

Allen Zimmerman

SUMMARY

Communication PhD candidate and former advertising executive with eight years' teaching experience at the undergraduate level, including two years as a full time visiting assistant professor with mentoring and advisory roles. Skilled in classroom, online and blended learning environments.

EDUCATION

PhD Candidate – Communication, Georgia State University, Atlanta, GA. 2022 (Fall)
MBA – Marketing, George Washington University, Washington, DC 1996
BA – Economics, University of Michigan, Ann Arbor, MI

RESEARCH INTEREST

Researching persuasive communication strategies that can be used to encourage flexitarians to eat more plant-based foods.

AWARDS / PUBLICATIONS

NYU Workshop on Ending Factory Farming – invited speaker; award recipient (Feb/20)

GSU Dissertation Grant Program – funding award (Dec/21)

GSU Provost's Dissertation Fellowship – funding and tuition waiver (Apr/22)

Zimmerman, A. (2021). **Building a Culture of Quiescence: The Framing of Animal-based Foods in Children's Fiction Movies**. *Southern Communication Journal*, 87(1), 70-81.
<https://doi.org/10.1080/1041794X.2021.1983013>

Freeman, C.P., Zimmerman, A. (2022). **Take Extinction off Your Plate: How International Environmental Campaigns Connect Food, Farming, and Fishing to Wildlife Extinction**. *Environmental Communication*. <https://doi.org/10.1080/17524032.2022.2060276>

MEMBERSHIPS / CONFERENCES / PRESENTATIONS

National Communication Association – member, attendee at national conventions 2017, 2018, 2019 and 2020 (virtual)

- **Paper presentation:** *Non-communication and the concealment of industry practices in modern slaughterhouses*. Communication Ethics Division: Nov/19. Baltimore, MD
- **Pedagogical panel invitee:** *How to market our courses to students*. Communication Ethics Division: Nov/20 (virtual)

International Environmental Communication Association – member, 2021

- **Presentation:** Conference on Communication and Environment. June 24, 2021

Southern States Communication Association

- **Paper presentation:** *Communication and factory farming*. April 2019. Montgomery, AL

TEACHING EXPERIENCE

- Georgia State University**, Atlanta, GA Aug/19 to date
PhD Candidate / Graduate Teaching Assistant
Teach undergraduate courses in human communication;
media, culture & society; and environmental communication.
- University of South Florida – Honors College**, Tampa, FL Aug/18—Apr/19
Instructor I
Taught honors seminars in applied ethics that examined the role of the
mass media in shaping popular culture.
- University of Tampa**, Tampa, FL
Visiting Assistant Professor – Communication Aug/17—Jul/19
Adjunct Professor – Communication Aug/16—Jul/17
Taught core and capstone advertising courses; served on curriculum committee;
advised student advertising club; supervised independent study projects for seniors.
- University of San Francisco**, San Francisco, CA Jan/15—Jun/16
Adjunct Professor – Communication
Taught courses in creativity; advertising principles; and advertising presentations.
- University of Tampa**, Tampa, FL Aug/13—May/14
Adjunct Professor – Communication
Taught introductory courses in advertising and mass media.

PRIOR PROFESSIONAL EXPERIENCE

- West Avenue Home Design** (Real estate marketing), New York & Miami. Jun/09—Jul/13
Founder and Director
Renovated and marketed custom-designed homes and condominiums.
- FCB Health** (Healthcare ad agency), New York, NY Nov/06—May/09
Senior Vice President, Group Managing Director
Served as team leader in development of promotional efforts for Merck products.
- West Avenue Home Design** (Real estate marketing), New York & Miami. Jun/04—Oct/06
Founder and Director
Renovated and marketed custom-designed homes and condominiums.
- Publicis LifeBrands Medicus**-formerly Nelson Communications, NY, NY Sept/02—May/04
Senior Vice President, Management Supervisor
Inspired cohesive team that developed consumer and health promotions for Galderma.
- LLNS/TBWA World Health** (Healthcare ad agency), New York, NY Mar/97—Sept/02
Senior Account Executive to VP, Account Supervisor
Supervised communication plan implementation for major Pfizer brands.
- HCR ManorCare** (Long-term care provider), Silver Spring, MD Dec/95—Feb/97
Marketing Manager
Implemented nationwide re-branding effort for this chain of long-term care and
Alzheimer's facilities, including new brand hallmarks, signage, advertising and PR.
- GEICO Insurance**, Washington, DC Oct/90—Dec/94
Marketing Associate
Provided data analysis and managed military market advertising implementation.

SERVICE WORK

Faculty Advisor – provided professional support for the student advertising club at UT.

Journal for Critical Animal Studies – [editorial team/peer reviewer](#), Jan/20 to date.

Mentoring - supported and guided independent study projects for eight UT students.

University of Tampa Curriculum Committee – contributed industry-informed suggestions to strengthen the AD/PR program at the University of Tampa, including developing a new course as part of an account service track for advertising students.

Volunteer – Humane Society Tampa Bay (2019); Florida Voices for Animals (2019); Tampa Bay Estuary Program (2018 & 2019); Metropolitan Ministries (2017); San Francisco VA (2014 & 2015); Arden Courts - Alzheimer's care (2013); Suncoast Hospice (2013).

TECHNOLOGY / LANGUAGES / CERTIFICATES / EXTRA-CURRICULAR

Microsoft Outlook, PowerPoint, Word and Excel.

Learning management systems – Blackboard, Canvas, iCollege

Bi-lingual – English / Spanish

Certified online teaching instructor – Georgia State University (Aug/20)

Yoga – former teacher and active practitioner (since 2012)

REFERENCES AVAILABLE UPON REQUEST

FORMAL TEACHING EXPERIENCE

Georgia State University – Fa19 to date

SCOM1000–Human Communication Introduces students to the basics of human communication with an emphasis on speech writing and delivery.

SCOM2050–Media, Culture and Society Provides both historical and modern perspectives on mass media with the goal of developing media literacy skills.

JOUR3040/SCOM3040–Communicating Environmental Issues Improves students' environmental awareness of local and global issues facing humans, animals, and nature.

University of South Florida / Honors College – Fa18 – Sp19

IDH3600–Ethics in the Age of Social Responsibility Interactive and dynamic course that explores social responsibility as promoted in the mass media by corporations and government.

The University of Tampa – Fa13/Sp14, Fa16 – Su19

COM222–Media Aesthetics and Creativity Students learn about the creative process, explore aesthetics and execute ideas in different types of media. The focus is on the pre-production phases that include writing, sketching, storyboarding, storytelling and experimenting.

COM224–Mass Media and Society Focuses on the fundamentals of communication theory to provide a foundation for understanding how the mass media work, how they influence us, how we analyze them, and how we can effectively use them.

COM283–Principles of Advertising Foundational course in advertising that explores the historical, cultural, economic and social aspects of advertising as well as providing hands on experience with basic advertising campaign planning and implementation.

COM383–Writing for Advertising Mid-level course focusing on the practical aspects of writing for print, radio, TV/video, ambient, digital, interactive, social and integrated media. Final project is a Student Book that showcases experience and prepares students for internships.

COM483–Advertising Campaigns Capstone course that connects students with a real-world advertising challenge. Work includes strategic planning, market research, creative concept development, media planning and presentation delivery.

The University of San Francisco – Sp15 – Su16

ADVT341–Advertising Principles and Practices Foundational course in advertising that explores the historical, cultural, economic and social aspects of advertising as well as providing hands on experience with basic advertising campaign planning and implementation.

ADVT342–Advertising Presentations A senior level course that prepares students for competition in the *National Student Advertising Competition*. Work includes advertising strategy, market research, creative concept development, media planning, and presentation delivery for a large national brand.

ADVT390–The Creative Process Students learn about the creative process, explore aesthetics and execute ideas in different types of media. The focus is on the pre-production phases that include writing, sketching, storyboarding, storytelling and experimenting.

Proposed Courses – research-based syllabi developed to address student needs

Account Management Upper level course that focuses on strategy implementation, team leadership, conflict resolution, budget management and interpersonal skills.

Advertising for Start-ups Analyzes the creative advertising approaches utilized by today's most innovative start-ups along with tips for students on funding and promoting their business.