

# Kyle Hufford

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## Education

**M.A. in Telecommunications, Ball State University, Muncie, IN** 2007-2009  
**B.S. in Communications (cum laude), Indiana Wesleyan University, Marion, IN** 1998-2002

## Appointments

**Adjunct Professor** 2009-Present  
Division of Communications  
*Indiana Wesleyan University*  
*Marion, IN*

## Other Positions and Employment

**Promotions Manager - WIWU TV** 2009-Present  
*Marion, IN*

Perform all public relations and marketing duties for the station. In addition direct, produce and edit local live and taped regional programs. Manage the stations website and social media marketing. Produce, write and edit all station on air promotional spots. Supervise large student staff and producers. Other responsibilities include creative direction, set design, motion graphics artist, integrated systems administrator and 3D on air live graphic designer.

**Creative Arts Director - Hanfield UMC** 2001-2006  
*Marion, IN*

Created and implemented public relation action plans and marketing. Produced and edited long and short form videos. Managed multiple teams of forty volunteers.

**Freelance Media Professional**  
**VNI Media, Marion, IN** 2008-2010  
Designed digital signage motion graphics and interfaces.

**CDH Ventures, Marion, IN** 2008-2009  
Produced, directed and edited two day national professional cycling race.

**Fireside Pictures, Anderson, IN** 2006  
Lighting assistant. and dolly operator on music video film for Universal Records.

**Outside Source, Indianapolis, IN** 2004-2005  
Videographer, editor and motion graphic artist on commercial and industrial projects.

## Professional Memberships and Activities

**Board of Directors - Fireside International** 2009-Present  
Member of the board of directors for non-profit organization that uses media communications technologies to improve the lives of the poor and suffering around the world.

**Broadcast Education Association**

**Indiana Broadcasters Association**

## Honors and Awards

**Telecommunications Graduate Student of the Year, Ball St. University** 2009

**Regional Emmy Nomination** 2009

**Graduate Thesis Nominated for Ball St. University Thesis of the Year** 2009

## **Committee Assignments and Administrative Services**

**Creative Arts Committee, Hanfield UMC**

2004-2009

## **Educational Activities**

### **Instructor, COM 336 “Digital Media Production”**

2009

Designed and created course and curriculum for an upper level production design course focusing on Web 2.0 technologies and their uses as communication devices. Created projects for the students, which were designed to give them interactive experiences to discover how communication theories are related to Web 2.0 technologies.

Used large final portfolio project to reinforce putting theory into practice.

Class comprised of 16 communication majors.

### **Instructor, COM 223 “Desktop Publishing”**

2010

Redesigned desktop publishing course and created a more comprehensive Graphic Design introduction curriculum. Exposed students to the principles and practices of graphic design, along with how to use industry standard tools. Projects were based on the most commonly design elements including corporate identity, poster design, brochures, digital signage, and photo editing. Challenged students to critically think about the balance of form and function and the role design plays in communication.

Class comprised of 21 communication and writing majors.

## **Abstracts and Presentations**

### **Oral Presentations**

*National/International Meetings*

#### **Eastern States Communications Association Conference**

2009

Member of International Communication Panel

Presented paper on the effects of media and technology in Haiti

#### **Broadcast Education Association Conference**

Member of Social Media’s Impact on International Countries Panel

2010

Presented on how media impacted Haiti before and after the earthquake

*Local/Regional Meetings*

#### **Grant Co. Chamber of Commerce Sales and Marketing Convention**

2009

Presented how the impact Web 2.0 and social media can have on your business