



Kevin Hawley
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813.810.7395

EDUCATION

University of South Florida

Ph.D. student, Department of Communication (current)

University of Toronto, Toronto, Canada

M.A. Political Science, Specialist in International Relations

B.A.(Hons) History & Political Science

ACADEMIC EXPERIENCE

University of South Florida, Tampa, FL

Zimmerman School of Advertising & Mass Communications

Master Instructor	August 2020 – Present
Senior Instructor	August 2016 – July 2020
Instructor & Public Relations Sequence Head	August 2013 – July 2016
Visiting Instructor	August 2011 – July 2013
Adjunct Instructor	January 2011 – May 2011

Courses Taught

Advanced Advertising Creativity
Advertising Campaigns
Advertising Creativity
Advertising Portfolio
Graphic Programs in Mass Communications
Student-Run Communications Agency
Visual Design for Global Media
Visual Literacy
Introduction to Visual Communications
Magazine Design & Production
Newspaper/News Publication Design & Production
Public Relations Design
Writing for the Mass Media
Design, Italian Style in Florence, Italy through USF Education Abroad (2014-2016)

Service and Recognition

University of South Florida Outstanding Undergraduate Teaching Award 2015
University of South Florida Faculty Senate (Term: 2018-2021)
USF Council on Technology for Instruction & Research (Term: 2019-2022)
College of Arts and Sciences Technology Committee (2014-2018)
Zimmerman School, director of Certificate in Visualization & Design
Member, Zimmerman School Undergraduate Advisory Committee
Faculty advisor to KnoBull Public Relations, the student-run PR firm
Faculty advisor to the USF chapter of the Public Relations Student Society of America
Founder, Zimmerman School alumni e-zine, the *Bullhorn*
USF Certified Online Educator
Certificate, Significant Learning By Design
Alan Alda Center for Communicating Science 2-day workshop
USF/Universidad del Norte Spanish Immersion Program, Barranquilla, Colombia, 2019
Telly Awards with USF School of Art & Art History, "Dose of Gratitude" 2020 & "Fall Term on Your Terms" 2021

Academic Member, One Club for Creativity
Academic Member, American Association of Advertising Agencies
Member, American Academy of Advertising

Research

National Institutes of Health/National Institute on Aging
Cognitive training to reduce incidence of cognitive impairment in older adults
(AG070349)

Grant Period: 02/01/2021 - 01/31/2026

PI Dr. Jerri Edwards

Research project with the USF Health Department of Psychiatry & Behavioral
Neurosciences Cognitive Aging Lab

Director of Marketing, Research Participant Recruitment & Retention

National Institutes of Health/National Institute on Aging

"Active Mind" (MCI; AG062368)

Grant Period: 10/01/19 - 09/30/20

Secondary PI under Dr. Jerri Edwards

Participant Recruitment & Marketing with USF Health Department of Psychiatry &
Behavioral Neurosciences Cognitive Aging Lab

National Institutes of Health/National Institute on Aging

"Preventing Alzheimer's Disease with Cognitive Training: The PACT Trial"

(AG058234)

Grant Period: 9/30/18 - 8/31/19

Co-PI w/Dr. Jerri Edwards

Interdisciplinary research project with the Department of Psychiatry & Behavioral
Neurosciences Cognitive Aging Lab: "Participant Recruitment & Marketing"

7901101901 FY2016 Regional Innovation Strategies Program – SEED TAMPA BAY

Secondary Principal Investigator under PI Valerie McDevitt.

Engaged by the USF Office of Research & Innovation to research and develop a
brand identity and website for Seed Florida, an early stage hi-tech venture capital
investment group being established by USF in partnership with Florida Funders.

Florida Hi-Tech Corridor Matching Grant – FHT 18-14 Looshes Labs SCAP

Grant Period: 1/1/18 – 6/30/18

Principal Investigator

"Looshes Labs Skatecase Brand Positioning Research, Analysis and Concept
Development"

Ringling College of Art & Design, Sarasota, FL

Adjunct Instructor

1/10 – 12/10

Taught Introduction to Advertising Copywriting in the Advertising Design program

PROFESSIONAL EXPERIENCE

Creative Director/Consultant, Tampa, FL

Creative Director/Copywriter/Art Director/Graphic Designer

Ongoing

I stay involved with the industry through occasional advertising and design projects,
either directly for clients or through ad agencies and production companies.

Includes campaigns for: Tampa Bay Sports Commission, Masonite Corporation,
Achieva Credit Union, Buddy Brew Coffee, Tech Data, Tribridge/DXC, Syniverse,
Accusoft, Amalie Oil, Fortify FL, Mission Lisa, Red Rover, Sports Illustrated



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Clarke/Eric Mower & Associates, Sarasota, FL

Vice President, Creative Director

3/07 – 4/11

Created advertising campaigns for international and regional clients such as: Remington, ClosetMaid, Sarasota Orchestra, Tidewell Hospice, Clockwork Home Services, Suncoast Communities Blood Bank, Community Foundation of Sarasota County, All Faiths Food Bank

BeachHead Advertising, Tampa, FL

Owner/Creative Director

5/06 – 4/11

Advertising and marketing consultancy for clients Phoenix Ink, Instant Canvas, AmeriLife, BlueAnt Wireless, American HomeHealth, FlatFee.com

Fahlgren Benito, Tampa, FL

Executive Vice President, Creative Director

7/02 - 5/06

Clients included VISIT FLORIDA, McDonald's, Belleview Biltmore Hotel, America's Second Harvest of Tampa Bay, USO of Pennsylvania & Southern New Jersey

Fahlgren, Columbus, OH

Associate Creative Director

3/99 – 6/02

Led creative teams on: NAPA Auto Parts, Cooper Tire, Owens Corning, McDonald's, The Ohio State University Medical Center, The Columbus Dispatch, United National Bank, Damon's, Arrowhead Brewery, Dana Incorporated, COSI

Gee, Jeffery & Partners, Toronto, Canada

Associate Creative Director

7/97 – 3/99

Creative campaigns for: Rogers/AT&T Mobile, Capital G Finance, Canadian Airlines

JWT/Enterprise, Toronto, Canada

Senior Copywriter

8/87 – 6/97

IBM, Toshiba, Samsung, Pitney Bowes, Kraft, Tim Hortons, Melitta, Block Drug, Loews Hotels, Rogers Cablesystems, Speedy Muffler, McGuinness Distillers, Brunswick Sardines, Canadian Cancer Society

PROFESSIONAL CERTIFICATIONS

Institute of Canadian Advertising, Toronto, Canada

Certified Advertising Agency Practitioner

Three-year executive program for advertising professionals

Canadian Securities Institute

Certified Registered Representative

PROFESSIONAL AWARDS & RECOGNITION

200+ advertising industry awards including Local, Regional & National ADDYs, Mobius Awards, London International Awards, Art Directors Club, Marketing Awards, Bessies, Reader's Digest Awards



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