

# Eric M. Eckert

8515 Lamplight Ct.  
Temple, TX 76502  
(254) 652-0398  
Eric\_M\_Eckert@baylor.edu

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## EDUCATION

<b>M.A.</b>	<b>Missouri State University</b> , Springfield, MO English	<b>2008</b>
<b>B.A.</b>	<b>Truman State University</b> , Kirksville, MO Communications-Journalism	<b>1999</b>

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## PROFESSIONAL EXPERIENCE

**Assistant Director for Faculty Development** **September 2016 – Present**  
**Office of Media and Public Relations**

**Baylor University**, Waco, TX

I lead the Baylor Media Communications team's efforts to raise the profile of Baylor faculty members, their research, and expertise. This includes building and maintaining a list of top-tier faculty experts; training faculty to work with reporters and provide expert commentary; pitching Baylor's success stories to national, statewide, and local outlets; and creating media opportunities via strategic campaigns (hot topics, op-eds, pitches). I serve on the Marketing & Communications content strategy team.

**Media Communications Specialist** **April 2014 – September 2016**

**Baylor University**, Waco, TX

- Bolstered the Baylor University brand via strategic messaging to constituents
- Raised the profile of Baylor faculty experts and research to assist in recruiting efforts for top-tier faculty, staff, and students
- Developed and launched initiatives – specifically, a new content marketing strategy – to place positive university stories in national, regional, state, and local media outlets
- Collaborated with colleagues in social media, photography, video, magazine, electronic marketing, and graphic design to produce and share positive Baylor stories messages
- Measured campaign and initiative effectiveness
- Promoted Baylor experts by pitching their research successes and expertise to national media outlets, such as TODAY Show, Wall Street Journal, NPR, Fast Company, and others
- Crafted strategies (such as op-eds and columns) to insert Baylor professors and administrators into major national discussions

- Pursued positive relationships with reporters and pitched stories to national, regional, statewide, and local media
- Trained Baylor administrators and faculty to engage with media and maintain comfort and control during interviews
- Monitored positive and negative stories and perceptions about Baylor University, and work with colleagues to develop strategic responses, if needed
- Wrote regular news and feature stories regarding Baylor research and academic programs

**Academic Marketing Information Specialist**

**May 2011 – April 2014**

**Baylor University, Waco, TX**

- Planned and implemented strategic communications solutions to support Baylor initiatives and initiatives of key academic units, specifically Truett Seminary, Graduate School, and the Diana R. Garland School of Social Work
- Provided editorial and production leadership for a variety of print publications and other communications materials that supported Baylor's strategic marketing plans
- Collaborated with key members of schools and colleges to research and ensure accuracy of marketing information
- Coordinated the research, writing, editing, photography, and production of content in a variety of communication media, including websites, print publications, and advertisements
- Served as managing editor of Truett Seminary's annual magazine, *The CORD*

**Owner**

**July 2012 – 2018**

**Eckert Communications (formerly Hands and Feet Marketing), Temple, TX**

- Provided marketing and communications consultation to small businesses and churches

**Freelance Writer/Copy Editor**

**2004 – 2015**

- Wrote and edited copy for various publications, websites, and manuscripts, including:
  - *Strong Advocate: The Life of a Trial Lawyer* by Tom Strong
  - *Like a Lily Among Thorns: Colonial African Village Child Transitions to Post-Colonial Modernity, and America* by Innocent Chukuma Onwueme
  - *Questions Not Being Asked: Topical Philosophical Critiques in Prose, Proverbs, and Poems* by Innocent Chukuma Onwueme

**Coordinator, Graduate Admissions and Recruitment**

**September 2008 – May 2011**

**Graduate College, Missouri State University, Springfield, MO**

- Managed an office staff of seven people – one full-time employee and six graduate assistants – to oversee all recruitment and admission services of Missouri State University's Graduate College
- Implemented recruiting efforts that resulted in a substantial increase in first-time, degree-seeking graduate students
- Developed a new communications plan to interact with prospective graduate students
- Initiated the university's first-ever Graduate Student Visit Program
- Launched the Graduate College Showcase – an annual event designed as a one-stop shop to showcase all graduate programs

- Redesigned the Graduate College website to include a microsite for prospective students
- Worked with faculty on the Graduate Council to develop an official Graduate Recruitment Committee to oversee and assess graduate recruitment efforts across the university
- Worked with a team to design, develop, and launch the GRAduate ADmissions System (GRADS), a new online, paperless system that greatly economized the workflow of the graduate admissions and decision-making process
- Worked as a member of the university's Marketing Council to develop the institution's marketing messages and campaigns
- Increased greatly the number of recruitment visits to feeder schools throughout Missouri and surrounding states
- Doubled the annual graduate requests for information
- Created the Graduate College's Facebook and social media presence
- Facilitated the development of recruitment publications for numerous graduate programs
- Worked with a team to develop content for departmental and graduate program websites
- Advised and assisted prospective students with the admissions process
- Redesigned the Graduate College view book and other recruitment publications
- Worked with Publications to write, design, and develop the Graduate Student Pocket Guide, a "next steps" publication to assist new graduate students

## **Public Relations Specialist**

**July 2004 – September 2008**

### **Missouri State University, Springfield, MO**

- Edited and wrote for internal and external publications, newsletters, and magazines
- Helped manage a staff of student writers
- Assisted administrators/faculty/staff with media interaction
- Assisted in development of media/public relations campaigns
- Tracked local, statewide, national, and international media coverage
- Developed relationships and contacts within the university, media, and community
- Maintained expert sources and speakers online database
- Recruited and promoted the university's expert sources
- Acted as a liaison between faculty, administrators, and media
- Worked as member of university's Public Relations Advisory Team
- Planned and organized special events, projects, and naming ceremonies
- Pitched story ideas to the media
- Wrote and distributed news releases, faculty updates, and Hot Topics
- Produced a weekly 5-minute radio show, *Missouri State Journal*, to promote university research, scholarship and activities
- Wrote scripts and speeches

## **Reporter**

**June 2001 – June 2004**

### **Springfield News-Leader, Springfield, MO**

- Reported and wrote news, feature, and investigative stories for daily publication
- Conducted daily interviews and networked with multiple sources
- Investigated and wrote extensive enterprise projects
- Covered police, courts, school districts, local, and state government

- Covered breaking news in Springfield and surrounding areas
- Worked daily with editors, photographers, and fellow reporters

**Reporter/Design Editor**

**October 1999 – June 2001**

**Suburban Journals, Festus, MO**

- Investigated and wrote news stories for three publications
- Designed news and sports pages on QuarkXPress
- Wrote headlines for news and sports stories
- Scanned, cropped, and touched-up photos on Adobe Photoshop
- Shared responsibility for overall look of the newspapers

**Copy Editor/Designer**

**May 1999 – October 1999**

**The Ottumwa Courier, Ottumwa, IA**

- Worked on four-person copy/design desk
- Edited news, sports, and AP wire stories for daily a.m. newspaper
- Designed 3-6 news or sports pages daily on QuarkXPress
- Worked with editors to budget daily stories

**UNIVERSITY TEACHING EXPERIENCE**

I have had the pleasure of teaching journalism and media courses at two incredible universities – Baylor University (Waco, TX) and Missouri State University (Springfield, MO). I currently teach in Baylor University’s Department of Journalism, Public Relations and New Media.

**Adjunct Professor**

*Law and Ethics of Journalism*

**Fall 2014-Present**

Dept. of Journalism, Public Relations and New Media  
Baylor University

**Official Course Description:** Rights and privileges of the news media and their social and legal responsibilities under the principles of common law and the constitution. Includes an overview of the American judicial system and the role of the journalist in reporting civil and criminal matters.

*Writing for Media Markets*

**Spring 2014, Fall 2016**

Dept. of Journalism, Public Relations and New Media  
Baylor University

**Official Course Description:** Specialized writing for media markets, including public relations releases, brochures, news reports, and speeches.

**Per Course Instructor** *Broadcast/Media Writing*  
Dept. of Media, Journalism and Film  
Missouri State University

**Fall 2010 and Spring 2011**

**Official Course Description:** An examination of the principles and production techniques involved in writing broadcast copy. Three areas will be investigated in depth: copywriting for radio and television, news writing, and feature story preparation.

*Issues in Media Ethics*  
Dept. of Media, Journalism and Film  
Missouri State University

**Spring 2009**

**Official Course Description:** An investigation of fundamental ethical issues and their implications for media practitioners. Responsibilities of media practitioners to the public, advertising agencies, the government, and special interest groups will be examined. Special attention will be paid to the possibility of conflict between the business of media and general ethical considerations.

*Introduction to Journalism*  
Dept. of Media, Journalism and Film  
Missouri State University

**Fall 2008**

**Official Course Description:** Study of the purposes and forms of journalism. Includes writing the basic types of stories.

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## **UNIVERSITY EXPERIENCE (STUDENT)**

**Editor-in-Chief: DETOURS Magazine**

**June 1998 – May 1999**

**Truman State University, Kirksville, MO**

DETOURS is a regional magazine focused on the plentiful travel opportunities throughout Missouri, Iowa, and Illinois. The magazine published three times each academic year. As a senior in college, I served proudly as the magazine's editor-in-chief, overseeing all of the planning, writing, designing, editing, and production of each issue.

**Sports Editor: INDEX**

**July 1997 – April 1998**

**Truman State University, Kirksville, MO**

The INDEX is Truman State University's award-winning weekly student newspaper. As a junior in college, I served as the sports editor, overseeing all story budgeting, writing, designing, and editing of the sports section. This included writing weekly news, features, and columns.

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## PROFESSIONAL SKILLS

- Developing collaborative and creative team atmospheres
- Team management and leadership
- Teaching and coaching
- Journalism
- Reporting and writing
- Editing
- Media relations
- Public relations
- Higher education marketing
- Student recruitment and admissions
- Marketing and communication strategies
- Media and advertising campaigns
- Project management
- Content marketing
- Social media
- Writing for marketing, print, and broadcast journalism
- Publication design
- Blogging
- Internal/external communication
- Event planning
- Public speaking
- Personable and outgoing

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## HONORS/AWARDS

- Judge's Award – Best Print Piece, Waco ADDY 2011
- Gold Award for Excellence in Writing, CASE District VI 2006
- Silver and Bronze Awards for Excellence in Multimedia – Radio, CASE District VI 2008
- Graduate of CASE 2006 Summer Institute – Communications and Marketing (Nashville, TN)

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## INDUSTRY PUBLICATIONS

- "[Are Your Professors Ready for Their Close-Up?](#)" - CASE CURRENTS Magazine (January/February 2018)

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## PROFESSIONAL PRESENTATIONS

- ExpertFile Webinar
  - “Preparing Your Experts for the Media Spotlight” – Presenter (March 2018)
- 2018 CASE District IV (Fort Worth, TX)
  - “Knowledge is Power: Using Experts in Your Media Communications and Branding Campaigns” – Speaker (2018)
- 2016 CASE District VI (Kansas City, MO)
  - “Building Your Media Communications Toolkit: Seven Reasons Why Hot Topics Are So Cool”
  - “Grassroots Fundraising: How An 11-Year-Old Boy Raised \$30,000 In Nine Months And Changed Lives”
- Central Texas Public Relations Society of America
  - “Knowledge is Power: Adding Experts to Your Campaigns” – Speaker (2017)
  - “10 Tips for Grassroots Fundraising: How an 11-year-old boy raised \$30,000 in nine months to build a classroom in Gulu, Uganda” – Speaker (2015)
  - “The Great Debate: What is the Value of Continuing Education?” – Panel Discussion (2014)

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## CONFERENCES/SEMINARS ATTENDED

- 2018 CASE District IV (Fort Worth, TX) – Speaker/Presenter
- 2016 CASE District VI (Kansas City, MO) – Speaker/Presenter
- 2016 Central Texas Public Relations Society of America Professional Development Seminar (Waco, TX)
- 2015 Council of Independent Colleges’ College Media Conference (Washington, D.C.)
- 2015 Global Leadership Summit – Promotional Strategist (Temple, TX)
- 2015 Central Texas Public Relations Society of America Professional Development Seminar (Waco, TX)
- 2014 Business Access Media Conference (New York, NY)
- 2014 Global Leadership Summit – Promotional Strategist (Temple, TX)
- 2014 Central Texas Public Relations Society of America Professional Development Seminar (Waco, TX)
- 2013 Global Leadership Summit – Promotional Strategist (Baylor University, Waco, TX)
- 2013 Central Texas Public Relations Society of America Professional Development Seminar (Waco, TX)

- 2012 Symposium for the Marketing of Higher Education – American Marketing Association (New Orleans, LA)
- 2012 Central Texas Public Relations Society of America Professional Development Seminar (Waco, TX)
- 2012 Global Leadership Summit – Promotional Strategist (Baylor University, Waco, TX)
- 2011 Global Leadership Summit – Promotional Strategist (Springfield, MO and Baylor University, Waco, TX sites)
- 2010 Global Leadership Summit
- 2010 National Association of Graduate Admissions Professionals Annual Conference (San Francisco, CA)
- 2009 Graduate and Professional School Enrollment Management Corp. Conference (Las Vegas, NV)
- 2008 CASE District VI Conference (Denver, CO)
- 2007 CASE District VI Conference (Kansas City, MO)
- CASE 2006 Summer Institute – Communications and Marketing (Nashville, TN)
- 2006 Southwest Missouri Public Relations Society of America Professional Development Seminar (Springfield, MO)
- 2006 CASE District VI Conference (St. Louis, MO)
- 2005 Southwest Missouri Public Relations Society of America Professional Development Seminar (Springfield, MO)
- 2005 CASE District VI Conference (Kansas City, MO)
- 2003 National Writers Workshop (St. Louis, MO)

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## MEMBERSHIPS

- Public Relations Society of America – PRSA
  - 2015 Past President (Central Texas Chapter)
  - 2014 President (Central Texas Chapter)
  - 2013 President-Elect (Central Texas Chapter)
  - 2012 Secretary (Central Texas Chapter)
  - 2007 Board Secretary (Southwest Missouri Chapter)
  - 2006 Chair, Professional Development Seminar Committee (Southwest Missouri Chapter)
- Council for the Advancement and Support of Education, District IV – CASE
- National Association of Graduate Admissions Professionals – NAGAP (2008-2011)
- Council for the Advancement and Support of Education, District VI – CASE (2004-2008)

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## ACTIVITIES

- Deacon at First Baptist Church of Temple, TX
- Youth baseball coach
- Volunteering
- Creative writing and poetry
- Blogging
- St. Louis Cardinals baseball
- Observing, studying, and tracking media/PR/marketing/political issues

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## **FAMILY**

- Married to Corinn (18 years)
- Children: Michael (16), Evan (11) and Caleb (8)