

Curriculum Vitae
Katelynn “Kate” Danyell Stewart
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Education

Ph.D., University of South Carolina, Columbia, SC Major: Mass Communications	August 2020-May 2023
M.A., Auburn University, Auburn, AL Major: Communication and Journalism GPA: 3.56	August 2018-May 2020
B.A., Auburn University, Auburn, AL Major: Public Relations Communication Minor: General Business GPA: 3.27	August 2014-May 2018

Academic Appointments

Fall 2019	Graduate Lecturer for COMM 1000 – Public Speaking College of Liberal Arts School of Communication and Journalism Auburn University
Fall 2018-Spring 2019	Graduate Assistant for COMM 1000 – Public Speaking and MDIA 2300 Foundations of Mass Media College of Liberal Arts School of Communication and Journalism Auburn University

Awards and Honors

Spring 2018	2017 Michael K. Simmons Student of the Year Award \$500 The Michael K. Simmons Student of the Year award recognizes a student who is an active member of a PRCA student chapter. The award recognizes not only academic achievement in the field of public relations, but also leadership through community service and campus activities. The award is named after a North Alabama member who was influential in his career with students throughout the state. He was the 1988 Philip R. Forrest Jr. Professional
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- Achievement Award winner.
- Spring 2017 **Edmund C. Leach Endowed Scholarship Recipient**
A \$3,000 scholarship awarded to a student on Auburn's campus that has the qualities of the Auburn Creed through academics, philanthropic service, and involvement. This student must be passionate and determined to fulfill success; also must demonstrate financial need.
- Spring 2017 **Thomas Gossom, Jr. '75 Endowed Scholarship Recipient**
A \$2,500 scholarship awarded to a first-generation college student in the College of Liberal Arts with a declared major in public relations from Alabama. The student will have shown advances in the public relations program, Auburn's College of Liberal Arts, increasing diversity and philanthropic service on campus, and who demonstrates financial need.
- Spring 2017 **W. James Samford Jr. '72 Memorial Scholarship Recipient**
I was awarded a \$10,000 scholarship formally known as the James Samford, Jr '72 Memorial Scholarship which is given to one junior at Auburn University by the Samford Family Foundation each year who encompasses the true meaning of what it is to live through the creed and be an Auburn Man or Woman. It is an extensive selection process that takes into consideration the student's academic success, leadership and philanthropic role on and off campus, and how well they conduct their self through an interview process.
- Fall 2014 **AU Board of Trustees Endowed Scholarship Recipient**
A \$1,500 scholarship for an incoming freshman that displayed a well-rounded, successful high school year in academics, extra-curricular activities, and philanthropic efforts that demonstrated financial need.
- Fall 2014 **Miles and Mary Stephens Endowed Scholarship Recipient**
A \$3,000 scholarship for an incoming freshman that displayed a well-rounded, successful high school year in academics, extra-curricular activities, and philanthropic efforts.

Research Interests

Social Media Marketing, Influencer Marketing, Native Advertising, Advertising to Multi-Generations, Food/Beverage Marketing, Entertainment Marketing, Organization-Public Relationship/Engagement, Branding, Strategic Use of Emerging Media, Public Relations, Public Relations Campaigns, User Generated Content, Corporate Social Responsibility, Website Accessibility

Research

Manuscripts for Class Purposes

Stewart, K., Stoneman Douglas Silence: The rhetorical criticism of Emma Gonzalez’s silence in her March for Our Lives speech.

Stewart, K., K-12 grade: Closing the homework gap in America.

Stewart, K., Triple A: An accessibility analysis of transportation websites in America.

Stewart, K., The Power of Hashtags on Instagram.

Stewart, K., Qualitative analysis of new age advertising.

Stewart, K., Millennial Microcelebrities: The impact and effectiveness of Instagram influencers.

Stewart, K., Mass media’s perception of male athletes in nondominant masculine sports.

Research Certifications

Spring 2019	CITI Program Conflicts of Interest in Research Involving Human Subjects Credential ID 30213884
Spring 2019	CITI Program Avoiding Group Harms – U.S. Research Perspectives Credential ID 30213885
Spring 2019	CITI Program Cultural Competence in Research Credential ID 30213886
Spring 2019	CITI Program Defining Research with Human Subjects - SBE Credential ID 24414447
Spring 2019	CITI Program History and Ethical Principles - SBE Credential ID 30213887
Spring 2019	CITI Program Internet Research - SBE Credential ID 30213882

Spring 2019 **CITI Program**
Workers as Research Subjects – A Vulnerable Population
 Credential ID 30213883

Fall 2017 **CITI Program**
IRB #2 Social and Behavioral Emphasis
 Credential ID 24414446

Teaching and Tutoring

Auburn University

Fall 2019 Instructor of Record, Public Speaking
 (COMM 1000)

Auburn University, Auburn Athletics, Student-Athlete Support Services

Fall 2018-Spring 2020 Student-Athlete Tutor, Public Speaking; Foundations of Public
 Relations; Sports, Media and Culture

Invited Teaching Presentations and Talks

Personal Branding for Undergraduates and Clientele. GrandPR Student-Run Integrated
 Communications Firm at Grand Valley State University (via Zoom), Allendale, MI, on
 October 24th, 2019

Social Media Workshop for Student Organizations. Office of Student Involvement at Auburn
 University, Auburn, AL, on August 27th and 29th, 2019

Experience

Spring 2017-Summer 2020 **Public Relations and Social Media Coordinator**
.eloise . design co. | Opelika, AL
 I developed and launched “The Social Media Service,” a new
 entity within .eloise. design co. I produce my clients’ contracts,
 proposals, and plans. I conduct weekly or monthly meetings with
 my clients. Designing and branding .eloise. design co. 3 social
 media accounts, website maintenance, blogs, digital advertising
 and marketing. Designing, planning, posting and branding 5
 clients’ 2 social media accounts, marketing, and digital advertising.
 One of my major clients was Auburn University’s Student
 Involvement Office and another major client was Auburn
 University’s Student Affairs Office. Both of these clients allowed
 me to understand communication when dealing with different
 offices, provost, and ensuring everyone’s voice was heard.
 Working with these two clients helped me understand how to chain
 of command on an academic level works when getting content
 collected and approved. I was able to help assist with the branding

development and management to ensure that across all social platforms and traditional media/communication that the offices' themes were cohesive.

Fall 2018-Fall 2019

Graduate Research and Teaching Assistantship

Participate in five hours of research a week. I have worked with Dr. Sisson, Dr. Youngblood, and Dr. Sanchez. The areas I have researched with them include social media marketing, authenticity, website accessibility, family communication, and immigration communication. Participate in one year of assisting an instructor with class and one year of being the instructor of record. I have assisted with three public speaking courses and one foundations of mass media course. I have been the instructor of record for two public speaking courses.

April 2019-July 2020

**National Vice President of Chapter Development
Public Relations Student Society of America**

Responsibilities include, but are not limited to, programming and leadership training with specific responsibilities at International Conference, Leadership Assembly and District Conferences, leading training sessions, overseeing a team of 22 District Ambassadors, fundraising programs for Chapters and two international community service initiatives.

June 2018-June 2019

**Regional Ambassador
Public Relations Student Society of America | Southeast Region**

Regional Ambassadors serve as liaisons between Chapter presidents and the National Committee to carry out the Phone Email Outreach Tree Initiative. Regional Ambassadors make phone calls to update Chapter information for PRSSA Chapters in an assigned region. Regional Ambassadors are in charge of organizing and completing the Phone Email Outreach Tree for each semester. After each round of the Phone Email Outreach Tree, Regional Ambassadors report to the Vice President of Chapter Development with updates and results.

Fall 2016-Fall 2017

**Auburn University's Chapter President
Public Relations Student Society of America and
Public Relations Council of Alabama**

Principal administrative officer of the PRSSA and PRCA Executive Board while acting as the liaison between advisers and national board of directors. Advised and instructed the Executive Board members to ensure policy and procedure adherence. Planned and created content and monitored 3 social media accounts. I accomplished planning and promoting a 5 PRSA guest panel event that achieved record attendance and boosted social media

engagement. Increased membership by 41 percent within 3 months.

Summer 2017-Fall 2017

**Public Relations Specialist and Content Developer
24 Communications | Montgomery, AL**

Managed 4 client accounts: IT company, national property firm, national sprouted flour company, marketing and advertising firm. Wrote content and scheduled activity for content calendars, press releases, and blog posts for each client. Created content and designed newsletters, email marketing blasts, and media kits for each client. Arranged and developed relationships with local, state, and national media contacts.

Fall 2014-Fall 2018

**Recreational and Competitive Gymnastics Coach
Auburn Gymnastics Academy | Auburn, AL**

Coached children ages 5-16 in gymnastics for competitions. Led and taught tumbling and recreational classes 5 days a week while being a full-time student. Assisted the Class Director and Manager in weekly program scheduling and planning. Trained new employees in gym processes and coaching techniques.

Spring 2017

**Public Relations and Marketing Intern
Lee County Humane Society | Auburn, AL**

Spearheaded “Wooftrax Shoe Drive” through social media and local advertising creation and execution, coordinating local business involvement, and writing a press release and audio news release. Pioneered “Paws on the Plains” fundraising event by designing social media and local advertising, securing local businesses involvement, and organizing the marketing plan. Enhanced donor relations through active communication and implementing a new membership program.

Spring 2017

**Student Director for College of Liberal Arts Day
Auburn University | Auburn, AL**

I helped organize and host the first Auburn CLA Day with the student recruiter by: assisting in the event layout; formulating the itinerary and special guests; developing the logo and all promotional pieces; persuading prospective students to attend; and overseeing the catering and registration process.

Summer 2016

**Summer Intern
Storybook Farm | Opelika, AL**

I worked a 140-hour unpaid internship at Storybook Farm. During this time, I assisted in many different roles. Facilitated the planning

and execution of summer and fall horse camps lesson plans. Produced a special project to assist in educating children of the History of Horses via an interactive life size board game modeled after Candy Land. Restructured volunteer training program and field trips itinerary. Enhanced donor relations and communicated with donors through biweekly handwritten themed letters. Updated the website and managed content creation and posting for three social media outlets.

Undergraduate Involvement

Student Eminent Society Member | April 2017 – May 2018

The College of Liberal Arts Student Eminent Society is a select group of Liberal Arts undergraduate students that serve as ambassadors to the College of Liberal Arts. Student Eminent Society members have the opportunity to be liaisons between the students, faculty, and alumni of CLA, as well as the official hosts for CLA events throughout the academic year. The Student Eminent Society (SES) is responsible for assisting the college and development staff with academic, donor, and alumni events.

Along with serving as ambassadors for the College of Liberal Arts, Student Eminent Society has taken on a role with CLA student recruiting. SES has the opportunity to work closely with prospective students and their families, along with current students seeking information about different majors within CLA and a Liberal Arts education. Student Eminent Society members promote pride in Auburn University and are part of the Liberal Arts family.

Glomerata Marketing and Public Relations Manager | August 2016 – May 2017

The Glomerata is Auburn University's yearbook. As marketing manager, I ran the Instagram, Facebook and Twitter accounts. Also, I helped plan and organize distribution of the yearbook.

Pi Beta Phi Member | August 2014 – May 2018

Pi Beta Phi is a social sorority on Auburn's campus. I held many different positions throughout my time as an active member. Special Events Committee Member | Fall 2016; Dodge the Arrow Philanthropic Event Time Keeper | April 2015 and April 2016; Parent's Club Coordinator | Spring 2014 - Spring 2018; Housing Committee Member | Fall 2014 - Spring 2015

Freshmen Leadership Program | August 2014 – May 2015

Freshmen Leadership Program is an entity underneath Auburn's Student Government Association for the top 50 incoming freshmen. During my time, I stepped into many different roles to contribute. I managed the social media accounts to focus on prospective and current students. I created and organized the marketing for the "THIS IS AUBURN" program and guest speaker series on campus. I volunteered with The Big Event and assisted an elderly couple pack and move.

Boys & Girls Club of America | August 2014 – May 2018

Twenty hours a semester of volunteering with children at the Auburn and Opelika locations. During my volunteer hours, I would help children with their homework.

Membership in Professional Organizations

Public Relations Society of America (May 2020-Present)

Public Relations Student Society of America (August 2015 – May 2020)

Public Relations Council of Alabama (August 2015 – May 2020)

Membership in Honor Societies

Lambda Pi Eta Communication Honor Society (August 2017 – May 2018)

The National Society of Leadership and Success (August 2016 – May 2018)

The Society for Collegiate Leadership and Achievement (August 2016 – May 2018)

Gamma Beta Phi Honor Society (August 2016 – May 2018)