

# LYNN M. KORDUS

Wausau, Wisconsin USA

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## SUMMARY OF QUALIFICATIONS:

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- Experienced teaching/advising, corporate communications, public relations, media relations, marketing communications professional; journalist
- Accomplished manager of public relations/communication programs, projects, publication production, corporate philanthropy programs/budgets, special events, vendors and internal staff; experienced provider of high-quality customer service
- High degree of sensitivity to cultural and social diversity (particularly regarding the Middle East); international experience in the United Arab Emirates and Egypt, and with Jordan

## TEACHING/ADVISING/ACADEMIC ADMINISTRATIVE EXPERIENCE:

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**The student population at the universities where I am teaching consists of adult learners, international students, minority students, as well as traditional students. Delivery methods include/have included traditional face-to-face, online, blended and accelerated, all using Canvas, D2L and/or Blackboard.**

### **LECTURER - Communication (Writing for Public Relations, Introduction to Public Speaking, Interpersonal Communication)**

**University of Wisconsin – Stevens Point (Fall 2018 - Present)**

**University of Wisconsin – Stevens Point at Wausau (Fall 2004-2010 & 2012-2017)**

**University of Wisconsin Colleges Online (Winterim 2015-Present)**

Member, UW Colleges Online Evaluation Working Group, Spring 2016

Member, UW Colleges Online Constitution Working Group, Summer/Fall 2016

Team Leader, UW Colleges Higher Learning Commission Assurance Review

Summer 2016-Spring 2017

### **ASSOCIATE LECTURER – ENGLISH (Freshman and Sophomore Composition)**

**University of Wisconsin – Stevens Point**

August 2012-Present (part-time/fulltime, depending upon enrollment)

August 2005 – May 2009 (part-time/fulltime, depending upon enrollment)

Summer 2008 - Essay reader/evaluator for Freshman English placement examinations.  
**University of Wisconsin – Stevens Point at Wausau (Fall 2004-2010)**  
**University of Wisconsin Colleges Online (prior to formation of UWC Online as a campus)**

**COLLABORATIVE DEGREE PROGRAM (CDP) ADVISOR-BUSINESS**

**University of Wisconsin – Marathon County (UWMC)/University of Wisconsin – Stevens Point**

September 2009 - September 2010

- Advised CDP students regarding their schedule of classes, transfer requirements and recommendations, degree requirements
- Registered students
- Participated in registration/orientation sessions for new students, monitored their progress
- Marketed/promoted the CDP program

**ADULT STUDENT INITIATIVE PROGRAM COORDINATOR**

**University of Wisconsin – Marathon County (UWMC)**  
**Wausau, Wisconsin USA**

July 2008 – September 2010

- Worked closely with various personnel at UW-Marathon County and UW Colleges coordinating the Adult Student Initiative program
- Developed educational access to prospective students within the corporate and manufacturing arena of north central Wisconsin
- Assisted with the coordination of a variety of courses for delivery to these corporate and manufacturing agencies
- Worked to recruit/retain participants in the ASI
- Assisted students with admissions, financial aid, testing and academic advising, as well as marketing and promoting the program

**ACADEMIC ADVISOR, University of Wisconsin – Marathon County, Wausau, Wisconsin USA**

July 2008 – September 2010

**ADULT-RE-ENTRY ADVISOR, University of Wisconsin – Marathon County, Wausau, Wisconsin USA**

April 2006 – August 2006 (this was a fill-in position for someone on maternity leave).

**OTHER:** Have also taught Business Writing for Wausau Insurance Companies, Wausau, Wisconsin USA, conducted workshops in newsletter publication, interviewing, public relations, speech writing, the Internet, corporate contributions; and face-to-face Communication classes (Technical Reporting, Business Vocabulary, Communication, Marketing Communication) at Northcentral Technical College.

## **INTERNATIONAL PUBLIC RELATIONS/COMMUNICATIONS:**

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### **DIRECTOR - MARKETING & COMMUNICATION**

#### **Middle East Connections Consultancy**

August 2012 – March 2014

Part-time partner in this consultancy, whose purpose is to assist individuals and organizations in their emigration efforts to/from the Middle East

### **COORDINATOR - COMMUNICATIONS & SPECIAL EVENTS**

#### **Faculty of Humanities and Social Sciences, United Arab Emirates University, Al Ain, UAE**

September 2010 – September 2011 (this is a 4,000-student faculty within the 12,000+ student university; there are 170 faculty and staff in the Faculty of Humanities and Social Sciences)

- Managed and supervised all activities relating to the Faculty communications and promotion of its programs and activities to students, the university community, and external audiences
- Liaised with the University's Community Relations Department and other communications functions in the University to ensure the consistency of the Faculty's marketing and promotional activities with those of the University
- Gathered and transmitted information about Faculty and activities for University publications, including an annual report, monthly internal newsletter, and a magazine intended for an external audience
- Liaised with external media when appropriate and coordinated contacts with Faculty; prepared press releases and oversaw media relations, with a view to raising awareness of the Faculty in electronic and printed media
- Managed all administrative Faculty communications, including editing its newsletters, research and other reports, program brochures, and website content, overseeing contributing writers and photographers and managing the production process as well as writing articles and covering events relating to the university and the Faculty
- Managed the Faculty's Internet and Intranet websites
- Created and coordinated advertising for faculty positions in international publications (electronic and print)
- Prepared documents, letters, and other printed materials required to communicate the Faculty messages about its mission, vision, and the activities and achievements of its students, faculty, and staff members
- Coordinated/implemented/evaluated the planning, promotion, and management of special events, including:
  - \*conferences hosted by the Faculty
  - \*lectures by visiting scholars
  - \*the Seminars in Mastering the Arts (SMART) and other visiting artist programs
  - \*lunches, dinners, and tours for visiting dignitaries
  - \*orientations for new faculty and staff members
  - \*the Dean's meetings with student, faculty and staff groups
  - \*celebrations of student and faculty achievement
- Member of the Dean's Advisory Group, Faculty Academic Council, and Faculty

## Administrative Workshops

### **SUPERVISOR – MEDIA RELATIONS & SPECIAL EVENTS**

**Zayed University, Dubai, United Arab Emirates**

May 2001 to October 2001.

Directed and managed all aspects of the media relations and special events operation (with four direct reports, two each in Dubai and Abu Dhabi) of this new university for U.A.E. national women.

Specific accomplishments included:

- Development of media relations and special events functions within the Department of Public & Cultural Relations
- Creation, coordination, and implementation of a university style guide to be used by the Department of Public & Cultural Relations
- Development and implementation of media relations and special events strategy, as well as procedural and operational guidelines
- Review and oversight of the university's CD-ROM image communication vehicle;
- Content development and oversight of the university's first Internet presence for its Department of Public and Cultural Relations
- Revision of staff job descriptions to reflect current department objectives and needs
- Planning and coordinating a professional development opportunity in team building for entire department
- Management, coordination, and chaperoning of a Zayed University student trip to the international Festival d'Avignon in France July 2-8, 2001, as well as media relations and work with the French Embassy involved in the project
- Ongoing education of all university staff (including Vice President, Provost, deans) and faculty as to the elements involved in and value of integrated communications (to include communications, advertising, and public relations), as well as strategies for successful design, implementation, and evaluation
- Successful planning, coordinating, and implementing of numerous events including: a regional UNESCO conference on the role of Arab women in development, Zayed University's Institute for Technological Innovation open houses in Dubai and Abu Dhabi, the university's three-day annual faculty/staff convocation/Conference/Retreat, and other events in both cities involving U.A.E., Dubai, and Abu Dhabi dignitaries

### **OTHER PUBLIC RELATIONS/COMMUNICATIONS/MARKETING EXPERIENCE:**

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#### **PRINCIPAL, LYNN M. KORDUS PUBLIC RELATIONS • COMMUNICATIONS**

**Wausau, Wis., USA**

Public relations, corporate communications, media relations, marketing communications, and training consultancy, part-time/fulltime intermittent October 1995 to present

- Copyediting/proofreading manuscript titled *From a Park to a Stadium to a "Little Piece*

*of Heaven*": Cultural Changes as Seen Through the St. Louis Cardinals' Baseball Diamonds by a University of Wisconsin Colleges history professor

- Copyediting/proofreading a several-hundred-page gaming manual titled *Cilwar's Arcane Grimoire* for a Waupaca, Wisconsin USA author
- Copyediting/proofreading manuscript titled *Mary and Me* by a Merrill, Wisconsin USA author
- Copyediting/proofreading manuscript titled *Il Binait Dol: Egypt's Shame* by an - American Dubai-based author
- Copyediting/proofreading/marketing manuscripts for nine novels written by a San Diego, California USA World War II veteran
- Marketing/promoting/advising/implementing the University of Wisconsin-Marathon County's Adult Student Initiative program
- Marketing/promoting/advising in the University of Wisconsin-Stevens Point's UWSP Business @ UWMC collaborative degree program
- Copyediting/proofreading 500-page book manuscript entitled *Many Paths to One Summit* by a Wausau, Wisconsin USA author
- Interviewing/writing/editing material for the *Connections* publication of the University of Wisconsin-Marathon County Foundation
- Editing/revising white paper, developing marketing materials for a health care call to action, Wisconsin Department of Health
- Copyediting 200-page book manuscript for Merrill, Wisconsin USA author, *Green Politics is Eutopian*
- Managing communications and public relations for My InnerView, a Wausau-Wisconsin based applied research and quality management company
- Development of a proposal to offer a three-credit University of Wisconsin Colleges travel/study course that will focus on Wisdom Literature and hieroglyphs in Ancient Egypt
- Editing/revision of the University of Wisconsin-Marathon County Instructional Academic Staff Handbook
- Student retention marketing efforts in conjunction with the UWMC Student Services Department
- Research involving the use of peer review in teaching composition as a member of the UW Colleges Scholarship of Teaching and Learning Committee
- Series of 52 weekly feature articles and sidebars on Wausau-area businesses published in the *Wausau Daily Herald* produced under contract with the Wausau Regional Chamber of Commerce
- Communications/public relations work with the University of Wisconsin-Marathon County, Creative Communication & Design, Peoples State Bank, Wausau Health Foundation, all of Wausau, Wisconsin USA; and Herrschners Inc., Stevens Point, Wisconsin USA
- Grant-writing work with Northcentral Technical College (NTC) in Wausau, Wisconsin, to develop cooperative partnerships with universities and other organizations in the United Arab Emirates in the areas of leadership/management for women
- Consulting work with the University of Wisconsin School of Business Executive Education Division (Madison, Wisconsin USA) relating to women's leadership skills

Previous projects have included:

- Proposal to the American Chamber of Commerce in Egypt to place Wisconsin on its agenda for an upcoming Doorknock Mission
- Proposal to Amideast, the Regional Information Technology Institute (RITI), and the Fulbright Commission, all in Cairo, Egypt, and Northcentral Technical College (NTC) in Wausau, Wisconsin, to develop cooperative educational opportunities for students and business people in Egypt and in the counties NTC serves
- Proposal in partnership with Dr. Sherif Kamel, RITI executive director, to the University of Wisconsin-Madison to investigate developing an MBA program for Egyptian engineers
- Investigation of possible cooperative activities with Les Janka, president, ARTOC USA (ARTOC is a major Egyptian holding company headed by Shafik Gabr for a variety of business endeavors)

Other international clients include the Arab Advisors Group, Amman, Jordan; U.S.-based clients have included the National Education Association, Washington, D.C.; Wausau Homes, the Wausau/Marathon County Chamber of Commerce, the Wausau Area Performing Arts Foundation, Fiskars, Piper Products, My InnerView, and the Humane Society of Marathon County, all in Wausau, Wisconsin USA.

#### **WAUSAU INSURANCE COMPANIES, Wausau, Wis., USA**

August 1979 – November 1999 in the following positions:

##### **COMMUNICATIONS CONSULTANT, July 1999 to November 1999.**

Led and managed the integrated communication process for the company's Wausau Benefits Business Center. This communication process included advertising, public relations, media relations, promotions, producer/customer/employee communication, collateral, research, trade shows, internal publications, Internet, and Intranet presences.

##### **EXTERNAL RELATIONS PROJECT MANAGER, March 1999 to July 1999;**

##### **SENIOR PUBLIC RELATIONS COORDINATOR, July 1992 to March 1999.**

Was named to the new position of External Relations Project Manager following a major restructuring of the company's public relations, corporate communications, and advertising functions. In addition to responsibilities from the previous position of Senior Public Relations Coordinator, this new position took on an expanded role in media relations for the company's business centers, as well as in public relations and corporate communications for the company and its seven divisions in the U.S.

**EDITORIAL POSITIONS** of increasing responsibility at Wausau Insurance, August 1979 to July 1992.

#### **INTERNATIONAL TRAVEL EXPERIENCE:**

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Since November 1992 when I made my first trip to Egypt, I have sought out and taken advantage of numerous mentoring and networking opportunities both in the U.S. and in

Cairo, Egypt, with more than 20 individuals whose careers have involved significant contributions in development, business, and education in Egypt and/or the Middle East. Individuals and their affiliations are available upon request. Subsequent trips to Egypt were in 1995, 1997, and 1999. Also planned, organized, and led group tours to Egypt in 1997 and 2010.

Co-led a UW-Marathon County study abroad tour to Greece, August 2007.

## **EDUCATION:**

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**GRADUATE WORK IN ENGLISH**, Northern Arizona University, 2009, 4.0

**MASTER'S DEGREE** in Communication, Public Relations Emphasis, University of Wisconsin--Stevens Point, Stevens Point, Wis., USA, December 1996 (3.94 GPA on a 4.0 scale). Thesis: "Corporate Contributions at Wausau Insurance Companies 1911-1996: A Case Study"

### **WAUSAU INSURANCE COMPANIES MANAGEMENT DEVELOPMENT PROGRAM:**

Management Skills, Advanced Management Skills and Concepts, and Financial Operations, 1992-1999

**BACHELOR'S DEGREE** in secondary education, English major, writing and communication minors, University of Wisconsin--Stevens Point, Stevens Point, Wis., USA, 1978

Have also completed numerous workshops/seminars/conferences/classes in public relations, sales, editing, writing, publications, photography, speech writing, script writing, management, the Internet (general and as applied to PR/media relations), corporate philanthropy program management, grant writing, and the Management portion of the 10-part Chartered Property Casualty Underwriter designation.

## **CERTIFICATIONS:**

2006 College Board AP English Reader

2005 SAT Essay Reader

Former Member: The Honor Society of Phi Kappa Phi

## **PAST PROFESSIONAL ACTIVITIES:**

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- Member, Wausau/Marathon County Chamber of Commerce
- Public Relations Director, Steering Committee member, and Founding Member, Central Wisconsin International Business Network, Wausau, Wis.
- Public Relations Director, inaugural Global Learn Day
- Wisconsin River Valley Information Network member
- Wausau Public School District Writing Assessment Task Force member
- Local Public Relations Chair, Badger State Winter Games, the largest amateur winter sports festival in the U.S.
- Wisconsin American Russian Mutual Success (A.R.M.S.) Exchange Communications

Chairperson, (this program sent 65 Wisconsinites to Moscow and brought a like number of Russians to Wisconsin)

- Wausau Area Events Board of Directors member
- Wausau Area Chamber of Commerce Visitors Council Board of Directors, and member of its Advertising and Promotions Committee
- American Red Cross Board of Directors, Marathon County Chapter, and member of its Public Relations and Long Range Planning Committees
- Birch Trails Girl Scout Council Board of Directors member

### **SPECIAL SKILLS:**

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Computer literacy: Dell and HP systems with current Windows environments; HP Inkjet color printer/fax/scanner/copier; Nikon digital camera Software experience: MS Office (including Word, PowerPoint, Excel), MS Outlook, MS Outlook Express, MS Project, Lotus Notes, Quicken, InScribe hieroglyphic, CrossStitch Designer, FaxWizard, Adobe Acrobat

Desktop publishing literacy: MS Publisher, Adobe Photoshop

Highly computer literate since 1989

Other: Excellent project management, planning, training, editing, writing, and interviewing expertise

### **LANGUAGE SKILLS:**

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English: Excellent native speaking, writing, and comprehension skills

French: Some reading, writing, and speaking skills

Arabic: Limited self-study

Spanish: One year of college study

### **GRANTS WRITTEN:**

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Recipient of grants from the Center for International Business Education and Research (CIBER), Madison, Wisconsin, USA, and the University of Wisconsin-Marathon County, Wausau, Wisconsin USA, to attend the first annual Women as Global Leaders student leadership conference in Dubai, United Arab Emirates, sponsored by Zayed University, Dubai/Abu Dhabi, UAE