

# Kimberly Medaris Delker

Albuquerque, NM  
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## **Education**

### **Master of arts, public relations, Ball State University, 2012**

Research paper title: "From Journalism to Public Relations: A Study of Career Transition and Job Satisfaction"

### **Bachelor of science, journalism and political science (summa cum laude), Ball State University, 1995**

## **Experience**

### **Marketing manager, The University of New Mexico School of Engineering January 2014-present**

Responsible for all public relations and marketing activities of the School, including news releases, publications, social media and advertising.

### **Writer, Purdue University Marketing and Media, West Lafayette, Ind. November 2013-January 2014**

Writer for various marketing pieces, including magazine articles, website articles and brochures and related materials.

### **Marketing consultant, Purdue University Marketing and Media March 2009-November 2013**

Responsible for development of strategic marketing and communications plans and solutions for clients. Served as the primary contact for clients in the Marketing and Media system, which requires collaborating with designers, writers, editors, web developers, photographers and videographers. Responsible for ensuring clients' marketing materials adhered to the Purdue brand. Occasionally assisted with focus groups in market research.

### **Communications and marketing specialist, Purdue News Service, West Lafayette, Ind. July 2007-March 2009**

Responsible for promoting events, experts and research for the College of Technology, including compiling news, writing news releases, publicizing events and experts for the college. Wrote feature stories and news for the newsletters, magazine and website. Worked extensively with media at university events and frequently assisted media with requests for Purdue experts.

### **Editor/publicist, Purdue News Service, West Lafayette, Ind. June 2005-July 2007**

Responsible for editing and routing news releases and other materials. Wrote news releases and publicized research and events for the College of Technology, College of Education, International Programs, Advancement, Galleries, Grand Prix, Homecoming and Purdue Alumni Association.

### **Deputy news editor/online, Journal and Courier, Lafayette, Ind.**

**December 2001-June 2005**

Responsible for editing local and wire copy; writing headlines and cutlines; page layout and design; proofreading pages; and selecting stories and photos. Filled in for news editor or as night local editor, supervising the local reporter and local content. Online duties involved nightly organization, editing and production of www.jconline.com, as well as training the newsroom about online issues and responsibilities.

**Copy editor, Journal and Courier, Lafayette, Ind.****July 1996-December 2001**

Responsible for editing local and wire copy; proofreading pages; writing headlines and cutlines; page layout and design; and selecting stories and photos. Worked as night local editor, supervising the local reporter and local content in the absence of the news editor. Also wrote general-assignment stories periodically.

**Copy editor, staff reporter, The Muncie Star, Muncie, Ind.****May 1994-May 1996**

Responsible for editing local and wire copy; paginating and proofreading pages; writing headlines and cutlines. As a reporter, responsibilities included writing police beat stories; covering local/government meetings; educational stories; special events and profiles.

**Additional activities and awards**

- Executive Committee Board member, mentor, trainer, volunteer, Agora Crisis Center, Albuquerque. 2021-present
- Recipient of UNM's Provost Committee for Staff Award, 2021
- Volunteered for political campaigns in social media and communications, 2020-22
- Mentor for Big Brothers Big Sisters Mentor 2.0 program. 2015-2019
- Past president, secretary for New Mexico American Marketing Association, 2014-2019
- Freelance writer, Purdue Alumnus magazine, 2006-2014
- Focus group moderator trainer certification, Burke Institute, Cincinnati, Ohio, 2011
- Board member of Professionals in Communication, 2006-07
- Attendee of ASEE Engineering Communicators Conference, Washington, D.C., 2018, 2019, 2020 and 2021 (virtual), 2022.
- Attended American Marketing Association Conference on Higher Education, 2015-2019
- Attended CASE V Conference in Chicago, December 2008
- Lafayette Crisis Center volunteer, 1998-2004