

Kelli Matthews

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Education

M.A., Communication and Society, University of Oregon, 2004

B.A., Journalism: Public Relations, University of Oregon, 2001

Master's Thesis: Analysis of an entertainment-education television serial from Ghana, West Africa to predict the effectiveness of this strategy on HIV / AIDS preventative behaviors. Advisor: Dr. H. Leslie Steeves.

Academic Employment

2005 – 2011

University of Oregon

Eugene, OR

Teach public relations courses in the School of Journalism and Communication. Focus on theory, research, writing, planning and campaigns. Mentor and advise students on academic and professional career goals. Serve as adviser to the student-run public relations firm and the PR case study competition team. Serve as member on honor's college and master's thesis committees. Classes taught include Principles of Public Relations, Strategic Planning and Cases, Public Relations Campaigns, Introduction to Strategic Communications, Strategic Social Media, Social Media Essentials.

Professional Experience

2002 – present

Verve Northwest Communications

Eugene, OR

Manage all facets of a boutique public relations, marketing and design agency from business development through campaign evaluation. Focus on strategic planning, implementation and evaluation for small and medium-sized business, government, nonprofits including Café Yumm!, Grayback Forestry, The Duck Store, Oregon Bach Festival, Mobility International, ZenSpot Yoga, Skeie's Jewelers, PeaceHealth. Experience also includes crisis planning and on-site crisis communication management as well as social media training.

Some Key Results:

Grayback Forestry

Primary media liaison for a private wildland firefighting company that lost nine firefighters in a helicopter accident. Responsible for working with local, regional and national media. Served as spokesperson, provided media training and briefings for the CEO and other personnel. Critical part of the crisis team and provided strategic counsel and coordinated information across agencies including: US Forest Service, USFS NIMO team, Bureau of Land Management and Oregon Department of Forestry.

Cafe Yumm!

Manage Twitter and Facebook. Grown Twitter from just under 100 followers to now more than 1,800. Launched the Facebook Fan Page, building the fan base to the current

8,700+ fans. The social network presence is an important communication channel for Café Yumm!. Manage a variety of web projects and video production.

Eclectic Products, Inc.

Serves as the online community manager across four brands. Directly manages all social media strategy and content for DIY/craft, Industrial, Skateboard & Health/Wellness brands. Through creative, targeted content, built visits to organization's primary blog more than 3,000 per month. In 2009, conceptualized a community strategy for Shoe GOO Skate; planned, implemented and evaluated online video contest and established ongoing plans to engage a niche audience.

Social Media Boot Camp

Co-founder and instructor for social media boot camp workshop. Helped establish curriculum for one-day and two-day workshops focused on using social media to help organizations/companies engage audiences. Provided instruction in: RSS, feedreaders, listening/monitoring, blogging, twitter, Facebook, LinkedIn, Slideshare, Podcasting, SEO basics, and more.

- 2002 CAWOOD Eugene, OR
Public relations representative in a full-service communications agency. Implemented public relations and marketing communication campaigns for clients that included: Market of Choice, South Coast Development Council, AccuTel.
- 2001 Public Relations Services Eugene, OR
Public relations representative in a public relations agency. Implemented public relations and marketing communication campaigns for clients that included: University of Oregon School of Journalism and Communication, Serenity Lane, Lane Workforce Partnership, Liberty Bank.
- 2001 Ghana Social Marketing Foundation Accra, Ghana
Volunteer position at a social marketing organization observing operations; also wrote press material and copyedited marketing information for the Foundation.

Research – In Progress

Ekachai, G and Matthews, K. Social media syllabi: A content analysis.
Research focused on understanding how and where social media is taught through a content analysis of more than 40 syllabi.

Publications

Matthews, K. with Honald, M. (under contract). *Strategic Social Media: Building Relationships and Creating Conversations*. Routledge. Spring 2012.

Curtin, P. A., Derville, T., & Matthews, K. (accepted for publication). *Millennials' Approaches to Ethical Decision Making: A Survey of Young Public Relations Agency Employees*. Public Relations Journal.

Derville, T., Curtin, P. A., & Matthews, K. (in press). *"I love what I do, but . . .": A relationship management survey of Millennial Generation public relations agency employees.* Journal of Public Relations Research.

Curtin, P. A., with T. Derville & K. Matthews (2009). *The case for making cultural strangers of Millennial Generation consultancy practitioners.* Ethical Space: The International Journal of Communication Ethics, 6(2), 19-22.

Presentations – Academic

Curtin, P. A., Derville-Gallicano, T., & Matthews, K. (2010, March). *Using relationship management to encourage ethical practice among cultural strangers: A survey of Millennial Generation public relations agency employees.* 13th Annual International Public Relations Research Conference, Miami, FL.

Matthews, K. (2009, November). *Thinking Strategically About Social Media: An Assignment for PR Students.* Paper presented at the meeting of the National Communication Association, Chicago.

Presentations – Selected Professional

"Social Media Do's and Don'ts for Young Professionals." Lundquist College of Business. Eugene, Oregon. March 2011.

"Social Media for Business." Marketing 665. University of Oregon. October 2010

"Social Media for Business." Portland State University. October 2010

"Social Media for Journalists." Oregon Daily Emerald. Eugene, Oregon. September 2010.

"Millennials – R U Ready?" Women Business Leaders. Eugene Oregon. October 2009.

"Millennials – R U Ready?" IPREX Fall Conference. Portland, Oregon. October 2009

"Facebook on Campus" UO Campus Communicators Panel" University of Oregon. October 2009

"Your Digital Life." University of Oregon School of Journalism and Communication. May 2009

"Overview of Social Media Courses & Curriculum." Journalism Advancement Council. University of Oregon. May 2009.

Selected Presentations – Community

"Building Relationships Through Social Media" Rotary President-Elect Training for Northwest Region. Seattle, Washington. February 2011.

“Social Media for Food Producers.” February, 2011. Local Food Connection Conference. Eugene, Oregon

“Media Training for Community Leaders.” 2011. Eugene-Springfield Leadership. Eugene, Oregon

“Social Media for International Disability Organizations.” Mobility International USA Women Institute on Leadership and Disability. Eugene, Oregon. August 2010.

“Making the Business Case for Social Media.” Corvallis Women in Business. July 2010

“Social Media for Food Producers.” Local Food Connection Conference. Eugene, Oregon. April 2010

“Making the Business Case for Social Media.” Willamette Valley American Marketing Association . October 2009

“Communications Committee Social Media Event.” Portland Business Alliance. Portland, Oregon. May 2009

“Social Networking Basics.” Professional Women’s Forum. Eugene, Oregon. April, 2009

“Social Marketing Basics.” Childcare Resource & Referral Network Statewide Conference. Newport, Oregon. October 2008

“Social Media for International Disability Organizations.” Mobility International USA Women Institute on Leadership and Disability. Eugene, Oregon. August 2008.

“Social Marketing Basics.” Childcare Resource & Referral Network Statewide Conference. Newport, Oregon. October 2007

“Media Relations for International Disability Organizations.” Mobility International USA Women Institute on Leadership and Disability. Eugene, Oregon. August 2006.

Awards

International Public Relations Research Conference
Jackson-Sharpe award for the best scholarly research bridging theory and practice, 2010
(co-authors: Pat Curtin and Tiffany Gallicano)

Adjunct Instructor of the Year, 2004-2005, University of Oregon

Grants

Public Relations Society of America Foundation, 2007
\$6,160 grant for research support of new practitioner ethical decision making.

Memberships

Public Relations Society of America, 2009 - present
National Communication Association, 2009 - 2011

Service to the Profession

Journal Reviews

Invited reviewer for special social media issue of the Journal for Public Relations Research, October 2009

Thesis Advisees

Leona Laurie, MA, 2008 - chair
Windy Hovey, MA, 2008
Emily Tormey, BA, Honors College 2008 - chair
Lindsey Durrell, BA, Honors College 2008 - chair
Nicolas Cummings, BA, Honors College 2008 - chair
Amanda Ip, BA, Honors College 2009 - chair
Lynn Hector, BA, Honors College 2010 - chair
Devon Ashbridge, BA, Honors College 2010 – chair
Arikka Hall, MA, 2010 – chair
Jay Peters, BA, Honors College 2011 - chair

Service to the Community

- Big Brothers Big Sisters of Lane County - Board of Directors
- Rotary District 5110 – Public Relations Director, Executive Team member
- Eugene Airport Rotary - Board of Directors, Public Relations
- Friendship Foundation for International Students - Board of Directors
- United Way of Lane County Success by Six Initiative - Leadership Team
- Corvallis Business Enterprise Center - Business Adviser

References:

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Tiffany Gallicano
Assistant Professor
(541) 346-2035
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