

# Robert French

306 Tichenor Hall Auburn, AL 36849 (334) 844-2768

• Trainer • Instructor • Designer • Developer •

:: Web Quotes ::

*InfOPINIONS?. I'm so impressed that he so accurately summarized my entire situation --*

Pete Blackshaw  
CMO, Intelliseek

*...(Robert French - InfOpinions?) Auburn University is one of the leaders in bringing blogs to journalism and mass media students.*

Kevin O'Keefe  
Lexblog.com

*A great example of how such blogging is already in action is Robert French, a lecturer in public relations and multimedia at Auburn University in Alabama, USA. ... Indeed, take a look at the depth and breadth of how blogs are used in Robert's curriculum - lots of student blogs there, too.*

Neville Hobson  
Past IABC Executive Board  
Nevon.Typepad.com

*Best Practice ... Good example of how new technology can be used in education.*

Patrick Klaassen  
Leiden University, Netherlands  
BlackboardBlog

*(infOpinions?) And what a resource it is. It really does have everything about everything relating to blogging. I find it particularly useful ...*

Paul Woodhouse  
Butler Sheetmetal Tinbasher Blog

*Do you have any idea what he is doing for your career? Marcomblog is getting huge exposure in the PR community. When you go out for job interviews with a firm that has blogging as a service offering, and you say 'I studied under Robert French at Auburn' they will say 'wow, you're hired!' (A comment Josh sent to my students.)*

Josh Hallett  
hyku.com

## Professional History

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### Faculty: Instructor/Trainer/Tech Advisor • Auburn University (1999-Present)

Initiated and developed first layout, graphics, multimedia, web development classes for the academic program. Handle online CMS portal, survey research and web development for department. Internationally recognized as an innovator in using online experiential learning and resources in education. Teaching awards and recognized resource for other campus departments.

### Student Activities Director: Leadership • Florida State University (1997-1999)

Division Award Winner for Innovation, Managed \$1M budget, 5 Associate Directors, approximately one hundred employees. Initiated and developed online processes for Student Affairs, Student Activities and the Union. Served as Division of Student Affairs Webmaster. Started the university's online calendar process. Brought the Bobby Bowden Television Show to the Union.

### Student Activities Director: Campus Activities • Auburn University (1990-1997)

Took \$165K program and built it into \$850k. Largest and most active student activity at Auburn University. Began teaching HTML classes for students, faculty and staff in this job. Initiated computer usage for design, development of public relations activities. Build the university's first internal student affairs Web site. Recognized by student and honorary awards.

### Director of Public Relations • Camp ASCCA / Easter Seals (1984-1990)

First PR Director for this world reknowned facility. Still serve on Advisory Council. Began using computer applications for PR over 20 years ago.

## Professional Profile

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- Robert has been interviewed by, and provided background information for, The Dallas Morning News and The Wall Street Journal Online, among others.
  - Experience teaching visual communication / style & design. Developing course content for style, design, animation, video, audio and other multimedia software.
  - Combining creative and artistic mind set with management and education background to develop course content or public relations / marketing communications and content management systems.
  - 20+ years of extensive public relations practice and computer resource innovation for statewide non-profits and major universities.
  - Experiential learning focus. Practical application of communication tactics.
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|----------------------------------|------------------------|
| • Special Event Management       | • Layout               |
| • Student Development            | • Graphic Design       |
| • Site Construction/Design       | • User Interface       |
| • Database Management            | • Customer Service     |
| • Project Management (Groupware) | • Campaign Development |

## Computing & Technology Skills

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|--------------------------|------------------------------|
| • HTML                   | • CMS: PHP / MySQL           |
| • Dreamweaver            | • Portals: Mambo / e107      |
| • Photoshop / Fireworks  | • WordPress Blogs/Publishing |
| • Flash                  | • eLearning - WebCT, others  |
| • Premiere               | • Microsoft Office           |
| • Multiquence / Goldwave | • Branded Browsers           |
| • Search / SEO           | • Snag It / Camtasia Studio  |