

Hunter Overton
State College, PA
Email: who5020@psu.edu

EDUCATION

SMEAL COLLEGE OF BUSINESS, Pennsylvania State University University Park, PA
Graduate Certificate in Business Analytics

MOORE SCHOOL OF BUSINESS, University of South Carolina Columbia, SC
Master of Business Administration

LUBIN SCHOOL OF BUSINESS, Pace University Manhattan, NY
Bachelor of Business Administration in Business Studies
Major Concentration: Marketing and Management

FORBES SCHOOL OF BUSINESS, Ashford University Clinton, IA
Associate of Arts in Organizational Management

ACADEMIC APPOINTMENTS

Donald P. Bellisario College of Communications
The Pennsylvania State University, University Park, PA

Assistant Teaching Professor, 2024-Present

Teaching faculty position in the department of Advertising/Public Relations. Responsible for teaching three courses per semester, contributing to curriculum discussions and revisions, supporting undergraduate students, and performing service duties.

COURSES TAUGHT

The Pennsylvania State University, University Park, PA

Graduate:

- **COMM 839: Advanced Digital Media Analytics**
 - 1 course (Summer 2025)

Undergraduate:

- **COMM 450a: Digital Advertising (Lab Sections)**
 - 3 courses (Fall 2024, Spring 2025)
- **COMM 422: Advertising Media Planning**
 - 3 courses (Fall 2024, Spring 2025)

CURRICULUM DEVELOPMENT

World Campus Course Revisions:

- **COMM 530: Research Methods in Strategic Communications**
 - Created assignments and course material to support revision (Summer 2025)
- **COMM 839: Advanced Digital Media Analytics**
 - Revised and updated course (75% revision; Summer 2025)

CONFERENCE PAPERS/PRESENTATIONS

- **Overton, W.H.** (2025, August). *Enhancing Target Audience Development with AI and Data Integration*. GIFT accepted for presentation at the Association for Education in Journalism and Mass Communication Annual Conference, Public Relations Division, San Francisco, CA.

PROFESSIONAL EXPERIENCE

AVAIL TECHNOLOGIES, INC.

State College, PA USA

Production Planning Coordinator/Business Analyst

2021-2024

Forecast, plan, and execute production requirements for \$12M+ in annual revenue-generating projects spanning the continental United States. Analyze product usage trends to develop delivery schedules, ensuring multiple inventory turns annually. Perform throughput time studies to improve production efficiency. Collaborate with finance to develop long-term purchasing plans for \$7M in inventory. Generate weekly live financial reports and dynamic dashboards for CFO utilizing descriptive analytics. Directly supervise all aspects of material planning, handling, production, outsourcing, and fulfillment. Lead department of nine to meet project needs from multiple divisions within the organization.

ADVANCED VIDEO GROUP, INC.

Irmo, SC USA

Technical Operations Manager

2019-2021

Led 4 departments and 20 employees in designing, building, and supporting communication solutions for federal, state, corporate and private organizations across 5 states totaling over \$12M annually. Oversaw daily operations with direct profit and loss responsibility of departments.

SMITH COLUMBIA (FORMERLY CHERRY PRECAST)

Columbia, SC USA

Operations and Project Manager

2013-2019

Led teams to plan, organize, budget, and execute multi-million-dollar projects with national clients. Developed and evaluated business partnerships throughout the region to support business development and growth. Generated detailed analytical reports for various departments and corporate headquarters. Oversaw production and quality control staff of 30 to produce and deliver \$8 million in revenue generating precast concrete manufacturing projects across the Mid-Atlantic region.

UNITED STATES AIR FORCE

Washington, D.C. USA

Noncommissioned Officer in Charge of Drill Team Operations

2007-2013

Represented the United States and the Air Force throughout the National Capital Region, across the U.S., and internationally through precise drill and ceremony exhibitions. Planned and led all operations for the USAF Drill Team traveling to 40 states and 3 countries over 200 days per year reaching audiences in excess of 2 million annually in recruitment efforts. Directly supervised three subordinates in personal and professional development while performing in over 120 engagements annually.