

Kelly Jackson Davis, MMC, APR
School of Journalism and Mass Communications
University of South Carolina
800 Sumter Street
Columbia, SC 29208
803.777.3427 (office)
kellydavis@sc.edu

Education and Professional Credentials

Master of Mass Communications, with a concentration in public relations, University of South Carolina, Columbia, South Carolina, August 1998.

Bachelor of Arts, English and French, Furman University, Greenville, South Carolina, May 1994.

Accredited in Public Relations (APR), Public Relations Society of America and the Universal Accreditation Board, February 2000. Reaccredited 2003, 2006, 2009, 2012, 2015, 2018.

Teaching

Instructor

Aug. 2017 to present

University of South Carolina
School of Journalism and Mass Communications
Public Relations sequence

Adjunct Instructor

Jan. 2013 to May 2017

University of South Carolina
School of Journalism and Mass Communications
Public Relations sequence

Courses Taught

- JOUR 725 Strategic Communications Campaigns
- JOUR 533 Public Relations Management
- JOUR 531 Public Relations Campaigns (capstone course)
- JOUR 437 Advanced Public Relations Writing
- JOUR 436 Public Relations Writing
- JOUR 201 Principles of Public Relations

Professional Experience

Founder and Principal

July 2004 to Aug. 2017

Davis Public Relations and Marketing, LLC, Columbia, S.C.

Developed and implemented strategic public relations planning, brand development, media and community relations, social media strategy event planning, statewide and regional public policy and issues management campaigns, and crisis communications for clients in a broad range of industries.

Public Relations Director

Aug. 2013 to May 2016

Riggs Partners, West Columbia, S.C.

Developed and implemented all agency public relations programs for clients in public health, healthcare, engineering, construction, food and beverage, and professional services. Provided strategic counsel to clients in the areas of public relations planning, brand management, issues management, public policy, media and community relations, and crisis communications.

Director of Public Relations

Jan. 2002 to July 2004

LRADAC, The Behavioral Health Center of the Midlands, Columbia, S.C.

Developed and implemented strategic public relations plan to communicate the agency's vision and mission to target publics. Served as agency spokesperson and primary media contact. Collaborated with board members, community leaders, school officials, law enforcement, faith communities and business owners to develop community-based policies, programs and coalitions.

Communications Strategist

March 2001 to Dec. 2001

SCANA, Columbia, S.C.

Provided internal communications strategies in support of corporate marketing initiatives. Worked closely with company graphic designers and video production staff to develop strategic communications tools that helped educate employees on the benefit of products and services, the company's strategic plan and the customer's wants and needs.

Director of Media and Community Relations

Aug. 2000 to March 2001

S.C. Department of Alcohol and Other Drug Abuse Service, Columbia, S.C.

Responsible for the development, coordination and implementation of a statewide strategy for communicating the agency mission and vision. Acted as primary point of contact for all media; developed statewide media contacts and relationships; and provided technical assistance on media and communications issues to agency staff and 33 county alcohol and drug abuse authorities. Developed and maintained community

relationships through public speaking engagements with community groups, agencies and others with an interest in substance abuse issues.

Director of Communications

Sep. 1997 to Aug. 2000

Associate Director of Communications

Community Events Coordinator

Carolina Children's Home, Columbia, S.C.

Researched, developed and implemented communications strategies for internal and external publics. Coordinated media relations program and represented organization as official spokesperson with the media and in speaking engagements with community groups. Wrote, edited, photographed and designed publications including agency brochures, monthly staff newsletter, quarterly community newsletter and annual calendar. Managed and promoted special events, community service program, volunteers and group sponsorships.

Communications Coordinator

Sep. 1994 to Sep. 1997

Marketing and Sales Support Specialist

BlueCross BlueShield of South Carolina, Columbia, S.C.

Planned and communicated logistics of seminars, sales meetings, training sessions and special events for independent agents and employees. Wrote sales letters, designed contest announcements and developed product updates for agencies and customers as well as providing correspondence, training materials and marketing/advertising reports for departmental clients.

Awards and Honors

Individual Awards and Honors

- Distinguished Alumna Award, University of South Carolina School of Journalism and Mass Communications, 2015
- Recognized by *Greater Columbia Business Monthly* in their Women in Business feature, 2013
- W. Thomas Duke Distinguished Public Relations Practitioner of the Year, South Carolina Chapter of the Public Relations Society of America (SCPRSA), 2007
- Named to *PRWeek's* "Top 40 PR Stars Under 40," 1998
- Inducted into Kappa Tau Alpha Journalism Honor Society, University of South Carolina, 1998
- Rookie of the Year, South Carolina PRSA, 1997
- Inducted into Phi Sigma Iota International Foreign Language Honor Society, Furman University, 1994

Professional Awards

- South Carolina PRSA Best in Show Awards:
 - 2012: Silver Wing Best in Show for Philanthropy Week for Central Carolina Community Foundation
 - 2010: Mercury Best in Show for LRADAC Brand Management Campaign
 - 2009: Mercury Best in Show for South Carolina Tobacco Collaborative
 - 2007: Silver Wing Best in Show for South Carolina Tobacco Collaborative
- Since 1997, more than 50 South Carolina PRSA Mercury and Silver Wing Awards in the following categories: Events and Observances; Media Relations – Associations/Government/Nonprofits; Business to Business; Digital Press Kits; Social Media; Editorials and Op-Ed Columns; Public Service; Brand and Reputation Management; Public Affairs; Research and Evaluation; Websites; Integrated Communications; Brochures; Internal Communications; Specialty Items; Posters
- Two Silver Davey Awards for Terminix Service, Inc.
- Gold ADDY from AAF of the Midlands for SCANA Corporate Compliance Campaign

Conference and Workshop Presentations

- January 2018: “Cigarette Tax Campaign Review,” Tobacco-Free Summit: Best and Promising Practices for South Carolina
- August 2017: Public Relations Society of America, New Professionals Section Webinar, “Fill Your Garden: Tips on Finding and Being a Mentor”
- May 2017: South Carolina Association of Prevention Professionals and Advocates Spring Training, “Media Advocacy and Social Media Marketing”
- October 2016: Columbia College FastTrac Program for Entrepreneurs, “Reaching Your Market”
- September 2015: AgFirst Farm Credit Bank, Regional Marketing Workshop
- June 2015: University of South Carolina Athletics Communications Staff Retreat, “Creating Your Public Relations Plan”
- March 2015: Public Relations Student Society of America Regional Conference, Nashville, TN, “Finding Passion and Purpose in Your Public Relations Career” (Keynote Speaker) and breakout session “Identifying Personality Styles in Public Relations using the DISC Method”
- January 2015: South Carolina Chapter of the Public Relations Society of America, “How to Prepare an Award-Winning Entry”
- January 2015: Legal Marketing Association, South Carolina Chapter, “Strategic Media Planning: How to Maximize Your Efforts for a Successful 2015”
- November 2014: South Carolina PRSA/South Carolina IABC Joint Professional Development Conference, “The Future of Public Relations” (moderator/panelist)
- August 2014: South Carolina Festival and Event Association Summer Seminar, “Bridging the Gap Between Traditional and New Marketing Strategies”
- February 2013, Solo PR Conference, Atlanta, GA, “Solo PR Success Stories”

- August 2012: Public Relations Society of America, Independent Practitioners Alliance Virtual Conference, “Growing Your Client Base and Revenue Through Virtual Partnerships”
- June 2012: International Association of Business Communicators South Carolina Chapter, “Communicating on a Shoe-String Budget”
- November 2011: South Carolina Chapter of the Public Relations Society of America Annual Conference, “Starting and Marketing an Independent Practice”
- October 2011: Public Relations Society of America International Conference, Orlando, FL, “Growth Strategies for Independent Practitioners”
- November 2010: South Carolina Chapter of the Public Relations Society of America Annual Conference, “DIY Marketing: Do More with Less”
- August 2010: South Carolina Chapter of the Public Relations Society of America regional luncheons (Greenville, S.C. and Charleston, S.C.), “Cigarette Tax Campaign Case Study”
- October 2008: Public Relations Society of America International Conference, Detroit, MI
- January 2008: South Carolina Department of Alcohol and Other Drug Abuse Services Region 1 Prevention Network, “Media Relations Tips and Techniques for Successful Program Advocacy”
- February 2007: Family Connection of South Carolina, “Marketing Project Breathe Easy”
- March 2006: South Carolina Association of Nonprofit Organizations, “Creating Your Marketing-Communications Plan”
- July 2005: South Carolina Association of Nonprofit Organizations, “Crisis Communications Planning”
- July 2005: South Carolina Association of Nonprofit Organizations, “Writing a Public Relations and Marketing Plan”
- March 2003: South Carolina Afterschool Alliance

Publications

“Print Media Coverage Around Failed and Successful Tobacco Tax Initiatives: The South Carolina Experience.” Published by the American Journal of Health Promotion, September/October 2014, Vol. 29, No. 1. James F. Thrasher, PhD, MA, MS; Sei-Hill Kim, PhD; India Rose, PhD; Ashley Navarro, MPH; Mary-Kathryn Craft, MA; Kelly J. Davis, APR; Sharon Biggers, MPH

School/University Service

Faculty Advisor

Public Relations Student Society of America
 University of South Carolina Chapter (100+ members)
 PRSSA Star Chapter Award: 2017-2018, 2018-2019

Sep. 2017 to present

Search Committee Member

Tenure-Track Public Relations Faculty Search

Fall 2019

Writing Instructor Search

Summer 2018

Bateman Team Professional Advisor

University of South Carolina

AY 2015-2016

AY 2014-2015

AY 2011-2012

Advised students in national public relations campaigns case study competition. The 2015-16 team was a top three national finalist.

Professional Service

Public Relations Society of America (PRSA)

Member since May 1997

- National Professional Advisor to the Public Relations Student Society of America, 2016-2018
- Director at Large, PRSA National Board of Directors, 2013-2014
- Secretary, Southeast District PRSA, 2012
- Member, PRSA Counselors Academy, 2011 to Present
- Co-Chair, PRSA Section Council, 2009
- Chair (2008) and Member (2007-2012), PRSA Independent Practitioners Alliance, 2008

South Carolina Chapter of the Public Relations Society of America

- Chapter Officer: President (2002 and 2017); President-Elect (2001 and 2016); Ethics Officer (2008) and Treasurer (2000)
- National Leadership Assembly Delegate: 2018, 2016, 2010-2012 and 2005-2007
- Committee Chairmanships: Membership (1999, 2008, 2011, 2012); Mercury Awards (2012); Independent Practitioners (2006, 2007 and 2011); Ethics (2008); Bylaws (2003, 2006, 2007); Nominating (2003); Strategic Planning (2001) and Nonprofit Conference (1997)
- Readiness Review Panelist for Accreditation in Public Relations (APR) Candidates: 2004-2005, 2007-2010, 2011, 2015

PRConsultants Group

June 2009 to May 2018

Served as the exclusive South Carolina member of the PRConsultants Group, a nationwide affiliation of independent public relations firms with senior-level practitioners in all top 50 U.S. markets. (Resigned in 2018 to shift professional focus to academia.)

Community Service

Satchel Ford Elementary School

2015 to present

Chair (2016-2018) and member (since 2015) of Brave Arts, the booster program for school-based arts programs under the Parent Teacher Organization.

CreateAthon

2011 to present

CreateAthon is a 24-hour, work-around-the-clock creative blitz during which marketing, advertising and public relations firms join together to provide nonprofit communications

services on a pro bono basis. Served as a volunteer at the professional event in 2011, 2012, 2013 and 2015 and as a mentor at CreateAthon@USC in 2017.

Greater Columbia Chamber of Commerce **2011 to 2015**

As a member and past chair (2012-2013) of the Chamber's Marketing and Communications Committee, assisted in the organization's ongoing re-branding effort to include an overhaul of the Chamber's value proposition, visual identity, website and collateral materials. Served as the Chamber's Vice Chairman for Communications (a board position) in 2012-2013.

Women in Philanthropy **2012-2014**

Served on the Executive Committee as Communications Chair (2013-14); as Vice Chair of Communications (2012-2013) and as a member of the Events Committee.

Trenholm Road United Methodist Preschool & Aftercare **2011-2013**

As chair of the Preschool and Afterschool Care Board, led the organization through a successful application and review process for National Accreditation for the Education of Young Children (NAEYC).

The Libby Ross Breast Cancer Foundation **2007 to 2011**

Assisted in the planning and promotion of fundraising events and yoga retreats for breast cancer survivors.

Rolling Readers of the Midlands **2007 to 2012**

Served as Vice Chair of the Board of Directors. Assisted in the organization's transition from a program under a separate nonprofit to its own 501(c)3 organization, including writing the organization's bylaws, hiring a new Executive Director and streamlining operations to better meet the current financial situation. Chaired the nominating committee and managed public relations efforts for the organization's programs and events.

American Lung Association **2009**

Served as the Chair of the Columbia Regional Board and as a member of the event planning committee.

Midlands Furman Club (Furman University Alumni Association)

Club President (Club of the Year/President of the Year) 1998-2002

Steering Committee Member 1996-1997