

BRUCE O'NEAL, PH.D

LEARNING FACILITATOR

ABOUT ME

Dr. O'Neal is the leading expert in mass communication, public relations, and communication competence as it relates to leadership. He has over 20 years of experience serving in mid-level to executive-level communication roles with the D.C. Metropolitan Police Department, Baltimore City Public School System, Lone Star College System, and now, Sam Houston State University. He blends his expertise, intuition, and analytical skills to assist diverse teams in breaking down communication barriers in the workplace as a means to achieving higher levels of growth and progress toward professional and organizational goals.

EXPERIENCE

Learning Facilitator, edOpp Solutions LLC

Delivers highly interactive instructor lead teaching sessions to corporate clients. Coordinates with curriculum developer to review class content and materials. Researches concepts prior to class to elaborate on learning objectives that enhance the learning experience. Extends the edOpp experience of working with client site personnel to foster the relationships needed for highly successful training experiences. Facilitated several online classes to class sizes ranging from 5 - 15 that deal with topics in professional growth. Manage and facilitate online classes using Adobe Connect and WebEx applications. Skilled at managing multiple tasks at one time: presenting and teaching while responding to students, helping students with tech or audio issues, and keeping students engaged.

Associate Professor of Practice - Mass Communication, Sam Houston State University

Develop and teach undergraduate courses in mass communication including public relations, writing and advanced writing, advertising, and campaigns for public relations. Developed detailed syllabus, syllabus addendum, overall course structure, and online instruction method, and administered grades. Lead for department's website committee.

Director - Marketing & Communications, Sam Houston State University

Provided direction, integration, and implementation of marketing and communication initiatives as defined by annual marketing and communications strategic plans. Oversaw the department's strategic integrated marketing plan, brand management, advertising, digital/social media marketing, web development, video productions, and media and public relations.



LEARNING PHILOSOPHY

"Learning should be lifelong and accessible. In my classes, I strive for an atmosphere where participants can learn together and share interesting and relevant personal experiences in a supportive, engaging, and fun session."

EDUCATION

**Our Lady of the Lake
University**

*Doctor of Philosophy
Leadership Studies*

University of Phoenix

*Master of Business
Administration
Public Administration*

Howard University

*Bachelor of Arts
Television Production*

CERTIFICATIONS

*SHSU Online Blackboard
Learn/Teaching Online:
Strategies for Success*

*CITI Social and Behavioral
Research (for Faculty)*

*Certified Customer Service and
Sales Specialist*

EXPERTISE

Mass Communications

Public Relations

Marketing & Advertising

Social Media Campaign

Leadership Styles &

Communication Perceptions

Principles of Management

Advanced Writing