

KEVIN J. MALLARY

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EDUCATION

Wake Forest University, Winston-Salem, NC

M.A. in Communication

2013

Thesis: "The Deaf Community and Accessible Website Design: How User-Friendliness Augments Organizational Legitimacy"

Wake Forest University, Winston-Salem, NC

B.A. in Communication

2011

Areas of Concentration: Information and Communication Technologies, Disability Advocacy, and Organizational Legitimacy

Minor: Entrepreneurship and Social Enterprise

AWARDS

Member, Lambda Pi Eta Communication Honor Society

2009 – 2011

TEACHING EXPERIENCE

Teaching Assistant to Professor Dee Oseroff-Varnell in Public Speaking

2013

Collaborated on curriculum and exam development, instructed weekly laboratory class component, met with students upon request, and graded oral speeches and written work

Teaching Assistant to Professors Allan Loudon and Jennifer Priem in Relational Communication

2012

Collaborated on curriculum and exam development, instructed weekly laboratory class component, met with students upon request, and graded written work

Teaching Assistant to Professor Dee Oseroff-Varnell in Relational Communication

2011

Collaborated on curriculum and exam development, instructed weekly laboratory class component, met with students upon request, and graded written work

RELATED EXPERIENCE

Wake Forest University Department of Communication, Winston-Salem, NC

Graduate Instructor

2011 – 2013

Assisted professors in developing, refining, and teaching curricula for introductory courses (*e.g.*, Relational Communication, Public Speaking)

Mallary Creative Group, Winston-Salem, NC

Creative Director

2012 – Present

Conduct market research, including data collection and analysis, audience research via quantitative and qualitative methods, and strategy development; create artwork for print and digital media campaigns; design and maintain dynamic websites via proprietary Content Management System and open-source solutions (*e.g.*, WordPress); produce videos and facilitate the distribution of finished products

Wake Forest University Americans with Disabilities Act Task Force,
Winston-Salem, NC

Task Force Member

2010 – 2013

Served as a consultant to Wake Forest University faculty and staff in developing campus-wide accessibility policies for individuals with physical and cognitive impairments

Wildfire Ideas, LLC, Winston-Salem, NC

Graphics Designer and Web Developer

2010

Created artwork for print and digital media campaigns; designed and developed dynamic websites via proprietary Content Management System

Wake Forest University Department of Communication, Winston-Salem, NC

Web Developer

2009 – 2013

Assisted faculty and staff in the maintenance of the Department's general and conference websites

Royall Media, Inc., Orlando, FL

Marketing Intern

2005 – 2007

Created artwork for logos and other visual identity materials; assisted in the writing of press releases for charities and for-profit businesses

MEMBERSHIPS

National Communication Association

Hanover Industrial Air Park Business Association, Richmond, VA