

Heather L. Kuhns, BA, MBA, DBA
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Offering:

Success in business is about attitude and passion. My 25 + years of experience brings any organization the best blend of the two – and now I want to share all of my insights with students and other professional colleagues eager to learn. I believe my field experience, combined with my unwavering love for language and helping others develop the right message and strategy will create a wonderfully challenging learning environment.

Summary of Qualifications

- **Field/Business highlights** - More than 25 years experience across various sectors including nonprofit, higher education, corporate communications, sales and media; 10 years of serving in senior leadership positions and five years in other management roles
- **Entrepreneurship highlights** – Own zenspire communications – manage all aspects of the business
- **Teaching highlights** – Assistant Professor of Practice at Moravian University (present); Temporary Faculty Member at Kutztown University (previous); Visiting Instructor of Business at DeSales University (previous); Adjunct instructor at Lehigh Carbon Community College, Cedar Crest College, Moravian College and DeSales University (previous experience); Writing coach for the Wharton MBA (previous experience)

Courses taught:

- Business Communications
- Business and Society
- Leadership and Management Principles
- Applied Public Relations
- Sales Management
- Interpersonal Communications
- Principles of Marketing
- Marketing Strategy
- Services Marketing
- Consumer Behavior
- Public Relations Research
- Writing for Social Media
- Public Relations Ethics
- Writing for the Workplace
- First Year Writing
- Digital Marketing (both MBA and undergraduate)
- Social Media in Business (both MBA and undergraduate)
- Marketing for Managers (MS)
- Foundations of Management and Marketing (MBA)
- Marketing Research (MBA)
- Marketing Strategy and Management (MBA)
- Negotiation, Collaboration and Conflict (MBA)
- Innovation and Change Management (MBA)

- **Facilitation and conference highlights** - Taught customer service training for two years; Hired as facilitator of branding sessions for corporations including PPL and Creditsafe; Presented 'Telling your personal brand' – PRSA in 2023; Presented 'Gaining organization wide buy-in for new website' – NCMPR in 2010 and 'Creating consistent brand image across multiple vehicles' – CUPRAP in 2008
- **Writing and communications highlights** - Experienced communicator and writer across multiple genres including corporate communications, marketing, strategic communications, journalism, public relations and business writing; Published author of an inspirational guide for busy parents; Primary author for Pennsylvania Institute for CPAs (blogs and articles)

Relevant Work Experience

Moravian University Bethlehem, PA	2022 – present Assistant Professor of Practice in School of Business and Economics
St. Francis College Brooklyn, NY	2022 Adjunct in Masters of Management Program
Kutztown University Kutztown, PA	2021 – 2022 Temporary Faculty in Professional Writing and PR Departments Fall 2021 - Adjunct Faculty in Business Department (Marketing)
DeSales University Center Valley, PA	2019 Adjunct Instructor in MBA and ACCESS Departments 2019 - 2020 Visiting Instructor in Business in both Marketing and MBA Departments
Cedar Crest College Allentown, PA	2016 – 2019, 2020 Adjunct Instructor in Business, Marketing and MBA Departments
Moravian College Bethlehem, PA	2018 – 2019 Adjunct Instructor in Business and Economics Department
University of Pennsylvania Philadelphia, PA	Fall 2018 – Writing Coach/Wharton MBA
zenspire communications Fogelsville, PA	2015 – present Owner & Chief Inspiration Officer Manage all aspects of own advertising agency – new business development, networking, promotion, project management, financial management, proposal writing and all associated operations functions.
Mosaic Advertising Bethlehem, PA	2012-2015 Director of Marketing Services Oversaw marketing of agency as well as marketing activities for all clients; wrote and executed marketing plans for clients; engaged in business development opportunities; served as member of leadership team for agency (was promoted to General Manager for my last three months of being there).

Heather L. Kuhns, BA, MBA, DBA resume (continued)

**Lehigh Carbon
Community College
Schnecksville, PA**

2007 – 2012 Associate Dean of Institutional Advancement

Managed all functions of institutional advancement– across entire campus (main campus and three off-site locations) – including development of communications, advertising, fundraising and event planning, website, public relations, brochures, radio station; served as editor for college magazine; worked with all departments including admissions, academics, enrollment services, etc. to assist in marketing and communications plans; managed all respective budgets; worked with organization's leadership team to develop communications strategies; developed and implemented new marketing and advertising campaigns; directed agencies on all advertising and marketing projects; served on leadership team; supervised five employees.

**Good Shepherd
Rehabilitation Hospital
Allentown, PA**

2003 – 2007 Marketing Manager

Managed all functions of marketing – across entire organization (more than 20 sites) – advertising, website, brochures and other communications; work with all departments in crafting messages and identifying best vehicle to promote messages; directed agencies on new projects and served as point person on all agency work; worked with Senior VP to present strategies, etc. to senior leadership and other employee groups; rolled out marketing/communications campaigns to entire organization; developed and executed new marketing initiatives including - a 30 minute magazine-style show (served as the executive producer); managed marketing budget – tracking, correcting variances and developing new project budgets; served on organization wide customer service team and facilitated customer service training for new employees; as of July 2006 – managed one employee.

**Adams Outdoor
Advertising
Bethlehem, PA**

2001 – 2003 Account Executive

Cultivated new advertising accounts; maintained and serviced relationships with account base; worked with creative team to strategize and develop campaigns for clients; oversaw project management from beginning to end of sale; worked with clients on total media and marketing planning.

**RCN of the Lehigh
Valley
Bethlehem, PA**

1999 – 2001 Marketing Manager

Managed all marketing functions for field market – advertising, events, sponsorship; served as member of Senior Management team; oversaw and developed all communications – both internal and external; supervised two employees; coordinated efforts with corporate before launched in field; served as support to sales – created campaigns and strategies; worked with ad agency and corporate graphics group to create marketing materials including sales collateral and direct mail; led marketing efforts that resulted in winning Who's Who in Lehigh Valley for 2001 and 2002.

**The Discovery Center
of Science &
Technology
Bethlehem, PA**

1997 – 1999 Director of Public Relations

Managed all aspects of the Center's media relations, public relations, marketing, advertising, publications, and membership; supervised interns, supported development functions; worked with fundraising team on all efforts; implemented media relations and other communications programs; served as a member of the Center's management team, developed policies and procedures, analyzed data, coordinated partnerships and sponsorships with media and corporations – negotiated more than \$150,000 of in-kind advertising.

**The East Penn Press
Emmaus, PA**

1989 – 1992 Freelance Writer

Wrote various feature articles, "Meet the Teacher" articles (1989-1992) and Emmaus High School column (1990-1992).

Education

**Kutztown University
Kutztown, PA**

Bachelor of Arts in English/Professional Writing

Minors in public relations and speech communication
Graduated: May 1996

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**Moravian College
Bethlehem, PA**

Master of Business Administration
Graduated: May 2003

Completed course in Experiential Marketing, co-taught by Disney Institute and Moravian College January 2014

**Johnson & Wales
University
Providence, RI**

Doctor of Business Administration

Concentration in Organizational Development
Graduated: May 2022

Successful dissertation defense on 12/1/2021; Program completion 12/18/21

Dissertation: Influence of Nonprofit Social Media Messaging/Published in ProQuest

Honors and Accomplishments

- Primary author for Pennsylvania Institute for CPAs – various blog and article topics – 2024
- Presented at Public Relations Society of America (PRSA) conference in 2023
- First book published in 2016 – *Superheromom Powers Activate* - an inspirational guide for busy parents
- Presented at National Council of Marketing and Public Relations (NCMPR) Conference in 2010 – ‘Gaining organization wide buy-in for new website’
- Presented at College and University Public Relations Association of Pennsylvania (CUPRAP) Conference in 2008 – ‘Creating consistent brand image across multiple vehicles’
- Won national contest for Disney Dream Job - (Princess-in-Waiting) in 2007
- Selected as one of “Top 20 Under 40” in *Eastern Pennsylvania Business Journal* in 2005
- Recipient of Humanitas Award, Moravian College MBA in 2003
- Recipient of Kutztown University Alumni Senior Undergraduate Leadership Award in 1996
- Editor in Chief of *the Keystone*, Kutztown University’s newspaper in 1996
- Published in *Who’s Who Among American Colleges and Universities* in 1996
- President of Public Relations Student Society of America in 1995
- Selected as attendee at Women’s Undergraduate Leadership Institute in 1995
- Pennsylvania State Student Employee of the Year in 1994
- Kutztown University Student Employee of the Year in 1994
- Recipient of the Gallo Award in Writing from Kutztown University in 1993
- Recipient of the Bartholomew Award in Writing from Kutztown University in 1993

Professional Affiliations

- Board Member for Cancer Support Community of the Greater Lehigh Valley – 2023 – present; Marketing Chair and serve on Executive Committee – 2024
- Marketing Committee for Cancer Support Community of Greater Lehigh Valley – 2022 – present
- Social media assistance for Cancer Support Community of Greater Lehigh Valley – 2020 – present
- Marketing assistance for Equi-librium, equine therapy organization – 2019
- Business Advisory Council, DeSales University – 2019
- Marketing assistance to Lehigh Valley Charter for the Arts High School and Pennsylvania Youth Theatre – 2015 – 2016
- Graduated from Leadership Lehigh Valley – Class of 2006
- Board member (have had various positions, Greater Lehigh Valley Ad Club) – 2005 - 2011