

# Resume

## Tracey Kyles, Ph.D.

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### Skills

- Research
- Teaching and Mentoring
- Video editing
- Graphic design
- Web Production Management
- Project Planning and Management
- Client management
- Invoicing
- Entrepreneurship

### Education

Ph.D.	University of Florida Gainesville, FL College of Journalism and Communications	2021 – 2025
M.S.	University of North Florida Jacksonville, FL School of Communication	2019 – 2021
B.F.A.	Austin Peay State University Clarksville, TN Art and Design	2007 – 2012

### Work Experience

2026 – Current	<b>Visiting Professor</b> , University of North Florida, Jacksonville, FL School of Communication <ul style="list-style-type: none"><li>• Teaching various courses such as Integrated Marketing Communication, PR research, Media Literacy, and Consequences of Cyberculture</li></ul>
2026	<b>Adjunct Professor</b> , University of Florida, Gainesville, FL College of Journalism and Communications <ul style="list-style-type: none"><li>• Taught various courses such as Integrated Marketing Communication and PR Research</li><li>• Assisted in immersion-based course for students on live projects (The Agency)</li></ul>
2021 – 2025	<b>Graduate Teaching Assistant/Graduate Research Assistant</b> , University of Florida, Gainesville, FL College of Journalism and Communications <ul style="list-style-type: none"><li>• Taught various courses such as copywriting, design, and data visualization</li></ul>

- Assisted in papers as well as in-house projects for graduate programs throughout school
- 2020 – 2021      **Media Director**, University of North Florida  
Jacksonville, FL  
International Center
- Directed video and audio content for student virtual tour
- 2018 – 2021      **Distributed Learning Coach**, University of North Florida  
Jacksonville, FL  
School of Communication
- Experience with both advertising and graphic design related classes such as social media management, public relations, media planning, and advertising creative strategy
  - Grading assignments
  - Managed discussion threads for faculty
  - Student mentoring and support
  - Assisting in studying and tutoring
- 2017              **Marketing Coordinator**, Auto Masters of Clarksville  
Clarksville, TN
- Launch Marketing Campaigns
  - Managed prints and printed merchandise
  - Event planning and hosting
  - Maintain social media and analyze statistics
  - Photographing for planned ads
  - Video editing for commercials
  - Designing, and implementing concepts for advertising
- 2014 – 2017      **Momentum Coach**, Agero  
Clarksville, TN
- Directing a team of both new coming and seasoned response associates.
  - Training agents to exceptional customer service levels.
  - Tier I escalations – diffusing disputes with customers and service providers and finding resolve through negotiation.
  - Finance handling – Assuring finances are properly handled during accident claims.
- 2014 – 2016      **Lead Graphic Designer**, Motor Club of Tennessee  
Clarksville, TN
- Planning, designing, and implementing concepts for advertising
  - Managed prints and printed merchandise
  - Website maintenance

- 2012 – 2021      **Freelance Designer**, TK Graphic Design  
Clarksville, TN
- Produced various websites
  - Design for promotional materials for advertising
  - Layouts for newsletters, brochures, booklets, covers, and more
- 2013 – 2014      **Web and Print Designer**, Peak Promotions (Brand My Swag)  
Clarksville, TN
- Designed Web layouts
  - Track and analyze web and social media statistics
  - Troubleshooting website errors
  - Managed several large print projects

### **Volunteerism and Service**

- 2026      **Guest Lecture**, ADV3943 – The Agency, Onboarding
- 2023      **Media Advising**, Association for the Study of African American  
Life and History (ASALH) – 2023 Annual Meeting and  
Conference
- 2023      **Guest lecture**, MMC 4200 – Mass Media Law
- 2022      **Guest Lecture**, ADV 3500 – Digital Insights
- 2021 – 2023      **Communication Advisor**, Citizens Climate Lobby  
Tennessee Chapter

### **Student Organizations**

- 2022 – 2023      **Vice President**, Graduate Students in Mass Communication  
Association (GSMCA)

### **Media Appearances**

- 2023/2025      **Guest Speaker**, GRADTalk Podcast – Imposture Syndrome &  
Cultivating Confidence (finding your footing)
- Guest Speaker** GRADTalk Podcast – Post Grad Feels: Dr. Tracey  
Kyles