

Debra Smith

811-B South Oregon Ave. Tampa, FL 33606 • C: (310) 619-4220 • DebraS@USF.edu

EDUCATION

California State University, Fullerton, M.A., Mass Communications, 2010

Emphasis on Mass Communication Research and Theory; Graduate thesis entitled, *The 16th Minute: Understanding the Phenomenon of Short-term Fame Among Reality TV Show Contestants*

University of Arkansas, Little Rock, B.A., Professional & Creative Writing, 1980

Emphasis on writing for various media of TV/Radio/Film/Journalism

TEACHING EXPERIENCE

University of South Florida, Tampa, FL, 2011 - Present

Instructor of Advertising and full-time faculty member, USF College of Mass Communications

- Develop and instruct classes in Advertising Creativity with emphasis on concepts and the creative process, strategy, copywriting and portfolio building
- Develop and instruct classes in Introduction to Advertising and Integrated Branding; Create and administer relevant course assignments, tests, case studies and short analysis opportunities
- Assist in building professional connections to Tampa Bay Advertising Club and Ad2TampaBay
- Assist with USF students in National Student Advertising Competition
- Assist in USF Advertising Club meetings

PROFESSIONAL ADVERTISING EXPERIENCE

Saatchi & Saatchi Advertising - Los Angeles, 2004-2010

Associate Creative Director/Writer

- Created and developed integrated advertising campaigns for Toyota Motors, U.S.A., one of the world's largest and most valuable brands
- Managed creative teams and served as liaison to creative directors
- Involved with clients in brief and brand strategy sessions and creative presentations
- Created and developed advertising campaigns for various Toyota dealer groups in the U.S.

Saatchi & Saatchi Advertising – L.A. & New York, 1999-2004

Senior Copywriter

- Created and developed advertising campaigns for various Toyota dealer groups in the U.S.
- Worked frequently in Saatchi's New York office creating campaigns for the New York Regional Toyota Dealers, Allergan Refresh Eye Drops and new business.

Saatchi & Saatchi Advertising - Los Angeles, 1990-1998

Copywriter

- Created and developed advertising campaigns for various general accounts, such as Qantas Airlines, Yamaha Motor Sports, Conroy's Flowers Franchise Group, Vons/Pavilions Supermarkets, Copley Newspapers and PacifiCare-Secure Horizons Health Care

Advertising Freelancer, 1988-1990

Write/ Producer

- Freelance copywriter and creative strategist for roster of clients that included L.A. Gear Footwear, Disney/ABC, J. Walter Thompson (Ford dealers) and Saatchi L.A. (Toyota)

ADDITIONAL MEDIA EXPERIENCE

Various Media Companies, 1981-1988

Writer/Producer

- Thunderbolt Productions/Response Advertising, Los Angeles, 1986-1988
- KATV-Channel 7, ABC Affiliate, Little Rock, AR, 1983-1986
- KLAZ/KOKY Radio, Little Rock, AR, 1981-1983

PUBLICATIONS

***The 16th Minute: Understanding the Phenomenon of Short-term Fame Among Reality TV Show Contestants*, 2010**

- Graduate School Thesis published for Cal State Fullerton Library
- Qualitative study examines the impact of TV exposure and fame on ordinary people who appear on reality TV shows

***American Media History* by Dr. Anthony R. Fellow, 2009**

- Researcher and contributor to textbook by Chair of Communications at Cal State Fullerton

***Writing Out the Storm: Reading and Writing Your Way Through Serious Illness or Injury* by Barbara Abercrombie, 2002**

- Contributor to memoir and writing instruction book on the emotional impact of illness by this author and UCLA writing instructor

PROFESSIONAL AFFILIATIONS

- American Advertising Federation
- AAF Tampa Bay
- Kappa Tau Alpha Honor Society
- Saatchi & Saatchi Alumni Association

AWARDS & HONORS

- Awarded Excellence in Teaching by the USF Student Chapter of National Society of Leadership and Success, Fall 2011.
- Several advertising awards over the years – including National Addy Award, Los Angeles Advertising Women Association Award and Effie Awards.