

Teresa Gill Cirillo, MA, APR

Education:

Master of Arts, Public Relations

1995 – Rowan University, Glassboro, NJ

Master's Thesis: Management Training for Public Relations Practitioners

Bachelor of Arts, Journalism/Communications

1982 – University of Dayton, Ohio

Administrative Academic Experience

Director, Business Communication Center, Temple University Fox School of Business, Philadelphia PA (August 2015 –2019)

- Managed business-writing center offering peer-tutoring services for Fox undergraduate students; hired peer tutors;
- Collaborated with Business Communication course coordinator to plan and execute consistent course content and delivery across 50- 60 sections of the course per semester;
- Collaborated with Dean's Office and Marketing/Supply Chain Management (MSCM) Department on administrative oversight of the Business Communication Center and faculty;
- Collaborated with MSCM Department Chair/administration to recruit and hire Business Communication faculty and administrator;
- Collaborated with the Bachelor of Business of Business Administration re-design committee to plan and execute results-oriented communication instruction across the business curriculum;
- Collaborated with Center for Student Professional Development to ensure relevance of Business-Communication course assignments and tutoring services for student success and job-readiness;
- Served as member of Fox Undergraduate Program Committee (UPC); collaborated in reviewing/approving Fox course proposals and undergraduate-program policies.

NTT Teaching Experience

Assistant Professor of Practice – Temple University Fox School of Business, Philadelphia PA (January 2011 – present)

- Teach full course load of core Business Communication course each semester;
- Work individually with students to develop and hone writing and presentation skills;
- Collaborate with Business Communication full-time faculty on developing/revising course content and course-delivery best-practices;
- Completed Fox Online-Teaching-Certificate course.
- Attended/completed numerous professional-development/training workshops through the Fox Center for Innovation in Teaching and Learning and TU Center for the Advancement of Teaching (CAT);
- Collaborated on service-learning best-practices as member of CAT teaching circle (2014); Participate in Fox Experiential Learning focus group (2017-19).
- Earned Marketing/Supply Chain Management Teaching Excellence Award – 2015.

Academic Service Activities

Toastmasters/ Fox Professional Speakers Faculty Adviser (2017 – present).

- Advise/mentor SPO; attend weekly meetings; assist in evaluating student speeches; provide public-speaking educational resources for members.
- Coordinated/hosted 2019, 2020 Toastmasters Area Public Speaking Competition at Fox.

FOX Department Merit Committee (2020)

- Reviewed and evaluated merit-award submissions for the MSCOM Department;
- Collaborated with Merit-Committee members to make recommendations to department chair.

TU Faculty Senate Steering Committee (2014-present)

- Represent Fox School of Business and Management on university-wide steering committee of the university faculty senate;
- Serve as liaison between Fox faculty and TU provost/administration in developing/communicating University wide policies/programs/issues impacting faculty.

Academic Service Activities (cont.)

FOX School of Business Collegial Assembly Steering Committee (2015-present)

- Serve as liaison between the Faculty Senate Steering Committee and Fox Faculty Collegial Assembly
- Assisted in facilitating Fox Collegial Assembly committee elections.

TU Writing Intensive Course Committee (2015-2018).

- Reviewed and approved writing-intensive-courses/syllabi;
- Collaborated with committee members on professional- development opportunities in the teaching of writing for TU faculty.

Served on sub-committee to review writing-intensive-course outcomes for Middle States assessment

Faculty Herald Advisory Committee

- Serve as committee chairperson for university faculty newsletter (2019 -present)
- Coordinated, managed hiring process for new Faculty Herald editor (2020)

TU Board of Trustees Student Life and Diversity Committee (2017-2020)

- Serve as non-voting faculty liaison/adviser at BOT committee meetings.

TU Library Committee (2017-2021)

- Serve as Fox liaison to the Faculty-Senate Library Committee; advise TU Library Dean on faculty-related issues regarding library resources.

Fox Open-House for prospective Temple/Fox students and families (2014-2018)

- Represented/promoted Business Communication Center/course to prospective students and families at fall open-houses.

TU BELF (Business English Lingua Franca) (2015-2017)

- Assisted faculty advisers.

Be Your Own Boss Bowl judge (2017 – present)

- Review, evaluate multiple entrepreneurial business-plans submitted by TU students, alumni and staff; attend competitions where plans are presented;

Target Case Competition judge (2015-2017)

- Reviewed and evaluated student marketing proposals as faculty judge.

Business Communication guest-lecturer (2011-2017)

- Served as guest-lecturer for Business Communication classes at Drexel University (Philadelphia).

Adjunct Teaching Experience

University Adjunct Instructor – Business Communication/Writing, Public Relations:

- **Drexel University**, Philadelphia, PA - **Dept. of Culture and Communication** (2003 - 2011)
Courses taught: Business Communication, Technical Communication, Techniques of Speaking (intro to public speaking), Principles of Communication, Public Relations
- **Temple University**, Philadelphia, PA
Course taught: Business Communication (Fox School of Business) January – December 2010
Media Information Gathering (communication research - School of Communication) 2004
- **Holy Family University**, Philadelphia PA (2006 – 2010)
Courses taught: Public Relations, Technical Writing, Journalism, Editing, Culture and Communication, Introduction to Mass Media
- **Rowan University**, Glassboro, NJ (1993-94)
Course taught: Publication Layout and Design

**Teaching
Experience
(cont.)**

Graduate Teaching Assistant

Glassboro State College (Rowan University) Glassboro NJ (1985-86)

- Taught undergraduate basic-skills writing classes;
- Tutored students in Writing Lab.

**Professional/
Industry
Experience**

Public Relations Consultant – self-employed, (2002 – 2006)

- Developed and implemented media-relations plans for clients;
- Solicited and secured electronic and print media coverage for client businesses;
- Planned, wrote and designed newsletters;
- Wrote and distributed news releases.

Public Affairs Associate

New Jersey Department of Human Services, Trenton NJ, (1996 – 2001)

Promoted state social-service programs and agencies through proactive media relations:

- Developed and presented media-training workshops for DHS-contracted agencies;
- Coordinated DHS media events;
- Coordinated and managed public-services campaigns and projects;
- Researched, wrote, edited news releases and selected publications

Public Relations Associate

Cooper Hospital/UMC, Camden, NJ (1995 –96)

Promoted hospital services through on-going media relations program:

- Provided media training for medical staff;
- Wrote news release;
- Coordinated media coverage and interviews with medical staff.

Director, Public Relations and Marketing

Zurbrugg Hospital – Graduate Health System, Riverside, NJ (1987 – 1993)

Managed all aspects of hospital's public relations/marketing-communication program:

- Reported to hospital president as PR counsel and member of top-management team;
- Developed public-relations/marketing campaigns to promote services;
- Planned and implemented special events/community programs, physician relations/marketing programs;
- Served as community liaison and collaborated on projects with community board/agencies;
- Wrote and designed brochures, advertisements, surveys and newsletters;
- Served as media spokesperson; developed media policy;
- Managed department budget.

Director, Public Relations and Marketing

Kennedy Memorial Hospital/UMC, Cherry, Hill NJ (1987-88)

- Wrote, designed, produced newsletters, brochures, news releases,
- Coordinated employee and physician -relations programs;
- Coordinated community events and youth education programs;
- Coordinated community-advisory board to address community concerns.

Public Relations Coordinator

Glassboro Public Schools, Glassboro NJ (1993- 1995)

- Solicited and coordinated media coverage for school programs and events;
- Responded to media inquiries regarding school-district activities and school spending;
- Promoted and solicited community support for the school-district budget;
- Planned and produced newsletters for district staff and the community.

**Professional/
Industry
Experience
(cont.)**

Community Relations Coordinator

Board of Cooperative Educational Services (BOCES), Patchogue, NY (1986-87)

- Wrote, designed newsletters and annual report;
- Served as media spokesperson;
- Served as liaison between BOCES and its constituent school districts.

**Professional
Accreditations/
Awards**

Accreditation in Public Relations (APR): Public Relations Society of America

Bery Award for Outstanding Achievement in Public Relations:

Professional Communicators of Southern New Jersey (1992).

**Professional
Community-
Service**

DECA (NJ) Regional and State Competition judge (2017-2020)

- Serve as judge for DECA Gold-region and NJ state high-school marketing/business competitions.

Alice Paul Institute, Mt. Laurel, NJ (1990 – present)

- Marketing committee member; former board member

Cherry Hill (NJ) Community Food Bank (2005 – 2010)

- Marketing-committee member.

American Heart Association – Camden County (NJ) Division

- Vice-president – communications (1994-97); newsletter editor

Cherry Hill (NJ) Parent Teacher Association

- Newsletter editor (1997 – 2012); legislative liaison (1998-2001)

**Professional
Memberships**

Toastmasters International

- Member of Toastmasters International District 38
- Faculty adviser- Temple University (2017 – present)

Public Relations Society of America (PRSA)

- Philadelphia Chapter: accreditation chair – (1994)
- University Student-chapter adviser (1992-1996)
- Membership chair (1995 –96)
- *Silver Anvil Awards* judge (1996 -98)

Professional Communicators of Southern New Jersey

- Board member 1989-95, president (1992-93)
- Coordinated media training workshops for members

Philadelphia Public Relations Association (PPRA) (2002-2010)