

COBY OBRIEN

Zimmerman Advertising Program
School of Mass Communications
University of South Florida
4202 East Fowler Avenue, CIS 1040
Tampa, FL 33620
coby@usf.edu
(813) 974-1075

EXPERIENCE

Instructor 2007 - Present
Zimmerman Advertising Program, School of Mass Communications, University of South Florida

Teach undergraduate advertising courses, help students land jobs, build and maintain relationships with industry professionals, update curriculum, stay current, grow student internships, raise funds and expand the Zimmerman Advertising Program.

Highlights:

- Provost's Award for outstanding teaching
- Helped to establish the Zimmerman Advertising Program
- Expanded the Zimmerman Advertising Program into the USF College of Business
- Built the first Living Learning Community in the USF College of Arts and Sciences

Business Development Previous life
AKQA, New York City/Washington DC/San Francisco/London

President/CEO
Darwin Digital, New York City/San Francisco

EVP, Business Development, Creative Director
Saatchi & Saatchi, New York City/London

SVP, Creative Group Head
Dancer Fitzgerald Sample, New York City

Graphic Designer
Silverman Mower, Syracuse, NY

Mechanical Artist
The William Babcock Agency, Greensboro, NC

EDUCATION

M.A. Mass Communications
School of Mass Communications, College of Arts and Sciences, University of South Florida

B.S. Advertising
S.I. Newhouse School of Public Communications, Syracuse University

A.A.S. Commercial Art and Advertising Design
Guilford Technical Institute, Greensboro, NC