

# Keith A. Quesenberry

Johns Hopkins University, Baltimore, Maryland Kquesenberry@jhu.edu addingtonoise.wordpress.com @Kquesen

## Education

Master of Science in Integrated Marketing Communication West Virginia University, Morgantown, WV	May 2011
Graduate in Advertising Copywriting Portfolio Center, Atlanta, GA	June 1996
Bachelor of Arts in Advertising and Journalism Temple University, Philadelphia, PA	May 1994

## Research Interests

### Integrated Communication in Marketing and Education

How can marketers effectively use integrated marketing plans and what is their impact? Online media can help engage consumers through increased interactivity with their brand in combination with traditional advertising and public relations. How do we integrate emerging Web 2.0 technologies into a traditional university curriculum? Utilizing new technology with traditional techniques can enable collaborative learning, keep curriculum current and teach tools and resources students will need.

### Dramatic Structure in Advertising

Advertising research has attempted to identify variables in television commercials that influence consumer response. Research has studied variables such as humor, music, sex appeal, testimony, rational messaging, emotional messaging and executional style. Applying Aristotle's and Shakespeare's classic five-act dramatic form to television commercials can be an effective tool for predicting consumer response.

### Affirmation Process in Marketing

Consumers use products to affirm and get closer to who they ideally want to be. "Product affirmation" describes this process. If consumers perceive a product as bringing them closer to their ideal selves, product affirmation results in positive changes in a consumer's personality traits such as having more confidence, increasing happiness and increasing positive word-of-mouth for the product.

## Teaching Interests

Social Media Marketing, Digital Marketing, Marketing Plans, Consumer Behavior, Entrepreneurship, Advertising IMC Campaigns, Creative Strategy & Copywriting, Marketing Law & Ethics, Media & Society, Blogging & Online Writing, Creative Thinking & Innovation.

## Teaching Experience

**Lecturer, Center for Leadership Education** 2011–Current

Whiting School of Engineering

Johns Hopkins University, Baltimore, MD

Teach in the classroom with hybrid learning techniques:

- Marketing courses in marketing plans and strategy, social media marketing, digital marketing, and marketing law and ethics.
- Advertising courses in creative strategy, IMC campaigns and copywriting
- Writing courses in professional communication, blogging, online writing

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JHU Courses Taught: 105 Introduction to Business, 160 Media & Society, 110 Professional Communication, 250 Principles of Marketing, 357 Copywriting & Creative Strategy, 453 Social Media Marketing, 454 Blogging & Digital Copywriting, 456 Marketing Communication Law & Ethics, 655 Social Media Integration for Entrepreneurs, 710 Managing Learning Environments.

JHU Committee Work: Chair CLE Space Committee, Chair CLE Full-Time Faculty Search Committee, CLE Marketing Committee, Marketing & Communications Minor Committee, FastForward Business Incubator.

JHU Advising: Faculty advisor for the Johns Hopkins student chapter of the American Advertising Federation (AAF) for events, internships, networking, conferences and competition.

## **Adjunct Professor, IMC Graduate Program**

2011–Current

Integrated Marketing Communication Graduate Program  
Perley Issac Reed School of Journalism  
West Virginia University, Morgantown, WV

Teach graduate Consumer Behavior online course (612 Consumer Insight):

- Emphasis on quantitative and qualitative research methods
- High percentage of non-traditional working professional students

## **Adjunct Professor, Advertising Department**

2008–2011

School of Communications and Theater  
Temple University, Philadelphia, PA

Taught in the classroom and online:

- Writing intensive 4196 Morality, Law & Advertising course
- 1101 Introduction to Media & Society course

## Publications

### **Published Journal Articles**

Quesenberry, K. A., Coolsen, M. K. & Wilkerson, K. C. (2014) “Current Trends In Communication Graduate Degrees: Survey of Communications, Advertising, PR, and IMC Graduate Programs.” *Journalism and Mass Communication Educator*.

Quesenberry, K. A., (2013) “How To Integrate Social Media Into Your Marketing Strategy: Best Practices For Social Media Management.” *Advertising Age Insights White Paper*.

Quesenberry, K. A., Coolsen, M. K. & Wilkerson, K. C. (2012) “IMC In The Effies: Use of Integrated Marketing Communications Touchpoints Among Effie Award Winners.” *International Journal of Integrated Marketing Communication*.

Quesenberry, K. A. (2012) “How We Decide - Jonah Lehrer” Book Review. *Journal of Current Issues & Research in Advertising*.

Coolsen, M. K., Kumashiro, M., & Quesenberry, K. A. (2010). “Not Just The Best Years of My Life: Personal Growth in Higher Education.” *Journal of International Business Disciplines*.

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## **Journal Articles Under Review**

Quesenberry, Keith A., Coolson, Michael. K. "What Makes A Super Bowl Ad Super for Word-of-Mouth Buzz?: Five-Act Dramatic Form Impacts Super Bowl Ad Ratings." Revise and resubmit to the *Journal of Marketing Theory and Practice*.

## **Published Textbook Chapters/Supplements**

Quesenberry, K. A. (2013). "Briefcase: Yuengling Brings Lord Chesterfield Back to Life." Chapter Case Study. *Creative Strategy in Advertising*. 11<sup>th</sup> Ed Drewniansy & Jewler, Cengage Learning, Boston, MA.

## **Books in Progress**

Quesenberry, K. A. (2014). *Best Practices for Social Media Integration in the Consumer Revolution*. The Copy Workshop, Chicago, IL.

## **Published Conference Presentations & Papers**

Coolson, M. K., Kumashiro, M., & Quesenberry, K. A. (2014) "My Relationship Simply Cannot Take on Another Friend: An Investment Model Investigation of Facebook Usage. Refereed Conference Presentation. 2013 Annual Meeting of The Society for Personality and Social Psychology (SPSP) in Austin, TX.

Quesenberry, K. A. (2013). "Integrated Marketing Communications in the Age of the Empowered Consumer." Session presentation at the 2013 National Public Relations Student Society of America (PRSSA) conference in Philadelphia, PA.

Quesenberry, K. A. (2013). "Five Steps for Social Media Integration." Session presentation at the 2013 National IMC Integrate conference by the IMC Graduate program at West Virginia University in Morgantown, WV.

Quesenberry, K. A. (2013). "Small Agencies. Big Potential: Agency Executives Discuss The Challenges and Opportunities of Today's Market." Refereed special topics presentation. National conference of the American Academy of Advertising in Albuquerque, NM.

Quesenberry, K. A. (2012). "Don't Picture The Audience in Their Underwear: The Real Story Behind Powerful Presentations." Breakout Session presentation. 2012 National IMC Integrate conference by the IMC Graduate program at West Virginia University in Morgantown, WV.

Quesenberry, K. A. (2012). "Can Online Education Beat The Classroom: Latest Methods, Programs and Curriculum." Refereed special topics presentation. 2012 National conference of the American Academy of Advertising in Myrtle Beach, SC.

Quesenberry, K. A. (2010). "Publish And Flourish: How A Class Blog Can Increase Engagement, Raise The Quality of Learning And Level the Participation Playing Field." Finalist entry presentation 2011 AEJMC Great Idea For Teachers (GIFT) Competition 2010 AEJMC Conference, Chicago, IL.

Quesenberry, K. A. (2011). "Integrated Marketing Communication in Segmented Schools." Refereed pre-conference presentation. National conference of the American Academy of Advertising in Mesa, AZ.

Quesenberry, K. A. (2011). "Blogs Are Blooming, Tweets Abound and I've Got Friends: Integrating Interactive, Digital And Social Media In The Classroom." Refereed special topics presentation. 2011 National conference of the American Academy of Advertising in Mesa, AZ.

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Coolsen, M. K., Kumashiro, M., & Quesenberry, K. A. (2011). "Volunteering Attitudes as a Function of Affirming the Ideal Self." Conference proceedings publication. 2011 Annual Meeting of The Society for Personality and Social Psychology (SPSP) in New Orleans, LA

Quesenberry, K. A., (2011) Presenter and Moderator of PBS documentary "The Persuaders" for Association of Graphic Artists (AIGA) at the University of the Arts in Philadelphia, PA

Quesenberry, K. A., Coolsen, Michael. K. (2010). "What Makes a Super Bowl Ad Super?: Five-Act Dramatic Form Impacts Super Bowl Ad Ratings." Refereed research paper presentation at the 2010 AEJMC Conference, Denver, CO.

Quesenberry, K. A. (2010). "Youtube Brings Dull Law and Dead Philosophers to Life: How Internet Video Can Engage Your Students and Activate Learning." Finalist entry presentation 2010 AEJMC Great Idea For Teachers (GIFT) Competition 2010 AEJMC Conference, Denver, CO.

Coolsen, M. K., Kumashiro, M., & Quesenberry, K. A. (2009). "Product Affirmation in Higher Education: 'College Made Me the Person I am Today!'" Refereed paper presentation at the International Academy of Business Disciplines 21<sup>st</sup> Conference, Saint Louis, MO.

Coolsen, M. K., Kumashiro, M., & Quesenberry, K. A. (2009). "Product Affirmation in Higher Education: 'College Made Me the Person I am Today!'" *Business Research Yearbook*, 16 (2), 549-557.

## **Published Trade Articles**

Quesenberry, K. A. (2010). "The Ad Age is Over: A Call for Interdisciplinary Instruction." *American Academy of Advertising Newsletter*, 6 (4), December, 6-8.

Quesenberry, K. A. (2010). "A 100-Year-Old-Lesson in New Media: The Challenges and Opportunities of Teaching The New Technology Language." *American Academy of Advertising Newsletter*, 6 (1), March, 6-8.

Quesenberry, K. A. (2010). "If You Simply Build it They Will Not Come: How to Integrate Social Networks and Blogs into Traditional Curriculums." AEJMC Social Media In The Classroom blog.

## **Papers/Research In Progress**

Quesenberry, K. A., Saewitz, D. & Kantrowitz, S. "The Effects of Class Blogs and Social Media in the Classroom." Survey of student learning in various classes utilizing a class blog and social network.

Quesenberry, K. A., Coolsen, M. K. & Wilkerson, K. C. "The Font Made Me Buy It: The Impact of Typeface Design on Advertising Trust for Various Products."

Quesenberry, K. A., Coolsen, M. K.. "New Media Effects on FTC Case Law." A content analysis of FTC legal cases to demonstrate the impact the Internet has had on deceptive/illegal advertising practices.

## Honors and Awards

American Academy of Advertising, Ad Age White Paper Research Grant	2012
Great Ideas For Teachers Award Recipient AEJMC 2011 Nat'l Conference	2011
Great Ideas For Teachers Award Recipient AEJMC 2010 Nat'l Conference	2010
Honor Society of Phi Kappa Phi	2010
Golden Key International Honour Society	2009

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West Virginia University IMC Student Blogger 2009  
Guest Student Panelist West Virginia University IMC Weekend 2009

## **Advertising creative work has been featured in trade publications:**

Lurzer's International Archive, The One Club Magazine, Creativity, Adweek, Advertising Age, Brandweek, CMYK, Adcritic, Print Magazine.

## **Creative work has been recognized by national award shows including:**

Gold One Show Pencils, Silver National ADDYs, District2 ADDYs, Best of Show local ADDYs, PRSA Bronze Anvil award, London International Awards, Telly Awards, International Broadcasting Awards.

## Professional Experience

**Associate Creative Director** 2006–2011  
Pavone, Harrisburg, PA

Create, manage and produce integrated marketing communications for UTZ Turkey Hill Dairy, Campbells, Hershey Food, Gore, Fulton Bank, Air Products Mount Nittany Medical Center, Yuengling, PA LCB, PA Department of Aging, Health America, Reckitt & Benckiser and Sodexo. Create integrated broadcast and print media, promotions, trade, direct marketing, social media, online, mobile, gaming, PR and content marketing.

**Associate Creative Director** 2006–2006  
DIO, York, PA

Generated an integrated marketing campaign for Bruster's Ice Cream with traditional advertising, viral marketing, promotions and PR. Created a new brand for Block Business Systems, Eastern Alliance Insurance

**Associate Creative Director** 2002–2006  
Neiman Group, Harrisburg, PA

Developed multimedia campaigns for national and regional clients from research and strategy development to creative and production Clients included Edison Schools, Gold's Gym, Penn State Athletics, Pennsylvania Dept. of Health, Sheetz convenience stores, PinnacleHealth, KnowledgePlanet and The Nat'l Civil War Museum

**Senior Copywriter** 2000–2002  
Arnold Worldwide, Washington, DC

Lead creative on several successful new business pitches Created national campaigns for ExxonMobil, Choice Hotels, CART(Championship Auto Racing Teams) and Stihl Crafted regional work for McDonald's, PNC and Citizens Bank Provided direction to junior members of the creative department

**Copywriter** 1999–2000  
Adworks, Washington, DC

Created regional and national brand campaigns for York Wallcoverings, Hair Cuttery and TLC Laser Eye Center. Created broadcast, print and Internet ads for washingtonpost.com, Discovery Channel, Hardys Wine and newsweekMSNBC.com

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## **Copywriter**

TBC, Baltimore, MD

1996–1999

Created/presented new business pitches and developed regional/national TV, radio and print for Baltimore Sun, Maryland Lottery and Tourism, University of Maryland Medical System, Micron Computers, CareFirst Blue Cross Blue Shield and Foxwoods Casino. Created multiple medium ads for Wall Street Journal Interactive, Provident Bank, Washington Capitals, Washington Wizards, Baltimore Orioles and Baltimore Ravens

## **Junior Copywriter**

BBDO, Atlanta, GA

1995–1996

Created local and national advertising for Delta Airlines, Hardee's, Lenox Square Mall, Wachovia Bank and Maxfli golf equipment  
Created international foreign language ads for Delta Airlines

## **Copywriter/Art Director**

Quintex Cellular, Philadelphia, PA

1994–1995

Produced broadcast and print ads as the in-house ad department.

## **Copywriter/Art Director**

Creative Services Workshop, Philadelphia, PA

1994–1995

Created and produced a direct mail campaign for a local hair salon.

## **Creative/Presenter**

American Advertising Federation (AAF) Student Competition, Buffalo, NY

1992–1993

Developed a strategic marketing/advertising campaign for Saturn  
Presented to industry executives at the AAF annual conference

## **Media Appearances Public Presentations**

Interview KYW News Radio on social media marketing

2011

Interview on Super Bowl advertising WGAL ABC27 for Spotbowl.com

2007

30+ interviews on Super Bowl ads with radio stations across the country

2007

## Professional Development

Johns Hopkins University Child Abuse Awareness and Prevention training

2013

GSI 2<sup>nd</sup> Annual Symposium on Excellence in Teaching and Learning in the Sciences

2013

JHU Federal Conflict of Interest and Commitment Training Course

2012

Social Media Strategy and Measurement Boot Camp – Full Frontal ROI

2011

Certified Investigator with Temple University Institutional Review Board (IRB)

2010

AEJMC Pre-Conference Teaching Workshop “Engaging Consumers, Engaging Students”

2010

AEJMC Session Working With Your IRB

2010

Temple University Winter Faculty Conference: What the Best College Teachers Do

2010

Agencyside: Marketing with Augmented Reality Webinar

2010

West Virginia University IMC Weekend: Social Media in IMC

2009

IABD Conference: Transforming Yourself into a More Valuable Organization Member

2009

West Virginia University IMC Weekend: The Rise of Emerging Media

2008

Pavone: Customer Relationship Management Workshop

2007

Pavone: Archetypes in Branding Workshop

2006

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Adweek: 30th Creative Seminar, San Francisco	2004
AAAA: Advertising Week, New York	2004
Wild Blue Yonder Consulting: Strategic Thinking for Clients	2004
Dale Carnegie Training: Developing Attitudes of Leadership	2003
Adweek: 29th Creative Seminar, New Orleans	2003
Dale Carnegie Training: High Impact Presentations	2002
Radio-Mercury Awards: Radio Creative Workshop	2002

## Service

American Academy of Advertising Special Topic Proposal reviewer for annual conference	2013
American Academy of Advertising Research Paper Session moderator	2013
American Academy of Advertising Research Paper reviewer for annual conference	2012
Paxton Solutions Board Member helping people with mental illness & disabilities	2012
AEJMC Ad Division Research Paper reviewer for annual conference	2011
Temple University Faculty Mentor for the Future of Instructional Technology (TLTR 2.0)	2010
Teaching Award Committee for the Advertising Division of AEJMC	2010
Created Public Relations Plan for Non-Profit Charity Cure International	2010
100 Men Reading Day for Inner City Elementary Schools	2007–2009
Career Day for Multiple Local High Schools	2004–2006

## Professional Memberships

Association for Education in Journalism & Mass Communication (AEJMC)  
American Academy of Advertising (AAA)  
International Academy of Business Disciplines (IABD)  
Higher Education Teaching and Learning LinkedIn Group  
American Association of Advertising Agencies (AAAAs)  
American Advertising Federation (AAF)  
The One Club for Art & Copy

## Relevant Course Work

- Integrated Marketing Communication
- Direct Marketing
- Marketing Research & Analysis
- Applied Public Relations
- Consumer Behavior
- Emerging Media & The Market
- Brand Equity Analysis
- Cause Marketing
- PR Concepts & Strategy
- Creative Strategy & Execution
- Media Analysis (Planning)
- Measurement & Analysis (SPSS)