

## **KRISTOPHER PURZYCKI**

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### **AREAS OF EXPERTISE**

Public Outreach & Communications  
Public Speaking & Presentation Design  
Media Relations & Public Event Planning  
Workshop Development & Orchestration  
Stakeholder Research & Analysis  
Universal Instruction Design  
Project Workflow Management  
Photography & Image Editing  
Publication & Document Design  
Professional Writing & Editing  
Radio Broadcasting & Livestreaming  
Audio/Video Production  
Social Media Management

### **TECHNICAL EXPERTISE**

Adobe Creative Suite  
Microsoft Office • Google Suite  
WordPress • HTML • Twine  
Audacity • Open Broadcasting Software  
Hootsuite • YouTube • Twitch • Discord

### **EDUCATION**

PhD in English, Media Studies  
*UW-Milwaukee, 2019*

MA in Rhetoric and Composition  
*Old Dominion University, 2013*

BA in Professional Writing  
*Old Dominion University, 2011*

AAA in Graphic Design  
*Milwaukee Area Technical College, 2003*

## **COMMUNICATIONS MANAGER**

As an outreach and instructional design professional with over a decade of experience from within the private, public, and academic sectors, I am seeking a role that will utilize the full scope of my multifaceted expertise in public communications, media design, and community engagement.

### **Professional Communications & Outreach Management**

- Conducting primary analyses and publishing reports that contextualize and assess stakeholder objectives and desires as well as situational factors that promote and hinder those goals
- Developing and implementing communication plans; collaborating with project leads to ensure plans reflect current data
- Organizing and managing multibranch project timelines that include internal and external communications, deadlines, and post-mortem reviews
- Orchestrating and promoting large events including community hearings and professional conferences
- Communicating with media outlets; writing and distributing press releases; providing regular updates on events
- Public speaking and audience engagement; videoconference administration

### **Media Design & Publishing**

- Writing a variety of texts targeted at both internal and external audiences including commercial web content, analytical reports, research articles, blog posts, and reviews
- Producing a variety of print and online publication genres including essay collection, academic journals; commercial magazine and catalogs; editing, copywriting, and indexing
- Conducting photography and image editing; audio/video production; illustrative drawing; document design and layout; pre-press production
- Simple website and WordPress design and maintenance; HTML coding
- Multichannel social media implementation and maintenance; community development and engagement
- Broadcasting on-air radio and live streaming; podcast production and training

### **Instructional & Curriculum Design**

- Conducting courses at the college level; creating course materials according to universal design principles; leading in-person and online courses
- Prioritizing the needs of low-income and first-generation students; developing curricula that are inclusive and student-centered
- Assessing student performance and providing feedback; conducting individual conferences
- Organizing and conducting workshops, including presentation materials and handouts, for up to 35 participants
- Developing workshops about a variety of conceptual and skills-based topics including universal design, project management, and media production
- Initiating the establishment of an active learning classroom and multimedia lab for use by department; worked with campus facilities on layout and design