



# *Brent Wood McConnell*

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## Education

- Radford University**, Radford, VA May 2011  
Master of Science, Corporate & Professional Communication
- James Madison University**, Harrisonburg, VA May 2009  
Bachelor of Arts, Media Arts & Design, Digital Video & Cinema Studies Concentration
- The British Institute**, Florence, Italy Summer 2007  
Study Abroad Program with an emphasis on Cinema, Art History & Italian

## Skills

- Microsoft Office: Word, Excel, PowerPoint, Access, Visio, and Outlook
- Online Applications: Blackboard, EDU 2.0, WordPress, Weebly, Survey Monkey
- Adobe Creative Suite: Photoshop, Illustrator, and InDesign
- Video & Web Design: iMovie, FinalCut, and WebDesign
- Video Production: writing, filming, editing, A/V, audio board, switchboard, directing, and talent
- Additional Software: SPSS

## Experience

- Advance Auto Parts Corporate Headquarters, Roanoke, VA** May 2010- May 2011  
*Investor Relations Department*  
*Public Communication & Media Relations Intern*
- Created and maintained flow-charts with MS Visio
  - Used MS Outlook to plan and coordinate meetings
  - Assisted in research, implementation & evaluation of marketing strategies
  - Wrote 100+ press releases & media advisories, 40% publ.
  - Tracked media coverage of company
  - Updated & tracked investor relationships
- Radford University** August 2010- May 2011  
*Graduate Teaching Fellow, Professor of Record*
- Utilized MS PowerPoint to administer lectures to Public Speaking & Introduction to Communication courses
  - Used an online application (Blackboard) to administer coursework, track progress, and provide feedback
  - Created original lesson plans, administered exams & evaluated speeches
  - Communicated concepts necessary for effective public speaking, interpersonal communication & teamwork
- Radford University** January 2010- May 2010  
*Graduate Teaching Assistant*
- Co-instructed one section of Public Speaking to undergraduate students
  - Created classroom activities, facilitated lessons & critiqued speeches
  - Acted as a liaison between students & faculty members
  - Tutored students through the Learning Assistance Resource Center

***The Konnarock Retreat House*** January 2011- May 2011  
*Account Manager*  
• Led team of 10 Radford University students in researching potential markets for the reorganization of the Konnarock Retreat House  
• Research outcome was vital aspect of organization's business plan to seek state funding

***Public Relations Society of America International Conference, D.C.*** October 2010  
*Attendee*

***Virginia Government Finance Officers' Association*** August 2009- May 2010  
*Account Coordinator*  
• Researched, created, and implemented online training platform  
• Administrator for online training application

## Professional Affiliations

***Public Relations Student Society of America, RU chapter*** August 2009- May 2011  
*Project Leader, Campus Conservation 2010 National Competition*  
• Used Adobe Creative Suite to produce promotional video in Media Producer role  
• Utilized Facebook, Twitter & YouTube to promote campus-wide conservation efforts  
• Combined efforts culminated in placing 3rd in the nation out of 45 universities

*Project Manager, 2010 National Earth Day Competition*  
• Media producer - wrote, directed, edited & produced promotional video  
• Utilized Facebook, Twitter & YouTube to encourage students to participate  
• Influenced over 800 students, citizens & vendors to participate

*Project Leader, Radford Auto Center Promotional Video Project*  
• Served as media producer using Adobe Creative Suite  
• Directed & edited video promoting auto center as one of its kind to "Go Green" in Virginia

***Public Relations Student Society of America, JMU chapter*** August 2007- May 2009  
*Contributed articles to the semester newsletter*

***Alpha Kappa Lambda Fraternity, JMU*** August 2004- May 2009  
*Executive Board, New Member Educator & Secretary*

## Honors & Awards

- **2010 & 2011 Gold Summit Awards for Outstanding Student Portfolio**, Public Relations Society of America, Blue Ridge chapter
- **2011 Most Valuable Member**, Public Relations Student Society of America, Radford University chapter
- **2011 Radford University Most Outstanding Student Nominee**
- **William Byrd High School** - Junior & Senior Class President, "Most Outgoing" Senior Superlative, Varsity Football All-Region
- **Relay for Life 2011** - Team leader, Radford University

## Published Work

Whitaker, S. McConnell, B.W. "[Advance Auto Parts will open in Rocky Point Monday](#)," 24 Feb 2011.

Whitaker, S. McConnell, B.W. "[Advance Auto Parts opens DeKalb store](#)," 10 May 2011.