
The University of Alabama, Tuscaloosa, AL, August 2009, Cum Laude

Honors: University of Alabama Honors College
National Society of Collegiate Scholars
Kappa Tau Alpha Honor Society
Phi Eta Sigma Honor Society
Sigma Alpha Lambda Honor Society
Dean's List (2006, 2007, 2008, 2009, 2010)

Academic Work Experience

Lecturer, Communication Arts Department, The University of Alabama in Huntsville (August 2019-Present)

Courses Taught:

CM 313 Business and Professional Communication
CM 220 Introduction to Public Relations
CM 113 Introduction to Rhetorical Communication

Part-time Lecturer, Communication Arts Department, The University of Alabama in Huntsville (January 2019-August 2019)

Courses Taught:

CM 313 Business and Professional Communication
CM 220 Introduction to Public Relations

Professional Experience

Program Director, U.S. Space and Rocket Center, Huntsville, AL (December 2015- December 2018)

- Led the planning, development, implementation, and continuous improvement of educational programs.
- Recruited, interviewed, hired, trained, and performance-managed staff of more than 200 frontline employees and managers.
- Conducted numerous educational workshops domestically and internationally.

- Spoke at several conferences and competitions including the National Cyber Summit and the FIRST Robotics Competition.
- Other responsibilities included project management, event planning and facilitation, and external relations.

Operations Manager, U.S. Space and Rocket Center, Huntsville, AL (March 2014-December 2015)

- Led the day-to-day operations of educational programs in an effective, efficient manner and within established budgets and timelines.
- Served as lead manager and subject matter expert for Advanced Space Academy and Space Camp Robotics.
- Participated in hiring and training of Crew Trainer staff.

CEO Liaison, U.S. Space and Rocket Center, Huntsville, AL (June 2013- March 2014)

- Facilitated communication between the Chief Executive Officer/Executive Director and key internal and external audiences.
- Wrote speeches and created presentations for direct use by the CEO.
- Consulted on community outreach, fundraising, and public relations activities.
- Facilitated site visits and conducted campus tours for VIPs including astronauts, military and government officials, and celebrities.

Operations Supervisor, U.S. Space and Rocket Center, Huntsville, AL (March 2013- June 2013)

- Supervised daily operations as well as designed, developed, and implemented new ideas for educational activities and improving operational efficiency.
- Provided creative solutions to customer inquiries and complaints.

Crew Trainer, U.S. Space and Rocket Center, Huntsville, AL (January 2011- March 2013)

- Led groups of between 10 and 40 students in educational and team-building activities.
- Participated in sales, recruiting, and community outreach projects.

Public Relations Writer, Literacy is the Edge, Tuscaloosa, AL (August 2009- December 2009)

- Designed and developed communication materials including press releases, print advertisements and newsletters with the goal of increasing public awareness for the organization.

Public Relations Intern, The Nature Conservancy, Birmingham, AL (May 2008- August 2008)

- Designed and developed comprehensive situation analysis and subsequent strategic communication plans for increasing public awareness.
- Participated in fundraising and public relations activities.

Public Relations Writer, Platform Online Magazine, Tuscaloosa, AL (January 2008- May 2008)

- Contributed multiple articles and blog posts to online publication focusing on public relations in the modern environment.

Public Relations Consultant, West Alabama Food Bank, Tuscaloosa, AL (January 2007- May 2007)

- Designed and developed communication materials including print and radio advertisements, billboards, and newsletters with the goal of increasing public awareness for the organization.

Additional Skills and Experience

Canvas

Adobe Creative Suite (InDesign, Illustrator, Photoshop)

Microsoft Office Suite (Word, PowerPoint, Excel, Access)

Prezi

SPSS