

Tara Wyckoff

Curriculum Vitae

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The Pennsylvania State University
CM - Advertising/Public Relations
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Education

MBA, University of Minnesota, Carlson School of Management, Minneapolis, MN, 2004.
Major: Strategic Management

BS, The Pennsylvania State University, University Park, 1994.
Major: Secondary Education, English

Professional Memberships

Public Relations Society of America. (May 2018 - Present).
professional and academic organization geared towards public relations

Awards and Honors

2nd Place Greatest Community Impact (Class Project), Sustainable Communities Collaborative.
(January 2018 - April 2018).

RESEARCH

Development Activities Attended

"Bring Your Professor to Work Day," self-guided, multiple agencies (Hawkins, Ogilvy and Rubenstein), shadowing young professionals in the industry. New York, NY, USA. (May 14, 2018 - May 15, 2018).

SERVICE

Service to the University

College

Assistance to Student Organizations

Honor Society, KTA, Advisor. (January 2018 - April 2018).
Serve as the KTA Honor Society advisor to top performing students in Ad/PR and Journalism; contact and enroll members; help coordinate banquet.

Committee Work

Willard Renovation, Member. (August 2017 - Present).
Meet with architects to provide feedback, gather updates and share department's feedback.

Department

Assistance to Student Organizations

National Student Organization, National Millennial Community, Advisor. (April 2017 - Present).

Direct the recruitment of student members to a national student leadership organization aimed at connecting young professionals with industry executives, while focusing on diversity.

Professional Organization, Ad/PR Club, Advisor. (April 2017 - Present).

Advise and counsel the department's largest student organization; mentor the executive board; assist in connecting the group to alumni and speakers; ensure a proper representation of the College and department.

Committee Work

Search Committee: AD Lecturer, Member. (February 2018 - April 2018).
Review resumes; conduct interviews; assess candidates.

Mentoring of New Faculty

Mentor. (August 2017 - Present).

Provide guidance and counsel to new PR lecturer.