

Mr. Ronald G. Smith

Curriculum Vitae

Updated: Sept 2025

The Pennsylvania State University

The Bellisario College of Communications — Advertising/Public Relations Dept
312 Bellisario Media Center (Old Willard) — Mail To: 115 Carnegie Bldg
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Education:

Master of Advertising (MA), Michigan State University, College of Communications, East Lansing, MI, — 1997.

Supporting Areas of Emphasis: Publication Design

Bachelor of General Studies, University of Cincinnati, Cincinnati, OH, — 1991.

Major: Journalism & Mass Media Focus

Teaching Overview:

Penn State — Fall 2005-Present

Teaching Professor/Asst. Teaching Professor

COMM 268: Intro to Media Graphics Special Topics — (was COMM 297 Special topics for 5 semesters) — I teach 1-2 sections & oversee adjuncts teaching 2-3 additional sections each semester) — 2016-present.

COMM 421: Ad Creative Strat — I instruct 1 or 2 sections each semester = 2005 – 2024

COMM 468: Graphic Communications — instruct 1 section each semester most years.

COMM 494: Research Project Credit Courses — 4 courses overseen

COMM 428a: Introduction to Strategic Communications — World Campus — I instruct & oversee 1 section each semester — Fall 2024-Present

PSU 009: First-Year Seminar Communications — I instructed 3 sections (Topic “How’d They Do That: An Overview of Media Graphics) — 2013-2015.

COMM 496: Independent Study — (Topic = “Advanced Advertising Creative Portfolio) — I instruct 1 section of this Independent Study formatted “portfolio building class” & choose 3-5 students a semester. Students selected are more advanced in their studies having completed the COMM 421 course — 2021-present — (Spring 2021, Fall 2021, Fall 2022, Spring 2024, Fall 2024, Fall 2025)

Oklahoma State:

School of Journalism & Broadcasting — (Fall 2003 – Spring 2005) — Courses Taught: • Advertising Layout + Design, • Advertising Copywriting, • Graphic Communication, • Professional Portfolio;

Service & Student Group Advising:

College

• CommAgency — Design Department Faculty Manager — (Fall 2021 – Present) — Serve as faculty mentor & manager for the Graphic Design Dept. I oversee student designers’ work as well manage client agreements and student hiring & project assignment. Also serve as Creative Director maintaining CommAgency’s visual identity standards & brand guidelines book.

• The Creative Circle Workshops — (2019-Present) — In an effort to provide Advertising majors interested in building their portfolio, I manage a listserv and Canvas course Pride page to share creative opportunities with students. Items I try to share include creative or design guest lectures, tours of the campus printing press or visits to local ad agencies. Primarily includes hosting creative workshops and inviting students to creative critique sessions that my Advanced Advertising Creative Independent Study projects.

• AdClub Faculty Adviser-2013, Advisor. (January 1, 2013 - December 31, 2013).

~ Advise the student officers in planning events for the school year to bring professionals in to speak about their agencies and careers. Work with students to create effective promotional posters and ensure the group creates clear and effective communications. Also ensured the group kept in sound financial health working with the student treasurer and the campus student organizations office.

- Design & Creative Mentor — Penn State's AAF National Student Advertising Competition Team.
 - ~ Assisted the overall NSAC Team Adviser (Ken Yednock 2005-2021 & Dave Wozniak 2021-2024)
 - ~ Served as the Nittany Group AAF Team's creative mentor with respect to creative concepting & execution of the campaign ideas. Primarily served as a Design Mentor to help with the design & production of the plans books.
- Creative Mentor-HVC, I offered design advice for HVC Account Teams' creative projects, including promotional banners & posters. (2013-15). Also consulted with club President in summer 2022 in the redesign of the organization's logo.
- Creative Mentor-Valley Magazine — (2010. 2016).

Development Activities Attended

Conference Attended:

- AdobeMAX Conference of Creativity — (2019, 2023, 2024) — Attended to learn new techniques in Adobe software as well as design and creativity presentations.
- Adobe Create Now — (2025 & 2025) — Attended 1 day Adobe seminar in Cleveland showing new Aodbe software techniques. Included a local design professional showing how they use Adobe programs to enhance their creativity.
- Penn State Teaching with Learning Technologies (TLT) Symposium — (March 2025) — Attended 1 day conference to learn how other faculty use Ai software in their courses.
- National Student Advertising Competition (NSAC) — (2005-2023) — AAF District 2 National Student Advertising Competition — Attended as Asst. Adviser/Design Mentor & trip chaperone to New York City.
- American Academy of Advertising (AAA) — Attended AAA Annual Conference. (2007-2015, 2016-2019)
- Penn State Web Conference — (June 2015) — Penn State. University Park, PA, US.

Service

Ad/PR Dept. Administrative Support Work

- Guest Speaker Organizer — (2012-Present)

Help plan details for guest professionals to come to campus to speak to students as part of Hearst Visiting Professional visits. On average every year I usually take the lead on planning the details for a many of the guest professional's visit to campus as part of Hearst Visiting Professional's visits for the Ad/PR Dept. As well I am the point person for the Ad/PR Dept in helping organize and facilitate the "Alumni In The Classroom" visits for the Bellisario College's AD/PR Alumni Network campus visits every year.

Service to Society as a Representative of the University

Volunteering & Participation in Community Affairs

- Greater Cleveland Sports Commission Volunteer (GCSC) — Volunteered at various large sports related events brought to Cleveland by GCSC.
- LaureLive/Wonderstruck Music Festival, Cleveland — (2017, 2018, 2019, 2021, 2022, 2023) Volunteered in the merchandise tent for half of each day of the 2 day indie rock music festival in June or July each summer.
- Misc. Summer festival volunteering, Cleveland OH — (2016-2024) — Volunteered at summer festivals including ~Burning River Fest, ~Bacon Fest, ~Taste of Summer Flats (2017-19), ~AleFest; ~Vintage OH Wine Fest; ~4Miles4Water Walk.
- ArtsFest 2014 Ambassador, Central PA Festival of the Arts, Volunteer, Regional. State College. — (2011, 2012, 2014, 2015, 2019, 2021, 2022, 2023, 2024).
- Special Olympics Volunteer, Special Olympics of Central Pennsylvania, Volunteer, State. (2013, 2014).

Professional Memberships

- University & College Design Association (UCDA) — (2018-19, 2023-present) — General member. Also submitting some CommAgency student design work to the UCDA Design Competition.
- AAF-Cleveland — Out-of-State Member — (2024-present) — Attend their professional development presentation programs featuring speakers discussing various topics on advertising & marketing.

- Central Pennsylvania Creative Professionals (CPsquared) — (2012-2020). — CPsquared is the local organization of ad, PR, marketing, design, communications, and other creative professionals in the Central PA area. This group is formerly known as the i99 Ad Club.
- American Academy of Advertising. (2007 - 2019).
 - Involved in leadership role on the Communications Committee to help with social media engagement and creating a logo design contest to create a conference-specific logo for each conference (2014-2019) Also involved with an unofficial, ad hoc Industry Relations Committee. General Member of AAA to attend the annual conference to learn about significant research in the advertising industry from advertising educators' presentations.
- PGH Ad Federation/AAF Pittsburgh
 - ~ While AAF Pittsburgh does not have an official education committed, I do promote relevant events to our student AD/PR Club as needed, including the student event, The Pitch.
 - I have attended the AdFed's ADDY Awards show in March of 2013, 2012, 2010, 2008 and 2007 to see the creative work coming out of Pittsburgh and to network with more Pittsburgh professionals.
- Philadelphia Advertising Club — Member of Education Committee, Philadelphia Advertising Club. (2011-2016).
- Association for Education in Journalism and Mass Communication. (2006-2015).
 - General member in AEJMC to be able to submit student logos for the yearly Call For Entries for the annual AEJMC conference logo design competition.
- Adobe Educators Institute — (June 2025) Attended 4 day webinar for faculty development on uses of Adobe software in the classroom. Attended similar Adobe Faculty Development Institute & Educators z

Service to the Disciplines and to the Profession

Committee Work

- University & College Design Association (UCDA) — (2025-present) — Joining the Education Relations committee to help plan Design Faculty Forums, the Design Educators Conference & am joining a Student Groups task force to develop programming centering around college housed student agencies & groups.
- American Academy of Advertising (AAA) — Committee roles.
 - ~ Art Director & Conference Collateral Designer — (2013-19) — I was asked following the 2013 Annual Conference in Albuquerque NM to head up a Design Committee to offer advice on design and visual identity as AAA creates a new website. Also included developing enhanced conference signage & program guide. Primarily helped launch a new conference logo design project which developed into a student logo design contest.
 - ~ Ad Hoc Industry Relations Committee — (2010-2012) / ~ Communications Committee — (2014-2016).
- Central PA Creative Professionals [CP]2, (previously the i-99 Ad Club) Executive Board, Board Member, Local. State College, PA. (2010-2019). — I was one of 5 other local professionals serving as general board members helping to steer the i-99 Ad Club —later renamed Central PA Creative Professionals (CPsquared)— and plan events including guest speaker presentations, every other month Meet N Greet networking happy hours, and planning a local awards show for the regional creative professionals.