

# CHRISTOPHER J. CARBONE

## Education

M.F.A. Creative Writing & Publishing Arts, University of Baltimore, 2004

M.A. English Literature (minor: Rhetoric and the Teaching of Writing), University of Colorado Denver, 1996

B.A. Journalism, Benedictine College, Atchison, KS, 1987

## Training & Coaching

### **Independent Contractor** • *Greater Baltimore and Denver Areas* • 2012 – Present

Create and facilitate communication workshops, and provide coaching for individual clients and organizations. Workshops focus on principles and techniques for clear written, oral and visual communication in various professional settings. Clients include corporate and non-profit executives; research fellows; various academic and administrative departments at the University of Maryland, Baltimore County (UMBC); and the following grant-funded STEM programs at UMBC: the undergraduate program for the Howard Hughes Medical Institute, the Ph.D. program for Graduate Assistance in Areas of National Need, the McNair Scholars Program, and the Meyerhoff Scholars Summer Bridge Program.

## Teaching

### **Leeds School of Business, University of Colorado Boulder** • *Boulder, CO* • 2015 – Present

Teach freshmen and sophomores in basic communication skills required for business and other organizational settings. Curriculum framed in Fiske, Cuddy and Glick's (2007) person perception theory that all people are perceived in two dimensions, competence and warmth. Focus on skills development—verbal, visual and written—for presentations in various individual and group contexts.

### **Johns Hopkins Carey Business School** • *Baltimore, MD* • 2014 – 2015

Taught Business Communication to business professionals in Carey's MBA programs. Focused on writing, presenting and interpersonal communication, as well as strategies for effective decision-making in various organizational settings. Topics included crisis communication, cross-cultural communication, and electronic media. Students analyzed research and course readings, and applied course principles to real-world tasks.

### **University of Maryland, Baltimore County (UMBC)** • *Baltimore, MD* • 2011 – 2015

Taught Technical Communication to students across the curriculum, and Writing in the Sciences to upper-division fellowship recipients in STEM fields. Coursework entailed research, analysis and presentation of technical information to multiple audiences through writing, speech and graphics. Written forms included business correspondence, proposals, abstracts, and analytical reports, as well as CVs, resumes, personal statements and grant applications.

### **University of Baltimore** • *Baltimore, MD* • 2011 – 2012

Co-taught, with professor of graphic design, the foundational course for the master's program in Publications Design (Words & Images: Creative Integration). Semester-long class met every Saturday for six hours. Curriculum entailed observation and analysis of the interplay between writing and design, as well as hands-on development of several writing and design projects ranging from magazine spreads, to product packaging, to multi-modal branding campaigns.

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**Community College of Baltimore County • Baltimore, MD • 2010 – 2012**

Taught speech communication, English composition I and II, journalism, and developmental writing for diverse populations at the school's multiple campuses.

**Howard Community College • Columbia, MD • 1997 – 1998**

Taught English composition and developmental writing. Tutored students across the curriculum.

**University of Colorado Denver • Denver, CO • 1993 – 1995**

Taught composition and research writing, as a graduate student. Designed curriculum, created syllabi and selected texts. Served as student representative of English department faculty. Contributed to the development of university-wide writing standards. Tutored graduate, undergraduate and community college students across the curriculum at the University of Colorado Denver, as well as neighboring Metropolitan State College and the Community College of Denver. Taught basic computer seminars at the Community College of Denver.

## **Communications**

**Director of Corporate Communications • KCI Technologies Inc., Sparks, MD • 2005 – 2009**

Oversaw employee and client communications and media relations for engineering firm employing 1,000 people in 13 states and the District of Columbia. Reported directly to CEO. Managed staff of three and provided creative direction and training for marketing staff of 25. Worked with executive officers and local media to establish and maintain corporate image and messaging. Directed content development, design and production of print and electronic materials, including client and employee newsletters, corporate website, intranet, advertisements, brochures, and corporate collateral. Wrote, edited and placed articles in trade publications. Directed the design and production of trade-show booths and displays. Oversaw corporate and client events, including annual awards luncheon.

*Key Accomplishments*

- Initiated and directed redesign of company's visual brand, and implemented corporate branding standards.
- Created media relations program resulting in ongoing coverage in key business and trade publications.
- Initiated and directed redesign of corporate website, and edited all copy ([www.kci.com](http://www.kci.com)).
- Revived flagging internal communications program in first twelve months on the job, earning highest rise in employee survey scores among five administrative divisions.

**Communications Specialist • KCI Technologies Inc., Sparks, MD • 2001 – 2005**

Served KCI's top transportation clients with on- and off-site communications consulting, and provided in-house editing and graphic design services for company's transportation and environmental planning divisions. Met regularly with clients to develop project goals and strategies, and to keep projects on track. Translated the technical language and concepts of scientists, engineers and programmers into plain English and simple graphics for lay audiences at public hearings and in public documents. Recognized as the in-house expert for developing print and electronic materials, including websites, presentations, multimedia, illustrations, posters, brochures and other collateral.

**Graduate Fellow • University of Baltimore, Baltimore, MD • 2000 – 2001**

Served as publication designer for *Passager*, an international literary journal featuring work by writers over 50. Designed and maintained *Passager's* first website. Promoted and designed materials for university events featuring renowned literary voices across the U.S.

## **Writing & Editing**

**Technical Writer • SoftDent, White Marsh, MD • 1999**

Wrote, edited and designed layout for client- and server-side documentation for industry leading dental-practice management software, including user manuals, installation guides and supplements.

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**Writer and Editor** • *User Technology Associates, Washington, D.C.* • 1998

Served as on-site contractor for U.S. Bureau of Labor Statistics in Washington, D.C. Wrote and edited technical documents and daily memoranda to support nationwide data collection efforts for Consumer Price Index.

**Editorial Assistant** • *English for Specific Purposes Journal, University of Colorado, Denver* • 1995 – 1996

Reviewed articles, copy edited text, and consulted with leading researchers about article revisions for international, peer-reviewed journal on social, linguistic and pedagogical language issues. Coordinated publication with publisher.

**Publications**

Newspapers – *Washington Times*, Washington, D.C.; *Villager*, Englewood, CO; *Gateway Gazette*, Aurora, CO

Trade Publications – *Land & Water*, Fort Dodge, IA; *Print & Graphics*, Timonium, MD

Academic – *Selected Papers: 2004 Conference, Society for the Interdisciplinary Study of Social Imagery*

Literary – Self-published travel memoir/MFA thesis; *Welter*, University of Baltimore literary publication

**Honors**

Panel Speaker, Community College of Baltimore County, Communications Week, 2011

Panel Speaker, Loyola University Maryland, Introduction to Communication, Dr. Russell Cook, 2007

Doctoral/MFA scholarship, Yale Gordon College of Liberal Arts, University of Baltimore, 2003-04

Graduate Fellowship, School of Communications Design, University of Baltimore, 2000-01

Teaching Fellowship, College of Liberal Arts & Sciences, University of Colorado, Denver, 1993-95

**Professional Affiliations**

Stevenson University – Art Advisory Board, 2008 – 2014

Adjunct Teaching, Learning and Scholarship Community (ATLAS), Community College of Baltimore Co. 2012-13

Public Relations Society of America, Maryland Chapter – Board of Directors 2010

Public Relations Society of America – Judge, National Bronze Anvil Awards, 2010

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