



Kevin Hawley  
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### **Courses Taught**

Advanced Advertising Creativity  
Advertising Campaigns  
Advertising Creativity  
Advertising Portfolio  
Graphic Programs in Mass Communications  
Student-Run Communications Agency  
Visual Design for Globalized Media  
Visual Literacy  
Introduction to Visual Communications  
Magazine Design & Production  
Newspaper/News Publication Design & Production  
Public Relations Design  
Writing for the Mass Media  
Design, Italian Style in Florence, Italy through USF Education Abroad (2013-2016)

### **Service and Recognition**

University of South Florida Outstanding Undergraduate Teaching Award 2015  
University of South Florida Faculty Senate (Term: 2018-2021)  
USF Council on Technology for Instruction & Research (Term: 2019-2022)  
College of Arts and Sciences Technology Committee (2014-2018)  
Zimmerman School, director of Certificate in Visualization & Design  
Member, Zimmerman School Undergraduate Advisory Committee  
Faculty advisor to Altamira Advertising, the student-run advertising agency  
Faculty advisor to KnoBull Public Relations, the student-run PR firm  
Faculty advisor to the USF chapter of the Public Relations Student Society of America  
Founder, Zimmerman School alumni e-zine, the  
USF Certified Online Educator  
Certificate, Significant Learning By Design  
Alan Alda Center for Communicating Science 2-day workshop  
USF - Universidad del Norte Spanish Immersion Program, Barranquilla, Colombia

Member, American Academy of Advertising

## Research

National Institute on Aging

"Active Mind" (MCI; AG062368)

Grant Period: 10/01/19 - 09/30/20

Secondary PI under Dr. Jerri Edwards

Participant Recruitment & Marketing with USF Health Department of Psychiatry & Behavioral Neurosciences Cognitive Aging Lab

National Institute on Aging

"Preventing Alzheimer's Disease with Cognitive Training: The PACT Trial"  
(AG058234)

Grant Period: 9/30/18 - 8/31/19

Co-PI w/Dr. Jerri Edwards

Interdisciplinary research project with the Department of Psychiatry & Behavioral Neurosciences Cognitive Aging Lab: "Participant Recruitment & Marketing"

7901101901 FY2016 Regional Innovation Strategies Program – SEED TAMPA BAY

Secondary Principal Investigator under PI Valerie McDevitt.

Engaged by the USF Office of Research & Innovation to research and develop a brand identity and website for Seed Florida, an early stage hi-tech venture capital investment group being established by USF in partnership with Florida Funders.

Florida Hi-Tech Corridor Matching Grant – FHT 18-14 Looshes Labs SCAP

Grant Period: 1/1/18 – 6/30/18

Principal Investigator

"Looshes Labs Skatecase Brand Positioning Research, Analysis and Concept Development"

Taught Introduction to Advertising Copywriting in the Advertising Design program

I stay involved with the industry through occasional advertising and design projects, either directly for clients or through ad agencies and production companies. Includes campaigns for: Tampa Bay Sports Commission, Masonite Corporation, Achieva Credit Union, Buddy Brew Coffee, Tech Data, Tribridge/DXC, Syniverse, Accusoft, Amalie Oil, Fortify FL, Mission Lisa, Red Rover, Sports Illustrated

Created advertising campaigns for international and regional clients such as: Remington, ClosetMaid, Sarasota Orchestra, Tidewell Hospice, Clockwork Home Services, Suncoast Communities Blood Bank, Community Foundation of Sarasota County, All Faiths Food Bank



Kevin Hawley

Advertising and marketing consultancy for clients Phoenix Ink, Instant Canvas, AmeriLife, BlueAnt Wireless, American HomeHealth, FlatFee.com

Clients included VISIT FLORIDA, McDonald's, Belleview Biltmore Hotel, America's Second Harvest of Tampa Bay, USO of Pennsylvania & Southern New Jersey