

# Tira J. Murray, M.A.

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## EDUCATION

**GEORGIA STATE UNIVERSITY** - Atlanta, GA

Ph.D. Student, Communication (2021- Present)

**ELON UNIVERSITY** - Elon, NC

Master of Arts in Interactive Media (2016)

**BETHUNE-COOKMAN UNIVERSITY** - Daytona Beach, FL

Bachelor of Arts in Mass Communication, Minor: Spanish (2015)

## ACADEMIC EXPERIENCE

**NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY**

Instructor / Student Media Advisor (2016 - Present)

- Develop new online courses such as Introduction to Multimedia with industry and accreditation standards.
- Serve as a Subject Matter Expert in Multimedia and Course Design in collaboration with Symbiosis Educational Consultants.
- Teach 12 credit hours per semester including academic student advisement and advising student media programs. Courses taught are Introduction to Public Relations, Introduction to Radio Production, Introduction to Multimedia, Multimedia Practicum, Intercommunication in a Digital World, Mass Communication Professional Development Seminar, Advanced Writing and Reporting, Editing for Print and Online Media.
- Serve as the professional development liaison by creating programming for students to connect with and learn from industry professionals.
- Collaborate with students in research for undergraduate research symposiums.
- Oversee the development and programming of projects in collaboration with other universities such as a partnership with Morgan State University and Poynter Institute using investigative reporting to examine the history of the Baltimore County and Guildford County jail systems during slavery through the present. Serve as a faculty advisor and oversee the production of the website for the project and multimedia elements.

**HIGH POINT UNIVERSITY**

Adjunct Professor (2019 – Present)

- Teach introductory and advanced digital media production courses.
- Develop curriculum instructional course and assessment materials, teach course sections of Graphic Communication Packages, evaluate students, and adhere to university guidelines on evaluation and student tracking.

**CITRUS COLLEGE**

Adjunct Lecturer (2019 – Present)

- Teach introductory and magazine production courses.
- Advise school magazine (Logos) for print and digital publication to produce investigative and enterprise stories.

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**PFEIFFER UNIVERSITY**

Adjunct Lecturer (2018 - 2019)

- Taught undergraduate online courses in Communication Theory, Interpersonal Communication, Communication Technology, and Basic Writing Principles.
- Engaged with students virtually to provide an understanding of studies and discussions.

**PUBLICATIONS**

Murray, T. J. Verified by Politics: Celebrity Influence on the Political System. International Organization of Social Sciences and Behavioral Research, Journal of Social Science, 2020.

Murray, T. J. Media in Politics: An Analysis of the Media’s Influence on Voters. Research Journal. Paper presented at International Organization of Social Sciences and Behavioral Research, New Orleans, LA, Journal of Social Science, 2020; (Selected for presentation at International Conference on Business and Social Science, Kyoto, Japan, March 2019).

Murray, T.J. The Political Power of the Media. Paper presented at The Global Communication Association in Greensboro, NC (April 2017).

**PROFESSIONAL EXPERIENCE**

**CURTIS MEDIA GROUP, WPTF-AM**

**PRODUCER / PROMOTIONS DIRECTOR (2017 – 2019)**

Created, taped, and edited news pieces and public service and commercial announcements for the radio station. Produced on-air marketing for targeted audiences. Marketing included script writing, branding, and budget allocations.

**Selected accomplishments:**

- Executed email and social media marketing plans to deliver effective information to target audiences.
- Live-tweeted for Morning and Afternoon talk shows to increase audience engagement.
- Enhanced User Experience on the webpage by 37% within 1 week.
- Produced scripts, interviews, weather/traffic reports, and strategic branding for news anchors including news updates and breaking news stories.
- Edited audio logs, voice track shows; produced promotional imaging.

**INDY WEEK (THE INDEPENDENT WEEKLY)**

**DIGITAL CONTENT DIRECTOR (2016-2017)**

Oversaw the daily editorial operations of the social, digital, and mobile platforms.

**Selected accomplishments:**

- Increased website usability engagement by 93%.
- Created weekly strategy reports for online activity from user experience using Buffer, Google Analytics, and DFP.
- Collaborated with Sales, Editing, and Production departments. Achieved success with the yearly production for publications: Best of the Triangle 2017, EATS 2017, DRINK 2017, and College Guide 2017.
- Curated fresh material online for social media platforms and website layout using Buffer and CMS Foundations (HMTL/CSS).

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**ALLIED CHURCHES OF ALAMANCE COUNTY  
SOCIAL MEDIA AUDITOR (2015-2016)**

Constantly monitored media profiles. Evaluated online presence to optimize the church's mass media potential.

**Selected accomplishments:**

- Implemented social media and email marketing strategy, resulting in an 87% increase in yearly donations.
- Developed strategy reports comprising website/social media analytics and recommendations for digital content.
- Created content calendars and marketing development plans to assist with digital media expansion.
- Assisted in the production of website management and social media profiles.

**PROFESSIONAL AFFILIATIONS**

Broadcast Education Association (2021)

Association for Educational Communications and Technology (2020)

Public Relations Society of America (PRSA): Public Relations Student Society of America Faculty Co-Advisor (2020)

Triad Association of Black Journalists (2018 - Present)

**CORE COMPETENCIES**

- Computer adeptness in the areas of digital/electronic, print writing, producing as well as reporting.
- Computer proficiency in Adobe Creative Suite, Final Cut, MediaTouch, Avid Media Composer, WordPress, HTML, frameworks, CMS-Foundation, Microsoft Office Programs, and Mac/PC Platforms.
- Experienced in the production of multimedia and videography as well as media for other outlets such as social media, web content, digital branding, copywriting, SEO, Buffer, Hootsuite, Google Analytics (Certified), Google DFP, UX/UI, CSS, Moodle, Canvas, Blackboard.
- Language Skills: Spanish - Intermediate.

**PRESENTATIONS**

Digital Learning Faculty Fellow - North Carolina Agricultural and Technical State University: Moderator, Prioritizing Mental Health for Female Faculty Members (April 2021)

Broadcast Education Association: Panelist, Be Well and Be Seen: Educator and Student Well-being for Virtual and In-Person Learning that Promotes Diversity and Inclusion (April 2021)

Association for Education in Journalism and Mass Communication Southeast Colloquium: Moderator, Social Impact with Media in History (March 2021)

Digital Learning Faculty Fellow - North Carolina Agricultural and Technical State University: Moderator, Creating Virtual Work-life Boundaries (November 2020)

TEDxMercerIslandHSWomen: Speaker, You Are More Than Enough (November 2020)

Digital Learning Faculty Fellow - North Carolina Agricultural and Technical State University: Moderator, Understanding Your Student's Needs in a Virtual World (October 2020)

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TEDxChapel Hill: Speaker, Redefining Identity and Labels (April 2020)

North Carolina Media Institute: Presenter, How to be a #DigitalBoss (December 2019)

North Carolina Agricultural and Technical State University Undergraduate Research Symposium: *“Surviving R. Kelly:” A Framing Analysis of Tweets by Black Women Jan. 3, 2019.* (April 2019)

Professional Facilitator, National Association of Black Journalists 2018 Short Course: Radio Production: How to Create a Podcast. NCAT, Greensboro, NC (April 2018)

## **PROFESSIONAL DEVELOPMENT**

(Quality Matters (QM) Rubric Certified (October 2020) Teachapalooza - Poynter Institute (July 2020)