

# ERIC M. ECKERT

(254) 652-0398 • [EricMEckert@yahoo.com](mailto:EricMEckert@yahoo.com) • [LinkedIn](#) • Portfolio: [EricMEckert.com](http://EricMEckert.com) • Temple, TX

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## PUBLIC RELATIONS & MARKETING PROFESSIONAL

Media & Public Relations • Media Training & Expert Development • University Teaching • Higher Education

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Accomplished communications professional, leader, and teacher who creates innovative solutions to build brand awareness, increase buy-in from internal and external constituents, and equip others to navigate, participate in, and leverage the fast-paced, nuanced media landscape. Strategic campaigns centered on media-trained faculty experts have generated tens of millions of dollars in positive earned media. A proven track record of stewarding budgetary, technical, creative, and personnel resources to meet organizational goals. Driven by opportunities to teach, guide, mentor, and learn from the next generation who will pioneer the future of communications, public relations, and media.

## CORE COMPETENCIES

- Creative Leadership
  - Expert Development
  - Higher Education Recruitment
  - Team Building & Management
  - Content Creation & Strategy
  - Media Training
  - Education & Teaching
  - Strategic Communications
  - Marketing
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## PROFESSIONAL EXPERIENCE

### BAYLOR UNIVERSITY (WACO, TX)

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

I lead the Baylor Media and Public Relations team's strategic communications efforts to raise the profile of Baylor faculty members, their research, and expertise. I also lead the Marketing & Communications Division's Content Strategy Implementation Team, which creates and curates content across all disciplines to help the University meet the goals of its Academic Strategic Plan. Key responsibilities include:

- Building and maintaining a directory of top-tier, media-trained faculty experts to work with online, print, radio, video, and podcast media outlets to provide expert commentary
- Creating media opportunities via strategic communications campaigns (hot topics, op-eds, media pitches, social media, and research stories)
- Leading the Marketing & Communications content strategy implementation team to develop monthly strategies for Baylor's social media and online marketing efforts

**Media Communications Specialist, Office of Media & Public Relations** **April 2014 – September 2016**

**Academic Marketing Information Specialist, Office of Brand Integration** **May 2011 – April 2014**

## MISSOURI STATE UNIVERSITY (SPRINGFIELD, MO)

**Coordinator for Graduate Admissions & Recruitment, Graduate College** **September 2008 – May 2011**

Reorganized and managed all admissions and recruitment services of the Graduate College. Spearheaded two major enrollment and admissions systems upgrades. Doubled the annual graduate requests for information from prospective students and designed communications and recruiting strategies that led to a 12% increase in the number of fall-semester graduate enrollments from 2008 (610) to 2011 (689). Built and launched the university's first Graduate Visit Program and increased greatly the number of visits to feeder schools throughout Missouri and surrounding states.

**Public Relations Specialist, Office of University Communications** **July 2004 – September 2008**

## JOURNALISM

**Reporter, Springfield News-Leader (Springfield, MO)** **June 2001 – June 2004**

**Reporter/Design Editor, Suburban Journals (Festus, MO)** **October 1999 – June 2001**

**Copy Editor/Designer, The Ottumwa Courier (Ottumwa, IA)** **May 1999 – October 1999**

## UNIVERSITY TEACHING

**Baylor University (Waco, TX)** **2014 – Present**  
Classes: Law & Ethics of Journalism; Reporting & Writing for Media; Writing for Media Markets

**Missouri State University (Springfield, MO)** **2008-2011**  
Classes: Issues in Media Ethics; Broadcast/Media Writing; Introduction to Journalism

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## **EDUCATION**

**M.A. – English, Missouri State University (Springfield, MO)** **May 2008**

**B.A – Communication, Truman State University (Kirksville, MO)** **May 1999**

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## **SELECT PUBLICATIONS & PRESENTATIONS**

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

**"[Preparing Your Experts for the Media Spotlight](#)" – Webinar Presented by ExpertFile (March 2018)**

**"Knowledge is Power: Using Experts in Your Media Comms and Branding Campaigns" – CASE District IV (2018)**

**"Building Your Media Communications Toolkit: Hot Topics" – CASE District VI (2016)**

**"Grassroots Fundraising: How An 11-Year-Old Boy Raised \$30,000 In Nine Months" – CASE District VI (2016)**