

**RONALD (BRUCE) O'NEAL, PH.D.**  
**16515 Brightling Lane • Houston, TX 77090**  
**936.294.3174 office | 832.890.6884 mobile | boneal@shsu.edu**

## **EDUCATION**

Our Lady of the Lake University – San Antonio, TX/The Woodlands, TX  
Ph.D. in Leadership Studies, 2015

University of Phoenix – Houston, TX  
M.B.A. - Public Administration, 2009

Howard University – Washington, D.C.  
B.A. in Television Production, 1989

## **TEACHING EXPERIENCE**

**Sam Houston State University, Department of Mass Communication**  
Visiting Assistant Professor, Mass Communication, Fall 2015 – Present

*Courses developed and taught:*

### ***Undergraduate:***

MCOM 4390 – Campaigns for Public Relations and Advertising  
MCOM 3385 – Advanced Writing for Public Relations and Advertising  
MCOM 3383 – Writing for PR and Advertising  
MCOM 3382 – Principles of Advertising  
MCOM 3381 – Principles of Public Relations

### **Our Lady of the Lake University**

Weekend Lecturer, Business Administration, 2016 – Present

*Courses developed and taught:*

### ***Graduate:***

MKTG 8305 – Marketing Management

### ***Undergraduate:***

MKTG 3331 – Principles of Marketing  
BADM 3355 – Principles of Sales Promotion  
BADM 3361 – Professional & Technical Communications  
BADM 3318 – Business Analytics

### **Lone Star College - North Harris**

Marketing Adjunct, 2010 – 2013

*Courses developed and taught:*

BUSG 2309.12101 – Small Business Management  
BMGT 1327.1006 – Principles of Management  
BUSI 2304.1003 – Business Communications  
MRKG 2349.1W811 – Advertising and Sales Promotion

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## **PEER REVIEWED PUBLICATIONS**

### ***Articles***

O'Neal, Green, Gergen, & Sun (2016). "Exploring the differences that communication medium has on perception of leadership style: Does communication medium affect the leadership rating of the leader." *Business Management Dynamics*. ISSN: 2047-7031. Volume 6, Issue 2016.

## **WORKS IN PROGRESS**

### ***Study***

"Study to investigate the habits, social connectedness, and perceived usefulness of social media amongst mass communication students."

### ***Conference Proceedings and Peer Reviewed Presentations***

O'Neal, R. Bruce (2017). "Preliminary Findings: Social Media Connectedness of Mass Communication Students." *Global Conference on Education*. University of California-Riverside.

O'Neal, R. Bruce (2016). "Exploring the differences medium has on perception of leadership style." *International Conference on Business Intelligence and Innovation Conference*. SHSU-The Woodlands, TX.

### ***Conference and Workshop Presentations***

O'Neal, R. Bruce (2017). *Leadership Communication for ASPIRE Minority Scholars*. Sam Houston State University.

O'Neal, R. Bruce (2016). *Caution: Personal Branding for Journalists*. Sam Houston State Global Center for Journalism and Democracy.

O'Neal, R. Bruce (2016). *Authenticity (Keynote Address)*. Our Lady of the Lake University.

O'Neal, R. Bruce (2016). *Caution: Communicating by email and social media can affect your rating as a leader (Staff Council)*. Sam Houston State University.

O'Neal, R. Bruce (2012). *Innovation in education: Social media use (Plenary Keynote Address)*. Texas Association of Student Special Service Programs (TASSP). Houston, TX

O'Neal, R. Bruce (2011). *Social Media Boot Camp (workshops)*. Houston Galveston Women's Business Center (WBC). Houston, TX.

## **PROFESSIONAL EXPERIENCE**

**Director – Marketing & Communications**  
Sam Houston State University

August 2012 – August 2015  
Huntsville, Texas

Provided direction, integration and implementation of marketing and communication initiatives as defined by annual marketing and communications strategic plans. Oversaw department's strategic integrated marketing plan, creative, brand management, advertising, digital/social media marketing, web development, graphic design management, marketing collateral management, production

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oversight, video productions, media relations, and public relations.

Led the development, implementation and management of social media strategies that market internally to students, faculty and staff, and externally to prospective students, parents, alumni, friends, and influential leaders.

Provided guidance, planning, and implementing for numerous special events and activities that created favorable images of the university. Ensured brand messaging was consistent and tailored for target audiences. Worked cross-campus to develop effective marketing strategies and materials.

- Supervised, edited, and approved stories and articles written by staff.
- Provided direction for overall video storytelling campaigns
- Supervised and directed department staff. Organize and delegate work assignments.
- Actively assisted in budget preparation and planning.
- Assisted in university-level crisis communication planning and implementation.

**Manager, Communications**  
Lone Star College-North Harris

March 2009 – July 2012  
Houston, Texas

Directly supported enrollment management and retention initiatives, and student outreach activities. Managed over \$100,000 internal and external marketing budget and reporting requirements for executive staff. Led and collaborated with campus enrollment management teams that directly impact student recruitment and retention including completion of visioning process, Foundations of Excellence™ (first year experience and transfer focus), and student outreach and recruitment communication activities.

- Trained and mentored student workers, communication interns and staff
- Engaged student body through a mix of social media and on-campus campaigns
- Led the college's communication strategies and social media engagement
- Oversaw college's print, media, electronic, and on-campus marketing budget, operation, and execution
- Led cross-functional teams of administrators, faculty, and staff through complex enrollment management, ad-hoc and strategic communication projects

**Coordinator, Web Content**  
Lone Star College-North Harris

May 2005 – March 2009  
Houston, Texas

Implemented and directed the college's first social networking and electronic communications strategies, designed to expand admissions inquiry pools; track prospective students as they move through the recruiting pipeline. Edited, wrote, and contributed content for e-newsletter, SMS, blogs, and college's social networking sites.

- Developed and maintained guidelines and recruited editors for student blogs
- Worked with other departments to maintain departmental Web sites
- Led the college's communication strategies and social media engagement
- Trained and mentored communication student interns
- Monitored Web statistics and created detailed reports

**Operational Support Specialist**  
Baltimore City Public School System

August 2002 – January 2004  
Baltimore, MD

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Supported the acquisition, development, installation, promotion, scheduling and operation of on-line programming. Promoted, scheduled and operated live videoconferencing and satellite feeds. Designed and secured resources necessary to record, archive and stream live events.

- Maintained Blackboard LMS Web portals
- Assisted in videotaping, editing, and general production duties and assisted various departments with video productions
- Evaluated and suggested purchases of equipment, assisted customers with configuration issues and use of systems and software

## **ADDITIONAL RELEVANT EXPERIENCE**

**Web Content Developer** 2000 – 2002  
DC Metropolitan Police Department Washington, D.C.

- Directed the marketing efforts and launch of two high-level citywide policing awareness initiatives (Watch Your Car, WaterWorks)

**Executive Director** 1997 – 1999  
Anacostia/Congress Heights Partnership Washington, D.C.

- Directed staff and activities of non-profit agency
- Raised and managed yearly budget of \$300,000 and staff, volunteers and interns
- Continually honed the organization's mission and outreach with input from board and chair

## **SERVICE**

### **Sam Houston State University**

- Graduate Student Thesis Chair, 2016 - 2017
- Ad Hoc Coordinator, SHSU-The Woodlands Center PR/Advertising Track Committee, 2017
- Web Committee Lead, Department of Mass Communication, 2015 – Present
- Department of Mass Communication Curriculum Committee, 2016 – Present
- FAMC Creative Community Advisory Group, 2016 – Present
- Graduate Student Bridge Program, Mentor, 2015 – Present
- Mentor and Committee Member, ELITE Minority Male Success Initiative, 2014 – Present
- Marketing Lead, Founders Day Committee, 2012 – 2015
- Chair, University Marketing Committee, 2012 – 2015
- Web Optimization Committee, Marketing Lead, 2012 – 2015
- Staff Advisor and Mentor, Exceptional Men of the Talented Tenth, 2013 – 2015

### **Service to the Academic Community**

- Conference Chair, International Conference on Business Intelligence and Innovation, 2016 and 2017

### **Public Relations Service to Academic Community Engagement (ACE) Partners**

- Network of Brothers – Houston, TX (MCOM 3381), 2017 - 2018
- Women of Honor and Destiny – The Woodlands, TX (MCOM 3381, MCOM 3382), 2016
- Dreamcatchers Stables – Spring, TX (MCOM 4390), 2016
- SHSU Alcohol & Drug Abuse Initiative (MCOM 4390), 2016
- Bay Area Custom Clothing (MCOM 3381, 3382), 2016
- Henry's Home – Horse and Human Sanctuary – Spring, TX (MCOM 4390), 2015
- Rita B. Huff Animal Shelter – Huntsville, TX (MCOM 3381, 3382), 2015

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## **AWARDS, RECOGNITIONS, AND ACHIEVEMENTS**

Great Colleges To Work For	2012 – 2015
Telly Award	2015
▪ Dan Dunn: Leave Your Mark, Video/Television spot – Gold	
Academy of Interactive and Visual Arts	2015
▪ Award for distinction of use of music, high quality-low budget, promoting educational institution	
Happy Holidays Video and Founders Day Music Video	
Council for the Advancement and Support of Education (CASE) Accolade Awards	2015
▪ Dan Dunn: Leave Your Mark, Video/Television spot – Bronze	
▪ Sam Houston State University Founders Day, New Alumni Program – Gold	
▪ Facebook by the Numbers, Social Media Campaign – Silver	
▪ Bearkat All Paws In, Video/Student-Produced – Honorable Mention	
Council for the Advancement and Support of Education (CASE) Accolade Awards	2014
▪ Heritage Magazine Online, Web-Online Magazine, Bronze	
▪ Distinguished Alumni Video – Damian Mandola, Silver	
Telly Award	2013
▪ “Gangnam Style Parody Video,” Silver (low budget, recruitment and education)	

## **CERTIFICATIONS**

SHSU Online Blackboard Learn/Teaching Online: Strategies for Success	2016
CITI Social and Behavioral Research (for Faculty)	2016