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CURRICULUM VITAE

EDUCATION

University of Southern California, Los Angeles, CA M.P.W., 2013
Master of Professional Writing (M.P.W. – multigenre creative writing degree)
Case Western Reserve University School of Law, Cleveland, OH J.D., 1993
University of Notre Dame, Notre Dame, IN B.A., English, 1990

ACADEMIC/TEACHING EXPERIENCE

University of South Carolina **Columbia, SC**
Instructor, Department of Retailing June 2024-Present

- Teaching/designing curriculum for *RETL 242: HRSM Professional Communications*
 - Summer 2024: one (1) online
 - Fall 2024: four (4) face-to-face and one (1) online
 - Spring 2025: four (4) face-to-face and one (1) online
- Teaching/designing curriculum for *RETL 525: Legal Aspects of Entrepreneurship and E-Commerce*
 - Summer 2025: one (1) hybrid section
- Establishing a *RETL 242 Community of Practice*
 - Conducted four (4) in-person Summer 2024 training meetings demonstrating best practices in teaching professional communication and writing. Meetings lasted on average 4-7 hours.
 - Created 16-week face-to-face, 16-week online, and 8-week face-to-face Syllabus templates together during these meetings. Planning Fall 2024 in-person meeting to finalize 8-week version.
 - Designed and crafted over 35 active learning course projects, case days, case discussions, department meetings, networking exercises, gallery walks, interviews, resumes, video lectures, PowerPoints, and midterm/final exams to share in Community of Practice OneDrive.
 - Teaching pedagogy/technique and crafting eight (8) or more Faculty Lesson Plans for Case Days, Department Meetings, and Networking. Faculty members are either shadowing or reviewing classes.
 - Piloted SIMnet PowerPoint certification in Summer 2024 and adopted feedback into Fall course.
- Serving as member of *HRSM Student Leadership and Experience Committee* through August 2027.
 - Attended *2024 HRSM Beach Bash* and networked with student organizations.
- Launching a Music/Dance Collaboration project to teach business collaboration for all courses, continuing with my work in this area.

Bowling Green State University **Bowling Green, OH**
Assistant Teaching Professor August 2023-Present

- Taught eight (8) sections of *BA 2030: Effective Business Communication* in the Allen W. and Carol M. Schmidhorst College of Business.
- Elected to Merit Committee for Department of Marketing.
- Qualified for Active Learning Certification with the Center for Faculty Excellence.
- Volunteered at Fall Business Day, Homecoming, Fall Preview Days, and December Commencement.
- Attended Association for Business Communication Virtual Conference in October 2023.

- Created a Resume Workshop for Delta Sigma Pi, a professional business fraternity, in January 2024.
- Launched Music Collaboration project with Graduate String Quartet, Graduate Brass Quintet, and Jazz Trio for Fall and Spring Semesters.

Miami University

Oxford, OH

Visiting Instructor, English

August 2022-May 2023

- Taught eight (8) total hybrid sections of *BUS 284: Professional Communication for Business* for Farmer School of Business (FSB) students. Taught one (1) online section during January 2023 term.
- Exchanged pedagogical strategy with faculty cohort across English, Business, and Media, Journalism & Film.
- Created vibrant in-person and online equity-based classrooms to teach crisis communication, intercultural communication, and team collaboration/writing.
- Elected to the Department of English Steering Committee as Visiting Faculty Representative.
- Facilitated Honors Extension Projects for two (2) Business Communication students.
- Completed the New Faculty Teaching Enhancement Program (NFTEP) in Fall 2022 with the Center for Teaching Excellence.
- Attended the Original Lilly Conference on College Teaching in Fall 2022.

Marymount California University Rancho Palos Verdes, CA

Professor, Business Communication and Marketing

August 2020-August 2022

Professor, Business Communication

August 2018-July 2020

Teaching Accomplishments

- Taught the following 38 undergraduate and graduate classes/sections to first-generation, traditional college age, international, veteran, and returning adult students for the private university:
 - *BUS 230: Business Communication* (15 sections)
 - *BUS 350: Marketing* (12 sections)
 - *ENG 112: College Composition I* (1 section)
 - *CAR 105: Fundamentals of Speech* (1 section)
 - *BUS 512: Business Writing and Communication* (4 sections)
 - *BUS 513: Business Writing and Communication* (2 sections)
 - *CAR 401: Social Media in Marketing* (2 sections)
 - *BUS 260: Business Law* (1 section)
- Utilized highly engaging teaching techniques based upon California Acceleration Project (CAP) training for English professors which teaches an immersive, low stakes/high stakes pedagogy with a flipped classroom approach both in-person and on Zoom.
- Created robust online classrooms designed to facilitate interaction, writing, and research, resulting in thorough and direct meeting of student learning outcomes. Significant experience and success teaching in a remote environment with both synchronous and asynchronous classes from Spring 2020-Spring 2022.
- Applied equity-based portfolio/contract grading principles from English to all courses. Method supports numerous drafts or rewrites based on rubrics which empower students to write based on real-world categories such as “Approved for Distribution – Little to No Edits” or “Unapproved for Distribution – Major Edits.”
- Fostered critical thinking and analysis in *BUS 230: Business Communication* by having students curate news and research for selected Fortune 500 companies. Acting as Vice Presidents in Management, Marketing, Human Resources, Finance, and Technology, students learn how to conduct their own Department Meetings to identify challenges in one field across multiple industries. Students learn to extrapolate while crafting

solutions during two department meetings, culminating in recommendations written as an email, an ethics memo, and a formal proposal/presentation.

- Encouraged global marketing research where students identify products or services to expand from one country to another using economic, social-cultural, legal, and competitive sources from library databases. Students design an interactive social media campaign leading up to an in-person or virtual event.
- Designed *English 112* to study the intersection of identity with work, education, and language, culminating in a final research essay where students extrapolate how language or story can be used to find solutions to these identity-based challenges.
- Created real-world Marketing projects with MCU's Athletic Department for *BUS 350* courses. Student groups imagined marketing campaigns for the new tennis, volleyball, eSports, and surfing teams by interviewing coaches/athletes, presenting drafts, incorporating feedback, and pitching final campaigns during a semester-end competition.
- Launched a Marketing Practicum in Spring 2019 where the winning Best Event Campaign team from Fall 2018 went on to create the first annual "Playing It Forward" Charity Ping-Pong Tournament. The event accomplished numerous client objectives, including fostering MCU community spirit, fundraising for Make-A-Wish, and increasing awareness of tennis and volleyball. Over 100 students and faculty attended/contributed, raising over \$1,800 for Make-A-Wish Greater Los Angeles. Students drafted a final report with a concrete plan for 2019-20 which would also lead to increased social media and game attendance.

Faculty Senate Leadership

- Elected to Faculty Senate for 2-year term as Vice President (2020-2021) and Faculty President (2021-2022).
- Launched 2021-2022 Faculty and Staff Wellness Initiative covering: Mindfulness, Compassion Fatigue, Grief and Loss, and Building Resilience.
- Drafted and managed design of new automated 2022 Student Athlete and Faculty Agreement process.
- Planning 2022 Scholars Week Initiative to celebrate student scholarship across all programs.
- Reviewed and edited Faculty Senate By-Laws.
- Presented at the November 2021 Ethics Roundtable on "The Norm of Kindness: Civility in the Workplace."
- Served as a member of Cabinet, Faculty Committees, and COVID-19 Task Force.

Curriculum Development

- Designed Student Learning Outcomes (SLO) for Business Communication and Marketing courses.
- Collaborated on Program Learning Outcomes (PLO) for Marketing Concentration.
- Designed individual/group writing and presentation rubrics for integration with all Business courses.
- Elected member of Curriculum Development and Review Committee for the 2019-20 academic year.

Professional Development and Faculty Training

- Excel in using Learning Management Systems (D2L, Canvas, and Moodle), Zoom, and Cengage.
- Taught basic principles of mindful self-compassion with "Faculty Senate Wellness: Mindfulness" in September 2021.
- Demonstrated how to integrate a shared writing rubric across the curriculum with the "Common Writing Rubric Workshop" in August 2021.
- Attended Mindful Schools' six-week "Mindful Self-Compassion for Educators" course in Summer 2021.
- Trained faculty on Zoom basics along with how to create interactive breakout sessions with "Zoom 101: Remote Teaching Workshop" during Summer 2020.
- Taught flipped classroom and interactive pedagogy across disciplines with "Teaching Ownership: Engaging Group Projects with Defined Roles" in November 2019.

- Taught interactive classroom methods using Book Clubs, Poster Projects, and Gallery Walks with faculty in English, Business, Communication, and Philosophy.
- Reviewed adjunct online course and arranged for interactive rubric training for adjuncts.
- Attended the “AB705 and High-Challenge, High-Support Classrooms in English, Math, and ESL” CAP workshop training in September 2019.

Long Beach City College

Adjunct Instructor of English

Long Beach, CA

August 2013-June 2022

- Taught classes in academic writing, rhetoric, grammar, and literary analysis to returning adult, traditional college age, international, veteran, and first-generation students, including the following 30 classes/sections:
 - *English 1 Plus: English 1 & Study Skills* – Spring 2020, Fall 2020, Summer 2021, and Fall 2021 (4 sections)
 - *English 3: Argumentative & Critical Writing* – Summer 2020 (1 section)
 - *English 1: Reading and Composition* (transfer level) – Fall 2015, Spring 2016, Fall 2016, Spring 2017, Summer 2017, Winter 2018, Summer 2018, and Fall 2020 (11 sections total).
 - *English 105AX: Accelerated Course* – Spring 2017, Fall 2017, and Spring 2018 (5 sections total).
 - *English 105: Fundamentals of Writing* – Fall 2013, Spring 2014, Winter 2016, Winter 2017, and Spring 2021 (7 sections total).
 - *English 801B: College English Skills II* – Summer 2014 and Summer 2016 (2 sections total).
- Obtained LBCC Online Teaching Certificate, Summer 2019.
- Integrated acceleration principles into writing curriculum through active participation in the *English 105AX Accelerated Course Project*. Received California Acceleration Project (CAP) training which included SoCal CAP Institutes in July 2016 and February 2017, on-campus training/meetings, and mentoring/shadowing experiences.
- Served as interim Co-Instructional Specialist for the Writing and Reading Success Center on the LAC Campus at the beginning of Fall 2014. Created new marketing materials for the Center, conducted registration software efficiency study, and handled day-to-day student/tutor concerns.

University of California, Los Angeles

Writing Consultant, School of Economics

Los Angeles, CA
Spring 2022-Summer 2022/Fall 2019-Summer 2021

Lecturer, Business Communication, School of Economics

September 2016-June 2019

- Created the Business Communication course for the original Master of Applied Economics (MAE) program (renamed Master of Quantitative Economics (MQE) in 2021).
- Taught two sections of *ECON 404A: Writing and Presentation Skills for Economists* in Fall 2016, Fall 2017, and Fall 2018.
- Taught *ECON 410: Economists in Action* to all MAE students which focused on strengthening writing and drafting skills for the Capstone Thesis Project (Winter/Spring 2018 and Spring 2019) and presentation skills for the MAE Student Showcase (Spring 2019). My students placed in the Top 3 winning teams for the inaugural Student Showcase.
- Designed a real-world based curriculum which required students to write and/or present three major projects, including an ethics memo, a local economy forecast, and a trend analysis/feasibility report. Students learned how to balance strong, clear writing and speaking with professional diplomacy.
- Developed a Networking module which taught students how to break down the process of meeting and interacting with new potential clients, colleagues, and employers. Students participated in a game simulation which helped them prepare for attending a real event with the professional association of their choice.
- Worked with an international group of students from countries such as China, Japan, Singapore, Thailand, France, Mexico, and the U.S. to assist them with career documents, interview preparation, and presentation practice. Students have secured jobs with employers including the World Bank and the Brookings Institution.

Pasadena City College

Adjunct Instructor of English

Pasadena, CA

August 2016-July 2018

- Taught classes at all levels utilizing acceleration principles. Have taught the following 8 classes/sections:
 - *English 1A: Reading and Composition* (transfer level) – Spring 2016 and Fall 2017 (2 sections).
 - *STACC English 100 and English 1A: Reading and Writing – Stretch-Accelerated* – Fall 2017 and Spring 2018 (2 sections). Taught the same cohort of students for the entire year with additional students joining in the Spring.
 - *English 400: English Essentials* – Fall 2016 and Spring 2017 (2 sections).
 - *English 100: Reading and Writing Skills and English 901: Writing Center Lab* – Summer 2018 (2 classes – 1 section of same students).
- Attended California Acceleration Project Institute in July 2018 with the Pasadena team.

University of Southern California Engineering Writing Program

Writing Course Consultant

Los Angeles, CA

September 2015-December 2017

- Handled course evaluations for *ENGR 598: Professional Writing and Communication for Internships*, formerly known as *CSCI 598: Professional Writing and Communication for Computer Scientists*, as a part of the USC Viterbi Engineering Writing Program. Responsible for one or more cohorts of international students from countries such as India and China who want to participate in an internship during the program. Managed online grading and review of four written assignments and two presentations.

University of the West

Adjunct English Instructor

Rosemead, CA

January 2016-May 2016

- Taught one section of *English 100A: College Writing*. Worked closely with students to conquer grammar/syntax issues while at the same time introducing academic argument. Utilized inspiring literature which resonated with the students' own 1.5 generation experience.

University of Southern California Writing Center

Writing Consultant

Los Angeles, CA

August 2010-May 2013

- Provided USC undergraduate and graduate students with writing guidance in the areas of composition, business writing, persuasive writing, resumes, graduate school/scholarship applications, and English Language Learner (ELL) questions.
- Taught *Grammar, Style, and Skill Workshops* on topics such as subject-verb agreement, prepositions, articles, verb tenses, and writing with clarity. Provided semester-long coaching to assigned ELL students who received one credit hour for weekly tutoring sessions.
- Worked regularly with *Writing 340: Advanced Writing for Business* students. Taught four *Business Writing Workshops* for Writing Center consultants designed to improve their understanding and skill set in this area.
- Consistently ranked as one of the highest-rated consultants on student surveys conducted during the Fall and Spring semesters.

MARKETING/MANAGEMENT EXPERIENCE

Atkinson, Andelson, Loya, Ruud & Romo

Marketing Director

Cerritos, CA

June 2004-August 2009

- Strategized marketing and business development planning for California employment and education law firm. At the time, Atkinson, Andelson had approximately 130 attorneys and six offices in California. Ranked in the "Top 50 Largest LA County Law Firms" by the *Los Angeles Business Journal* and ranked number one in diversity by equity partners by the *California Lawyer*.
- Established contribution policies and procedures which, along with efficient project management techniques, resulted in a savings of 17-25% under budgetary goals for the past two years. Negotiated contracts and billing disputes with printers, designers, and website providers.

- Managed 40-60 proposals, Request for Proposal responses, and pitch folders per year. Wrote drafts and prepared proposal schedules for attorney review. Interviewed attorneys to update proposals with most relevant case/matter examples.
- Directed the creation and administration of an intense schedule of trainings (118), presentations (275), conferences/breakfast briefings (47), and events/receptions (15) for a total of 455 events in 2008. Consistently demonstrated exceptional networking skills at all internal and external events.
- Acted as lead writer, editor, and proofreader for all firm publications and e-mail marketing, including newsletters, articles, website copy, advertisements, press releases, marketing/conference brochures, training/event invitations, proposals, pitchbooks, book chapters, outlines, conference materials, and PowerPoint presentations.
- Developed new clean, modern design for all collateral in print, on web, or via email. Reviewed all ads and materials to ensure compliance with attorney ethics rules and standards regarding advertising and solicitation.
- Supervised and trained a team of three to five marketing employees and indirectly managed numerous relevant employees in accounting, document services, Northern and Southern California offices, and print/web design vendors. Responsible for hiring, payroll policies, reviews, discipline, and dismissals of marketing staff.

Kirkland & Ellis LLP

Client Service Manager – Los Angeles

October 2002-May 2004

Client Service Manager – Washington, D.C.

April 2001- October 2002

- Responsible for business development, media relations, and marketing for two offices of about 100 attorneys each. At the time, Kirkland had approximately 1,000 attorneys and six offices worldwide. Named one of the Top 5 litigation firms in the U.S. by *The American Lawyer*.
- Collaborated with L.A. Operations Committee, managing partners, marketing partners, and Firmwide Chief Marketing Officer on strategic business development plans, including market assessment/client analysis for Southern California. Presented new opportunities to Firm management with revenue analysis, market research, and conflicts results.

Sidley & Austin

Chicago, Illinois

Marketing Manager

July 1999-April 2001

- Managed firmwide marketing and public relations support for the pre-merger firm. At the time, Sidley was the second largest law firm in Chicago (425 attorneys) and had approximately 900 attorneys and 11 offices worldwide. Worked directly with practice group heads, managing partners, and marketing partners on group and individual marketing plans. Coordinated with offices in London and Asia.
- Wrote and coordinated responses to potential client Request for Proposals and designed PowerPoint presentations which resulted in new business development. Managed issues within other offices in order to facilitate a unified marketing effort.

EDITED PUBLICATIONS

The TV Showrunner's Roadmap: 21 Navigational Tips for Screenwriters to Create and Sustain a Hit TV Series, Neil Landau, Focal Press (Taylor & Francis), December 2013.

2012-2013

The Screenwriter's Roadmap: 21 Ways to Jumpstart Your Story, Neil Landau, Focal Press (Taylor & Francis), October 2012.

2011-2012

SERVICE/PRESENTATIONS/CERTIFICATION/MEMBERSHIPS

University of South Carolina	
Student Leadership and Experience Committee	2024-2027
Bowling Green State University	
Merit Committee, Department of Marketing	2023-2024
Association for Business Communication	2023-2024
BGSU Active Learning Certification	2023
Resume Workshop, Delta Sigma Pi, Presenter	2024
University of Notre Dame, Department of Chemical and Biomolecular Engineering	
Graduate Writing Workshop, Presenter	July 2023
Graduate Writing Workshop, Presenter	July 2022
National Council of Teachers of English, Member	2022-2025/2016-2018
Miami University	
Steering Committee, Department of English	September 2022-May 2023
New Faculty Teaching Enhancement Program, Participant	September 2022-December 2022
Marymount California University	
Faculty Senate President	2021-2022
Ethics Roundtable “The Norm of Kindness: Civility in the Workplace,” Speaker	November 2021
“Faculty Senate Wellness: Mindfulness,” Co-Presenter	September 2021
“Common Writing Rubric Workshop,” Co-Presenter	Summer 2021
Mindful Self-Compassion for Educators, Mindful Schools, Attendee	Summer 2021
Faculty Senate Vice President	2020-2021
“Zoom 101: Remote Teaching Workshop,” Co-Presenter	Summer 2020
Sigma Beta Delta, Business Honor Society, MCU Chapter Officer	2020
Curriculum Development and Review Committee, Member	2019-20
“Teaching Ownership: Engaging Group Projects with Defined Roles,” Presenter	November 2019
Admitted Student Day, Presenter	Spring 2019
2019 Women’s Leadership Institute, Amelia Island, Florida, Attendee	December 2019
NASPA, Member	2019-20
Long Beach City College	
“Winter Community of Practice: Grading for Equity,” Attendee	January 2022
Online Teaching Certificate	August 2019
Pasadena City College	
Equity and Acceleration Committee, Member	2017-18
“Developing an Acceleration & Equity Mindset,” Co-Presenter	August 2017
Association of Writers and Writing Programs (AWP)	
Annual Conference Volunteer – Los Angeles	March/April 2016
University of Southern California	
Committee on Curriculum, Graduate Student Representative	2012-2013
Association of Writers and Writing Programs (AWP) MPW Volunteer	2012-2013

AWARDS/RECOGNITION

Long Beach City College, State of the College Luncheon	February 2016
Instructor Recognition for teaching/mentorship of two students	
Key West Literary Seminar, Partial Scholarship	2013