

Avery B. Green, APR



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Education

Texas State University, San Marcos, Texas 2003 – 2004

Master of Arts, Mass Communication/PR emphasis

Texas A&M University 1998 – 2001

Bachelor of Science, Major: Journalism, Minor: Speech Communication/PR emphasis

Teaching Experience

Assistant Professor - University of Mary Hardin-Baylor

2005 – Present

- PR Program Coordinator – Department of Mass Communication & Media Studies
- Classes taught: Copy Editing, Intro to PR, Advanced PR, Special Topics in PR, Photojournalism, Seminar in PR, Intro to Mass Media, PR Internship Supervision
- Student adviser to: PR & Journalism Majors
- Served on UMHB hiring committees for: VP of Information Technology, Journalism Professor & Film Studies Professor
- Served as the Faculty Yearbook Adviser (10 years): Managed a staff of 10-14, supervised student workers, allocated a \$90,000+ budget, worked with the publisher, organized/publicized student pictures and facilitated yearbook distribution

MyWay Subject Matter Expert: Professional Communications – University of Mary Hardin-Baylor

2016 – Present

Interim Department Chair (2015): Communication & Media Studies – University of Mary Hardin-Baylor

- Handled departmental budget allocation
- Course scheduling
- Student advising

Industry Credentials

[Granted the APR in 2015 by the Public Relations Society of America](#)

Professional Affiliations

Industry Memberships

- Public Relations Society of America - Central Texas Chapter (2012 – present)
- Association for Education in Journalism & Mass Communication- AEJMC (2013 – present)
- American Copy Editor's Association - ACES (2010 – present)
- Event Planner's Association (2013 – present)
- Women Communicators – Austin Chapter (2013 – 2016)
- Texas Intercollegiate Press Association - TIPA (2005 – 2015)



Academic Work

Publications

- *Public Relations in Practice*, By. Kate S. Kurtin, Oxford University Press
Journal Title: Journalism & Mass Communication Educator, Article Number: 869835
Publication Date - TBA

Panel/Presentations

- CenTex PRSA, Expert APR Panelist, Waco – April 2018 Chapter Meeting
- CenTex PRSA, Expert APR Panelist, Waco – April 2016 Chapter Meeting

University Service/Leadership

Student Organizations

- Student Event Planners Association – UMHB Chapter Founder/Adviser (2018 – present)
- Student United Way – Faculty Adviser (2015 – 2016)
- UMHB Yearbook Adviser (2005 – 2015)
- UMHB Newspaper Adviser (2014 – 2015)

University Service

- UMHB Scholar's Day – Paper/Presentation Judge – April 2019
- Hiring Search Committees – Journalism Faculty, Film Studies Faculty, VP of IT – Staff Position
- Faculty Assembly Committees – Educational Technology, Student Publications & Environmental Concerns
- Institutional Effectiveness Committee – 2010

Industry Involvement

Professional Appointments

- Central Texas PRSA Chapter
 - Board Member/Director-at-Large 2020
 - APR Chair
 - Nominating Committee Member for the 2020 Board of Director Officers

Professional Conferences, Meetings & Workshops

- Stukent ProfCon (Digital Marketing Conference for Educators), Las Vegas – June 2020
- Texas Marketing Summit, Dallas – April 2020
- Public Relations Society of America – Southwest District Conference, Dallas – April 2020
- Pubcon Pro Marketing (Social Media & SEO) Conference, Las Vegas – October 2019
- Stukent Digital Summit – August 2019
- Public Relations Society of America - Southwest District Conference, Houston – April 2019
- Texas Marketing Summit, Dallas – April 2019
- International Public Relations Society of America Conference, Austin – October 2018
- American Marketing Association – Digital Marketing (Virtual Conference) – October 2018
- Sixth Annual Social Media Conference, ESC Region 11 – April 2018
- Digital Summit, Dallas – December 2017
- CenTex Public Relations Society of America, Using Change to Elevate a Brand, Waco – August 2017 Meeting
- CenTex Public Relations Society of America, Professional Development Day, Waco – 2013, 2014, 2015

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- PR Daily World Conference, New York – 2016
- Blog Elevated Conference, Dallas – 2015
- National Conference for the American Copy Editors Society Conference, New Orleans & Las Vegas – 2012, 2014
- Texas Intercollegiate Press Association Annual Conference – 2006 to 2014 (Various locations in Texas)
- Innovation Insights Conference (Pearson Publishing), Las Vegas – 2014
- Southwest District Conference- Public Relations Society of America, Austin – 2013
- Texas Women's Conference, Austin – 2013
- Event Planning Workshop (Career Track), Austin – 2011
- Society of Professional Journalists - Region 8 Annual Meeting, Clear Lake – 2008
- College Media Advisors Spring National Convention, New York – 2007
- Baptist Press Association Conference, Burnet – 2006

Community Relations

- Volunteered with students at the Chick-fil-A Grand Opening Celebration (Temple – South 31st Location) 2019
- Organized Panda Express Fundraiser with SEPA members – (non-profit beneficiary TBD) 2019
- Public Relations Internship Appointments – Central Texas Area (Ongoing)
- Judged UIL Journalism/Yearbook Contests – Belton High School (2010, 2011)
- Judged Texas Association of Private and Parochial Schools (TAPPS) Yearbook Contest – Academic & Speech Meet 2010

Industry-Specific Skillsets

- Blogging
- Social Media Analytics/Management
- Associated Press (AP) Stylebook Guru
- Event Planning
- Promotions & Publicity
- Public Speaking

Software Applications

- Canva
- Adobe Creative Suite/Spark
- Learning Management Systems – Canvas, Blackboard, Fidelis
- Google Drive
- Microsoft Office