

Clark F. Greer, Ph.D.
1356 Jefferson Way, Forest, VA 24551
Phone: (434) 238-7234
ClarkGreerPhD@gmail.com
Website: ClarkGreer.com

Accomplished communication professional who can contribute decades of expertise in supporting an organization in driving growth and enhancing audience connections. Quantitative and qualitative researcher with 20 peer-reviewed publications, and more than two dozen academic papers and invited panel presentations. Additional skills in:

- Public Relations
- Media Relations
- Marketing Communication
- Digital Video Production
- Corporate Communication
- Website Management
- Social Media Strategy
- Adobe Creative Cloud
- Brand Management
- Audio Production
- Strategic Planning
- Broadcast Journalism

PROFESSIONAL EXPERIENCE

Liberty University Lynchburg, VA July 2014-present
Department of Strategic & Personal Communication

Professor

Specialization in teaching upper-level undergraduate and graduate courses, including public relations, social media, blogging, applied communication research, TV news production, employee and corporate communication, best practices in strategic communication, and agency and field projects. Faculty adviser for the student-run public relations firm, with supervision of client projects. Developed and taught online communication courses at both the undergraduate and graduate levels.

Point Loma Nazarene University San Diego, CA August 2007-June 2014
Department of Communication & Theatre

Professor

Instructed broadcast journalism majors in reporting various forms of television news stories, as well as understanding ethical and legal issues in journalism. Mentored students in the production of bi-weekly live newscasts on the campus cable system. Taught public relations courses that incorporated industry-standard processes for developing PR programs, campaigns, media relations, crisis communication plans, and communication tactics. Instructed and coached students in persuasive and informative speaking techniques through an introductory speech course.

Cedarville University Cedarville, OH September 1999-May 2007
Communication Arts Dept.

Associate Professor

Lead professor in courses focusing on the design and development of interactive media. Guided students in the process of conducting content research studies. Used historical and recent media examples to provide instruction in mass communication theory. Conveyed personal experience and industry-standard techniques to instruct students how to write for various electronic media projects, including radio, television, news, and Web content. Developed and taught a course in public relations principles and writing that included assessing target publics through focus groups, making strategic connections of messages to publics, and implementing tactics that included brochures, ads, videos and the Web.

Bowling Green State University Bowling Green, OH August 1997-May 1999
Telecommunications Department

Graduate Assistant

Taught courses in television and radio production while a doctoral student.

McAdams Group (advertising agency) Newport Beach, CA May 1995-Jan 1997

Production Artist

Used industry standard software programs to convert designers' sketches into computerized layouts. Projects included advertisements, literature, menus for major restaurant chains, and product information booklets. Wrote agency press releases.

Corban University Salem, OR

Sept 1991-July 1994

Associate Director of Communications

Designed, wrote, edited and coordinated the printing of various promotional materials, including brochures and posters. Started and edited the college employee newsletter. Designed, wrote and edited alumni and supporter newsletters. Wrote and distributed press releases. Wrote, designed and served as photographer for print advertisements, brochures and newsletters. Scripted and coordinated the production of the school's first promotion video.

Hoag Hospital Newport Beach, CA

July 1989-Aug 1991

Public Relations Representative

Scripted informational, promotional and educational videos. Edited and/or wrote copy for various types of literature and newsletters for hospital public relations efforts. Wrote copy for print advertisements. Served as one of the photographers in the public relations department.

KGVO Radio Missoula, MT

May 1988-June 1989

News Director

Coordinated the station's news operation. Served as reporter and anchor. Contributed local stories to the state Associated Press bureau. Experienced in spot news coverage and live reporting.

Additional communication positions (list is available upon request)

May 1973-May 1988

OTHER PROFESSIONAL EXPERIENCE

Founder and owner, Clark Greer Communications, LLC June 2017-present

Provide communication consulting, research and planning for nonprofit organizations. Expertise in conducting quantitative and qualitative research and analysis. Design and implement traditional and digital tactics, including content marketing, thought leadership, strategic social media, media relations, web content, and video storytelling. Serve as marketing consultant for a community theatre organization and a local symphony orchestra, including strategizing and developing tactics using a range of legacy and online platforms.

EDUCATION

Ph.D., Communication Studies, 2000, Bowling Green State University – Bowling Green, OH

M.A., Broadcast Journalism, 1985, University of Southern California – Los Angeles, CA

M.Div., 1981, Northwest Baptist Seminary - Tacoma, WA

B.A., Biblical Ministries, 1978, Los Angeles Baptist College – Newhall, CA

Diploma, 1977, Northern California Bible Institute – Redding, CA