

Rebecca A. Schriener

Contact information available upon request | [RebeccaASchriener.Wordpress.com](https://RebeccaASchriener.wordpress.com)

Education

M.A. in Public Relations (concentration in Leadership) | *Distinguished Graduate Award* | Ball State University (Muncie, IN) | August 2019 – May 2021

B.S. in Professional Writing (minor in Public Relations) | *Summa Cum Laude* | Taylor University (Upland, IN) | August 2013 – December 2016

Diploma | *Summa Cum Laude, National Honor Society* | Ottawa-Glandorf High School (Ottawa, OH) | August 2009 – May 2013

Employment

Publicist – Bethany House Nonfiction & Chosen Books, Baker Publishing Group

March 2021 – Present

- Write new title press kit material, including press releases and sample interview questions
- Pitch national and regional media outlets to secure original articles; excerpts; and online/print, podcast, radio, and television interviews based on book topics (personal growth, spiritual living, leadership, family and parenting, relationships, women's interest, health and wellness, history, theology, race and DEI, etc.)
- Curate media mailings lists for galleys, Advance Reader Copies (ARCs), and final copies
- Advise on publicity with authors during marketing overview, publicity, and touchpoint calls (external), and division teams in pub boards and marketing and positioning meetings
- Travel to national conferences, sales conferences, media interviews, and author events
- Manage external publicity campaigns, publicity budgets, and publicity writer contracts

Independent Publicity Contractor

June 2020 – May 2021 (11 months)

- Worked with nonfiction authors in religious, memoir, and psychiatry genres
- Contacted genre-relevant authors with potential endorser information
- Emailed local television, radio, magazine, and newspaper outlets with author story
- Scheduled virtual author events for Zoom and Facebook Live

Graduate Assistant – Ball State University

August 2019 – May 2021 (1 year, 9 months)

- Collaborated with Department of Journalism professors for ongoing diversity, equity, & inclusion and technology qualitative research projects
- Edited academic research papers sent to Association for Education in Journalism and Mass Communication, Cyberpsychology: Journal of Psychosocial Research on Cyberspace, and Journalism History
- Recruited prospective students for public relations graduate programs via Slate (student recruiting tool)

- Assisted professors in grading, developing rubrics, formatting assignments, proofreading, etc.

Publicist – Light Messages Publishing

June 2017 – January 2018, June 2018 – April 2021 (3 years, 5 months)

- Worked with bestselling and award-winning authors in nonfiction—memoir, literary collection—and fiction—contemporary thriller, mystery, YA, Christian
- Wrote copy for press releases and digital newsletters (Joomla), and designed flyers and social media images (Adobe Creative Cloud)
- Ran publishing house’s Facebook, Twitter, and Instagram outlets
- Provided social media tips, research event venues, and execute promotional plans

Digital Content Producer – University Marketing, Taylor University

August 2017 – August 2019 (2 years)

- Wrote, edited, and consolidated web copy for the taylor.edu website (dotCMS, HTML)
- Coordinated meetings with academic department and business office representatives and executed recommended web content changes
- Communicated program changes between university departments and external audiences
- Supervised web writing student workers

Manuscript Editor

August 2014 – February 2018 (3 years, 6 months)

- Edited grammar, punctuation, and sentence structure errors
- Advised multiple authors in plot, characterization, and tone revisions
- Used CMS to line-edit for proper style

Manuscripts include:

- *Cowboys & Angels* – David Stearman (Lighthouse Publishing of the Carolinas)
- *Faithful of Blood* – Luke Wildman (Unpublished manuscript)
- *Surface Tension* – Nichole Parks (Unpublished manuscript)
- *Kiss Me Twice* – Nichole Parks (Unpublished manuscript)
- *Golgotha* – Lincoln Reed (Unpublished manuscript)

Publicity and Marketing Consultant – Christian Library Journal

February 2016 – December 2017 (2 years, 10 months)

- Compiled reviewed book information using Microsoft applications
- Emailed reviews in monthly issues to appropriate publishing houses
- Developed copy for library & publisher publicity
- Copyedited marketing and publicity content

Freelance Digital Manager – Fort Wayne Children’s Zoo

August 2016 – June 2017 (10 months)

- Updated WordPress web pages with new zoo information
- Wrote copy for website (events, pages, blog, etc.)
- Created e-newsletter through Constant Contact
- Designed digital advertisements through Adobe Creative Cloud programs

Marketing Specialist – Zondervan Library, Taylor University

September 2016 – December 2016 (4 months)

- Planned and executed promotional library events
- Worked to consolidate and rebrand the library, digitally and aesthetically
- Designed digital signs for library

Online Editor – *The Echo*, Taylor University Campus Newspaper

August 2015 – December 2016 (1 year, 5 months)

- Updated social media outlets including WordPress, Facebook, Instagram, and Twitter
- Edited articles for spelling, grammar, formatting, fact, and AP-style errors
- Worked alongside 30 Echo staff members to produce a weekly newspaper

Communications Intern – Fort Wayne Children’s Zoo

May 2016 – August 2016 (4 months)

- Developed online content and print articles for the “Zoo to You” membership magazine
- Created social media posts and campaigns
- Managed and update WordPress website
- Shot photographs (for online and print use) and videos
- Assisted running zoo-wide events and escorting external media teams through property

Teacher’s Assistant – Communication Department, Taylor University

August 2015 – December 2015 (5 months)

- Graded homework for “Grammar Styles” class
- Taught review lessons
- Provided examples for class and assisted clarifying grammatic concepts

Media Relations Intern – Skyview Ranch

May 2015 – August 2015 (4 months)

- Researched, interviewed for, and wrote 10 blog posts and 3 newsletters
- Managed multiple projects, including “Week in Review” videos and photos
- Worked with 60 adults and 60 to 260 children per week
- Applied daily public relations promotion via Facebook, Instagram, and Twitter

Copy Editor – *The Echo*, Taylor University Campus Newspaper

August 2014 – May 2015 (10 months)

- Proofed articles for AP-style before weekly publication
- Advised section editors on most effective content organization
- Collaborated with four other copy editors

Student Development Officer – Advancement Office, Taylor University

February 2014 – February 2015 (1 year, 1 month)

- Showed courtesy and professionalism to all alumni of Taylor University over the phone
- Recorded all gift, customer service issue, and biographical information updates
- Maintained confidentiality of all prospects’ records

Professional Presentations

- *Unforgiving Savage* and *The Moscow Affair* sales pitch (remote live on behalf of Light Messages Publishing) | IPG Summit 2021 – March 2021
- “Case Study of Southwest Airlines Flight 1380 Crisis Management: Employee Hero Narrative Effectiveness in the Era of Misinformation” | Virtual 2021 International Public Relations Conference (IPRRC) – March 2021
- *Valiant Savage*, *The Entitled*, and *The Color of Together* sales pitch (remote recording on behalf of Light Messages Publishing) | IPG Summit 2020 – April 2020
- *Guarding Savage* and *The Ransom* sales pitch (on behalf of Light Messages Publishing) | IPG Summit 2019 – April 2019

Teaching & Speaking Engagements

- “Publicity” | Office Hours Zoom, Mary DeMuth (literary agent, writing coach) – May 2023
- “Publicity in Traditional Publishing Houses” with fiction publicist | Book Editing & Publishing class, Taylor University – March 2023
- “Nonfiction Publicity in Traditional Publishing Houses” | Book Editing & Publishing class, Taylor University – March 2022
- “Life After Graduation Panel” | Professional Writing, Senior Capstone class, Taylor University – February 2022
- “Starting Your Personal Website” | Social Media Strategy class, Taylor University – February 2020
- “Starting Your Personal Website” | Communication Writing Essentials class, Taylor University – February 2018
- “*The Practice of Public Relations* – Chapter 10: ‘PR & Social Media’” | Introduction to Public Relations class, Taylor University – October 2018
- “An Intro to Blogs & WordPress” | Communication Writing Essentials class, Taylor University – September 2018
- “The Online Newspaper: WordPress and Social Media” | *The Echo* student newspaper, Taylor University – August 2018
- “An Intro to WordPress” | Communication Writing Essentials class, Taylor University – February 2018
- “An Intro to WordPress” | Social Media Strategy class, Taylor University – September 2017
- “The Online Newspaper: WordPress and Social Media” | *The Echo* student newspaper, Taylor University – August 2017
- “An Intro to WordPress” | Social Media Strategy class, Taylor University – September 2016
- “The Online Newspaper: WordPress and Social Media” | *The Echo* student newspaper, Taylor University – August 2016

National Conferences/Events

National Religious Broadcasters (NRB) Conference, Orlando, FL – May 2023

- Baker Publishing Group Representative; Attendee

National Religious Broadcasters (NRB) Conference, Nashville, TN – *March 2022*

- Baker Publishing Group Representative; Attendee

American Association of Christian Counselors (AACC) World Conference I

“Way Maker,” Orlando, FL – *October 2021*

- Baker Publishing Group Representative; Attendee

National Religious Broadcasters (NRB) Conference, Dallas, TX – *July 2021*

- Baker Publishing Group Representative; Attendee

BSU Day at the Statehouse, Poster presentation session, Indianapolis, IN – *January 2020*

- Ball State College of Communication, Information, and Media Research Representative

Taylor University Writers Conference, Upland, IN – *August 2019*

- Staff & Conference Photographer

dotCMS Bootcamp, Miami, FL – *October 2018*

- Taylor University Representative; Attendee

Taylor University Writers Conference, Upland, IN – *August 2018*

- Staff & Conference Photographer

Taylor University Writers Conference, Upland, IN – *August 2017*

- Staff & Conference Photographer

Maranatha Writers Conference, Grand Rapids, MI – *February 2016*

- Attendee

PRSSA Half Day with a Pro – Visit Indy, Indianapolis, IN – *November 2014*

- Attendee

Publications

Articles (11)

Brio, Focus on the Family magazine

- “Give Thanks. Always.” – October/November 2021
- “Set Your Summer Goals... And get more out of your time” – June/July 2020

Fort Wayne Children’s Zoo, Zoo to You membership magazine

- “What do the zoo keepers love about stretching our hours?” – August 2, 2016
- “Explore and Discover Outback Springs” – August 2, 2016

The Echo, Taylor University newspaper

- “Roommate versus Roommate: Roommates go head-to-head over Christmas Music” | Opinion section – December 9, 2016
- “Holy Information” | Arts & Entertainment section – October 27, 2016
- “Power of Worship: A deeper look into the student worship teams we know and love” | Arts & Entertainment section – September 9, 2016
- “Unsatisfied: God is not to blame for unfit bodies” | Opinion section – April 29, 2016
- “Easing the Guilt: Community outreach outside the Taylor community” | Opinion section – February 26, 2016
- “Everyday Heroes: Appreciate staff, faculty who go above and beyond” | Opinion section – May 15, 2015
- “Sweeter Side of You: You in public should not be you in private” | Opinion section – May 1, 2015

Book Reviews (35)

Christian Library Journal

- *The Crooked Path* (Irma Joubert) – October/December 2018
- *The Great Shelby Holmes Meets Her Match* (Elizabeth Eulberg) – October/December 2018
- *You’re Welcome, Universe* (Whitney Gardner) – April/September 2018
- *The Liberator* series (Stephen H. McGee) – April/September 2018
- *The Promise of Breeze Hill* (Pam Hillman) – April/September 2018
- *The Thing with Feathers* (McCall Hoyle) – April/September 2018
- *Wings of the Wind* (Connilyn Cossette) – January/February/March 2018
- *Gilt Hollow* (Lorie Langdon) – January/February/March 2018
- *The Queen of Blood* (Sarah Beth Durst) – July/August/September 2017
- *Arena* (Holly Jennings) – July/August/September 2017
- *The Ballad of a Broken Nose* (Arne Svingen) – July/August/September 2017
- *The Girl Who Drank the Moon* (Kelly Barnhill) – July/August/September 2017
- *The Princess and the Warrior: The Tale of Two Volcanoes* (Duncan Tonatiuh) – July/August/September 2017
- *In 27 Days* (Alison Gervais) – April/May/June 2017
- *Out from Egypt* series (Connilyn Cossette) – April/May/June 2017
- *The Returning* (Rachelle Dekker) – April/May/June 2017
- *The Girl from the Train* (Irma Joubert) – January/February/March 2017
- *The Five Times I Met Myself* (James L. Rubart) – January/February/March 2017
- *The Great Shelby Holmes* (Elizabeth Eulberg) – January/February/March 2017
- *From This Moment* (Elizabeth Camden) – January/February/March 2017
- *A Chameleon, a Boy, and a Quest & A Bird, a Girl, and a Rescue* (J.A. Myhre) – October/November/December 2016
- *A Seer Novel* series (Rachelle Dekker) – October/November/December 2016
- *Curio* (Evangeline Denmark) – July/August/September 2016
- *A Plague of Unicorns* (Jane Yolen) – July/August/September 2016
- *Doon* series (Carey Corp & Lorie Langdon) – January/February 2016
- *Aquifer* (Jonathan Friesen) – January/February 2016
- *Centralia* (Mike Dellosso) – January/February 2016

- *Blood Oath* (Dan Scott) – November/December 2015

The Aboite Independent

- *Pastor Elle in Wedding Stilettos* (Doris Aldrich Smith) – May 28, 2015
- *Be Bolder Growin' Older* (Bruce Leiter) – June 11, 2015
- *The Devil Walks in Mattingly* (Billy Coffey) – January 29, 2015
- *Why Your Weirdness is Wonderful* (Laurie Wallin) – April 15, 2014

Other

- “Holy Information” | *The Echo* (Arts & Entertainment section) – October 27, 2016
- *God Knew* (James W. Meyer) | Evangelical Church Library Association – April 26, 2016
- *Claudia* (Diana Wallis Taylor) | *Church Libraries* – Winter 2013-14

Devotionals (8)

The Secret Place

- “Perfect Imperfection” | Summer 2016 edition – July 19, 2016
- “Pieces of Heaven” | Spring 2016 edition – March 5, 2016
- “Freely Forgiven” | Winter 2015-2016 edition – February 1, 2016

The Aboite Independent

- “Christ’s Protective Covering” – November 15, 2015
- “Perfect Imperfection” – January 18, 2015
- “Savory Christians” – April 6, 2014
- “Freely Given” – February 23, 2014

Other

- “Pieces of Heaven” | New Hampton Community Church’s Newsletter – February 2017

Guest Blog Posts (16)

Fort Wayne Children’s Zoo – Zoo News blog

- “What’s the Buzz?” – February 2, 2017
- “Trick-Or(angutan)-Treat” – October 18, 2016
- “Norbert’s Going Too Fast” – September 22, 2016
- “Ask Me!” – July 26, 2016

Skyview Ranch – Skyview Summer Splash blog

- “Closing an Incredible Summer” – August 10, 2015
- “Climbing the Ladder from Camper to Staff” – July 31, 2015
- “Where are They Now?” – July 23, 2015
- “SVR serves CVC” – July 17, 2015
- “God’s Not Finished with This Summer” – July 10, 2015
- “Jersey Baptist Church Retreats at Skyview Ranch” – July 3, 2015

- “Behind the Scenes: Support Staff” – June 24, 2015
- “To Bring or Not to Bring” – June 18, 2015
- “Five Ways Rain is Still Fun at Skyview” – June 10, 2015
- “Summer 2015: Are You Ready?” – June 6, 2015

Other

- “Blog Swap: Happily ever after (after college)” | *Here’s to Twenty-Something* (Kaitlin Bain’s Lifestyle Blog) – March 17, 2017
- “The Art of Writing: Satisfaction in the Blogosphere” | *The PWR Lounge* (Taylor University’s Professional Writing Department) – March 13, 2017

Radio Scripts (12)

WBCL Radio – “Fresh Perspectives”

- “Christ’s Protective Covering” – January 15, 2016
- “Salvation and Graduation” – January 8, 2016
- “Hammer and Nails” – April 29, 2015
- “Reception Perfection” – April 28, 2015
- “Security Check” – April 22, 2015
- “Childish Faith” – April 21, 2015
- “Meeting Deadlines” – April 15, 2015
- “More Than a Cat and Mouse Game” – April 14, 2015
- “Pointing at You” – April 8, 2015
- “Savory Christians” – August 29, 2014
- “Freely Forgiven” – April 29, 2014
- “Imperfect Treasure” – April 1, 2014

Academic Organizations

Ball State URL (Unified Research Lab) – School of Journalism

- Member: Fall 2019 – Spring 2020

Taylor PRSSA (Public Relations Student Society of America) – Communications Department

- Treasurer: Fall 2016
- Secretary (Nominated): Fall 2015 – Spring 2016
- Member: Spring 2014 – Fall 2016

Ottawa-Glandorf National Honor Society

- Member: Fall 2011 – Spring 2013

Academic Research

- Tait, G.B. & Schriener, R. (2022). “My Story, My Voice—Learning Oral Histories in Diversity while Developing Digital Podcasts of East Central Indiana Residents.” In Mulvihill, T. & Swaminathan, R. (Eds.), *Oral History and Qualitative Methodologies for Educational Research*. Palgrave Macmillan: London, UK.

<https://www.routledge.com/Oral-History-and-Qualitative-Methodologies-Educational-Research-for-Social/Mulvihill-Swaminathan/p/book/9780367649661>

- Lee, Y., Huang, K.T., Blom, R., **Schriner, R.**, & Ciccarelli, C.A. (2021). To believe or Not to believe: Framing Analysis of Content and Audience Response of Top 10 Deep Fake Videos on YouTube, *Cyberpsychology, Behavior, and Social Networking*, 24(3). 153–158. <https://www.liebertpub.com/doi/10.1089/cyber.2020.0176>

Professional Achievements

- **Third Place Award** |
“Nothing to Hide.” That’s Southwest. Navigating Crises Fast and Well with Human Stories in the Era of Misinformation” | Author Page Society’s 2020 Student Case Study Competition, Communications category – April 2020
- **Paper Presentation Accepted** |
Lee, Y., Huang, K.T., Blom, R., Schriner, R., & Ciccarelli, C.A. To believe or not to believe: Framing analysis of content and audience response of top 10 deep fake videos on YouTube. Research Paper abstract accepted by the Broadcast Education Association (BEA), January 2020 (*canceled due to COVID-19*)
- **Paper Presentation Accepted** |
Schriner, R., & Lee, Y. Case Study of Southwest Airlines Flight 1380 Crisis Management: Employee Hero Narrative Effectiveness in the Era of Misinformation. Research Paper abstract accepted by the International Public Relations Research Conference (IPRRC), March 2021

Certifications

- Learning Data Science: Tell Stories With Data – Issued by LinkedIn, March 2020
- Google Analytics for Power Users – Issued by Google, March 2020 – *Expired March 2023*
- Introduction to Data Studio – Issued by Google, March 2020 – *Expired March 2023*
- Advanced Google Analytics – Issued by Google, February 2020 – *Expired February 2023*
- Google Analytics for Beginners – Issued by Google, February 2020 – *Expired February 2023*
- Social & Behavioral Research - Basic/Refresher – Issued by CITI Program, February 2020 – *Expired February 2023*
- Social Media Marketing: ROI – Issued by LinkedIn, January 2020

Client-Based Academic Projects

- Fort Wayne Children’s Zoo, exhibit donation campaign proposal, February – May 2021
- Bohlsen Group, corporate evaluation report, August – December 2020
- Light Messages, firsthand research for book publicity, August – December 2019
- Shepherd’s Gate Inn, grant proposal for additional security funds, February – May 2015

- LCC: Business Study Abroad in Lithuania, marketing and publicity analysis and proposal, February – May 2015
- Promus Investment Firm, website assessment and social media recommendations, August – December 2014
- Taylor University Wellness Committee, public relations publicity proposal for employee program, August – December 2014

Technical Skills

- *Adobe Creative Suite*: Acrobat, InDesign, Lightroom, Photoshop, Premiere Pro
- *Editing*: Content Editing, Copy Editing, Fact-Checking, Proofreading
- *Marketing & Public Relations*: Cision, Google Analytics, Media Relations, Public Speaking, Podchaser, Research, Search Engine Optimization (SEO), Strategic Communication and Planning
- *Microsoft Office*: Excel, Outlook, PowerPoint, Word
- *Social Media*: Facebook, Instagram, Twitter, WordPress
- *Visual*: Canva, Photography, Videography
- *Writing*: Article Writing, Blogging, Book Reviews, Creative Writing, Devotionals, Freelance Writing, Press Releases, Web Content
- *Writing (Styles)*: AP-Style, Chicago Manual Style (CMS)