

Updated June 2014

## **DANA McMAHAN**

School of Journalism and Mass Communication  
University of North Carolina Chapel Hill  
229 Carroll Hall  
Chapel Hill, NC 27599  
Phone: 919-434-1229  
Fax: 919-962-0620  
Email: dmcmahan@email.unc.edu

### **EDUCATION**

B.F.A. James Madison University (concentration in Graphic Design, minor in English), 1988.

### **ACADEMIC EXPERIENCE**

Assistant Professor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, Fall 2008-Present.

Adjunct Lecturer, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill, Spring semesters 2007-2008.

Visiting Professional, Kenan Flagler School of Business, University of North Carolina at Chapel Hill, Entrepreneurial Development Class, 2007.

### **PROFESSIONAL EXPERIENCE**

Active entrepreneur. Own two companies and several branded products that are distributed nationally. Worked in advertising and design profession with experience on over sixty brands. Work includes creative development and production for all media, as well as new product development and marketing strategy. Expert creative technologist.

Chief Marketing Officer, TOPO Brands, Chapel Hill, North Carolina, 2013-Present.

CEO and Chief Creative Officer, The Laughing Turtle, Inc., Chapel Hill, North Carolina, 2000-2013. The Laughing Turtle is a conglomerate firm specializing in brick and mortar retail stores, e-commerce, product development, and marketing design.

Consulting Creative Director, McKinney-Silver Advertising, Raleigh, North Carolina, 2000-2001.

Creative Director, Charron, Schwartz and Partners Advertising, New York, New York, 1996-2000.

Senior Art Director, Digital Products, Tape House Interactive, New York, New York, 1995-1996.

Art Director, McCann-Erickson Advertising, New York, New York, 1992-1995.

Designer, Hearst Magazines, Country Living, New York, New York, 1991.

Designer, Scripps Company, The Monterey Herald, Monterey, California, 1990-1988.

Designer and Illustrator, McGraw-Hill, Monterey, California, 1988.

### **National Brand Experience (Advertising and Design)**

L’Oreal Cosmetics, Preference Hair Color, Studio Line Hair care, Hydravive Shampoos and Conditioners, Permavive Shampoos and Conditioners, Tiffany and Company, Coca-Cola, Diet-Coke, GE Capital, Breyers Ice Cream, Alexander Julian Menswear, Alexander Julian Home Designs, Westpoint Stevens Home Designs, Nautica Wallpapers, Imperial Wallpapers, Country Living Home Interiors, Star Wars Home Designs for Kids, Crocodile Creek Children’s Gifts, Better Homes and Gardens Home Designs, ABC News, Good Morning America, Drakkar Noir Fragrances, Harley Davidson Fragrance for Men, Ralph Lauren Home Products, Halston Home Products, Revlon Cosmetics, Thomasville Furniture, Almay Anti-Aging Skin Care, Doral Resorts, Fun Factory Kids Resort Retreats, Aetna Healthcare, Pernod, Jameson’s Irish Whiskey, Clan MacGregor Scotch, Baker’s Choice Pastry Products, Horizon Fragrance for Men, V Fragrance for Women, AT&T, Burt’s Bees.

### **Non-Profit Brand Experience (International, National, Statewide, and Grassroots Efforts)**

SECU Family House at UNC Hospitals (Statewide initiative), Blue Ribbon Mentor Advocate, Kidzu Children’s Museum, Pelham Art Center, The Art Center of Carrboro, Pelham Public Library, Orange County Partnership for Young Children, UNC Center for Women’s Health Research, Chapel Hill Historical Society, Chapel Hill Chamber of Commerce, Chapel Hill Downtown Commission, Chapel Hill Preservation Society, Orange County Habitat for Humanity, UNC Habitat for Humanity, Interfaith Council, Tarheel Treasure Recycling Program, Fruitful Women Group (Nairobi, Kenya), Bartow Pell Mansion Museum, Community in Schools of Orange County, Carolina for Kibera (UNC and Kenya), Cecil G. Sheps Center for Health Services Research at UNC, Town of Chapel Hill Police Department, Aban Against Neglect (North Carolina and Ghana), Symbology (North Carolina and India), Beat Making Lab.

## **HONORS, AWARDS & GRANTS**

David Brinkley Award for Teaching Excellence, UNC School of Journalism and Mass Communication, 2014.

Greater Good Foundation Grant to develop the sustainability focus of the Workroom project, as it becomes a student-run business with statewide influence. \$10,000 awarded, 2013-2014.

Triad Foundation Grant for the continued course development of Workroom from an interdisciplinary course to an independent, student-run business with statewide influence. \$60,000 awarded to fund project expansion, 2013-2014.

Chancellors Office for Innovation Grant granted for strategy work with Beat Making Lab project to integrate a student from the School of Journalism and Mass Communication. Funding provided an opportunity for a J-school student to collaborate with Beat Making Lab on their music lab in Fiji. The film produced by this student during the term of this grant earned him a silver in the College Photographer of the Year in 2013, as well as four placements in national and international film festivals. \$5000 awarded, Summer 2013.

Top Paper Award, AEJMC Conference, “Join the conquest: Developing a campaign to increase clinical research participation in North Carolina,” 2012.

Ed Vick Prize for Innovation in Teaching, UNC School of Journalism and Mass Communication for developing new immersion experiences for advertising students that merges advertising creative with entrepreneurship. Principal project, Workroom, a creative incubator for UNC advertising students. A \$10,000 prize and the highest monetary award in the School of Journalism and Mass Communication, 2011.

Governor's Award for Volunteerism, awarded for business leadership in community activism, Office of the Governor of North Carolina, 2007.

Citizen of the Year, Chapel Hill Carrboro Chamber of Commerce awarded for leadership in supporting community organizations through business, Chapel Hill, North Carolina, 2006.

Friends of the Family Award, The Alliance for Children and Families, awarded for supporting a local non-profit through The Laughing Turtle, Inc., Lynchburg, VA, 2006.

Hometown Hero, awarded for support of community non-profits, WCHL radio, 2005.  
Small Business of the Year, Chapel Hill Carrboro Chamber of Commerce awarded to The Laughing Turtle, 2004.

Design Gold, Printers Association of America, awarded for Pelham Art Center collateral design, 2003.

New York Festivals Award, "HandsOn Interactive Media for the Arts" awarded for excellence in interactive learning products, 1996.

Truth Well Told Award, McCann-Ericson Advertising, awarded for art direction, 1994.

Business to Business Leadership Creative Award, awarded for "Our Business is Helping Yours" campaign for GE Capital, McCann-Erickson, 1994.

## **BIBLIOGRAPHY**

### **Books**

All book projects are developed as marketing tools for non-profit organizations. The book subjects form the basis for events and promotional messages groups use to create awareness for their services. Sales of the books contribute directly to fundraising. This type of social entrepreneurship creates multiple consumer touch-points and gives organizations national exposure by selling into retail stores across the country. I developed the concept, wrote, designed, and created the non-profit alliances for each of the books listed here:

Dana McMahan, with illustrator Elaine O'Neil, *Three Wishes Series*, Carrboro, North Carolina, Beechcrest Publishing, 2010.

Dana McMahan, with illustrator Elaine O'Neil, *Grandma Elf's Letter Sweaters*, Carrboro, North Carolina, Beechcrest Publishing, 2010.

### **Articles**

Dana McMahan, with Heidi Hennink-Kaminski and Jessica Fitts Willoughby "Join the Conquest: Developing a Campaign to Increase Participation in Clinical Research in North Carolina," *Science Communication*, 2013.

Dana McMahan, "Flashover: When Aggressive Board Members Rise Against Executive Directors," online article for Charity Channel, <http://charitychannel.com/DesktopModules/DigArticle/Print.aspx?PortalId=0&ModuleId=765&Article=1390>, 2012.

Dana McMahan, "The Door is Not Open Just Because Your Foot is In It," online article for the American Advertising Educational Foundation, 2000. [http://www.aef.com/industry/careers/career\\_stories/data/1397](http://www.aef.com/industry/careers/career_stories/data/1397)

### **Exhibits, Installations and Projects**

Dana McMahan, with UNC Instructor Pat Garner from UNC Kenan-Flagler Business School and executives from Burt's Bees, Inc., "Roote North Carolina," a joint venture between the UNC School of Journalism, the UNC Kenan-Flagler Business School, and Burt's Bees to create a student-run business. Roote North Carolina, a purveyor of local and organic foods from North Carolina, started up in the fall of 2013 after a year of development work in classes in both UNC schools. Advisors include a number of members of the UNC Entrepreneurial community in addition to Professors McMahan and Garner. Installed and active in Chapel Hill/UNC Campus. Once profitable, similar projects will launch across the country at other universities to create a national scale for the project. 2012-Present.

Dana McMahan, with UNC Professors/Instructors Pierce Freelon and Stephen Levitin and with UNC School of Journalism alum Saleem Reshamwala, "Beat Making Lab," Chief Strategist and for a collaborative video series produced with a \$100,000 grant from PBS. The series spans the globe as a team of musicians (Freelon and Levitin) along with videographer Reshamwala set up labs in developing countries to give local youth the tools and techniques to make beats, then share them with other labs, [www.beatmakinglab.com](http://www.beatmakinglab.com), 2013.

Dana McMahan, with Marissa Heiyl and Callie Bruel, "Fashioning a Better World," facilitated a regional fashion exhibition of local female designers of sustainable fashion. Strategy advisor for two of the participating brands, Symbology and Aban Against Neglect, 2012.

Dana McMahan, "The Four Project," developed the platform and infrastructure for a charity-based retail operation for two independent study students to test a theory on the use of pop-up shops and cause-related marketing. Store netted \$8000 for four local charities over four months of operation run entirely by the students, 2011.

Dana McMahan, "North Carolina Journalism Hall of Fame," designed interactive touch-screen exhibit for the School of Journalism and Mass Communication to showcase North Carolina Halls of Fame winners in journalism, advertising, and public relations, September 2010.

Dana McMahan, with Melanie Hatz, Cathy Maris, and Lisa Van Deman, "Kidzoom," developed a 2000-square-foot permanent installation for Kidzu, a regional children's museum in Chapel Hill. Installed in 2008, the exhibit has been seen by over 100,000

visitors. 2008-Present.

Dana McMahan, "Alphabet All Around," designed and built an interactive exhibit funded by the Orange County Partnership for Young Children for installation in Kidzu, a regional children's museum. The exhibit was part of a larger show of Maurice Sendak's work (Sendak wrote, *Where the Wild Things Are*). The full show attracted over 10,000 visitors during the four-month installation, 2006.

Dana McMahan, "The Learning Garden," installed a permanent exhibition and garden space designed around the teaching curriculum of a Westchester County, New York, magnet school. Designed garden and fostered a branded partnership with The Home Depot, 1996.

Dana McMahan, curator, "In Print," for The Pelham Art Center (a regional museum gallery and children's art education center), curated show of over 30 artists working in printmaking. Show was part of a larger fundraising and marketing initiative for the Center, Pelham, New York, 1994.

### **Refereed Conference Panels**

Dana McMahan, panel member. "Interdisciplinary Entrepreneurship Education: Highlighting innovative cross-disciplinary educational approaches that encourage entrepreneurial thinking," Deshpande Consortium for Innovation & Entrepreneurship in Higher Education, Second Annual Symposium, panel presenter, University of Massachusetts, Lowell, MA, 2013.

Dana McMahan, with Douglas McKinlay, Deborah Morrison, John Sweeney, and Lisa Duke, "The State of the Advertising Portfolio," panel presenter, AAA National Convention, Albuquerque, New Mexico, 2013.

Dana McMahan, with Heidi Hennink-Kaminski and Jessica Fitts Willoughby "Join the conquest: Developing a campaign to increase clinical research participation in North Carolina," Top Paper presentation, paper co-author, AEJMC Conference, Chicago, IL, 2012.

Dana McMahan, with Heidi Hennink-Kaminski, Jim Geike (Global CMO of Burt's Bees) Marcia Watson DiStasio, Amber Hutchins, Tina McCorkindale, "Brands Under Fire: The Importance of Authenticity, Transparency and Trust," panel presenter, AEJMC Conference, Chicago, IL, 2012.

Dana McMahan, with Douglas McKinlay, John Sweeney, Alyse Lancaster, Brian Sheehan, Laura Bright, Lisa Duke Cornell, and Lance Porter, "The Advertising Curriculum for 2012 and Beyond," panel member and paper author, AAA National Convention, Myrtle Beach, South Carolina, 2012.

Dana McMahan, with Jim Avery, John Sweeney, Carla Lloyd, and Bret Robbs, "The Future: Advice for the Advertising Student," panel member and paper author, AAA National Convention, Minneapolis, Minnesota, 2010.

### **Non-Refereed Panels and Presentations**

Triangle chapter of the American Marketing Association, CMO Panel, speaking on future trends in marketing, 2014.

Dana McMahan, "The Marketing Puzzle," Presenter at the Campus Y Workshop Series for the Social Innovation Incubator, 2012.

Dana McMahan, "Mobile Marketing," NCPRSA panel discussion on mobile marketing, Raleigh, North Carolina, 2010.

Dana McMahan, "Interactive Advertising Creative," Panel Speaker, UNC Advertising Symposium, UNC Ad Club, 2009.

Dana McMahan, "Movers and Shakers," panel speaker for regional area Chambers of Commerce, Chapel Hill, North Carolina, 2006.

Dana McMahan, "Marketing Your Business Through Community Initiatives," Small Business Incubator panel speaker for Chapel Hill Carrboro Chamber of Commerce, 2002.

### **Films and CDs**

Dana McMahan, "Family House Stories," designed, wrote and produced eight minute video for SECU Family House at UNC Hospitals to be used throughout the state for speaking, advertising, promotion, and fundraising activities, 2009.

Dana McMahan, "Holiday Welcome," three-minute video developed with existing footage and distributed as a holiday promotional piece to support year-end fundraising for Carolina For Kibera, 2009.

Dana McMahan, with Marilyn Dintenfass and Tape House Interactive, "HandsOn Interactive Media for the Arts: Wood, Clay, Glass," designed and developed the prototype for an interactive CD which supports arts education by teaching children how artists do their work. Project was a beta test for Apple's Quicktime VR technology. Development, 1994-1996, New York, New York, Prototype published 1996.

## **TEACHING**

University of North Carolina at Chapel Hill  
Courses Currently Taught---3:2 load (3 in spring, 2 in Fall):

JOMC 271: Copywriting and Communication  
Introductory Creative course required for all ad/pr majors  
Currently teach this course in both fall and spring. 2008-Present.

JOMC 472: Advertising Art Direction  
Relaunch of Art Direction course that had been dormant in the School of Journalism and Mass Communication. Rewrote the curriculum. Provide instruction on all current technology for the advertising art direction industry. Spring 2013-Present.

JOMC 473: Advertising Campaigns

Comprehensive course required for all ad/pr majors  
Teach this course in the fall. 2008-Present.

- JOMC 491: Interactive Advertising and Design  
Developed and taught this skills course focusing on interactivity as it applies to branded communications. Provide instruction on all current technology for the advertising interactive industry.  
Taught this course in the spring from 2008-2012.
- JOMC 491: Workroom  
Designed a new course from what had previously been conducted as a volunteer project for creative advertising students. Developed an entirely new interdisciplinary curriculum and to include students from Kenan-Flagler Business School. Course teaches the intersection of design, advertising and entrepreneurship. Taught in the Spring. 2013-Present.
- JOMC 670: Advanced Advertising Campaigns  
Students in this course have been chosen to represent UNC in the National Student Advertising Competition. (NSAC) It is a rigorous, comprehensive course where students compete in a new business pitch for a national client against other universities across the United States.  
Taught course in the spring. 2010-2012.

### **Additional Teaching**

- BUSI 505: Entrepreneurial Consulting  
Co-taught a class with Pat Garner at UNC Kenan-Flagler Business School. Course is an interdisciplinary project to blend advertising with entrepreneurialism.  
Fall 2012.
- ECON 325: Intro to Entrepreneurship  
Course is a gateway to the Entrepreneurship Minor at UNC. Team taught with Professors Lowry Caudill, Richard Harrill, Maryanne Feldman and John Stewart.  
Fall 2012.
- JOMC 483: Magazine Design  
Blend JOMC 271 work with work of Professor Terence Oliver in JOMC 483 to create an advertising client base and finished ads for student digital and print magazines. 2012-Present.
- Workroom:  
(the project) The Creative Advertising Incubator at UNC  
Wrote, coordinated, developed, and taught a supplemental program for art direction students. Program exposed participants to the diversity of creative work in the industry and created networking opportunities. Students selected for the program participated for a full year. Received \$4500 in funding from the School of Journalism and Mass Communication to conduct the project. 2009-2012.
- JOMC 296: Independent Studies in Advertising Creative and Creative Entrepreneurship  
Work with multiple students every semester to develop creative advertising portfolios, since there is no course for this in the School of Journalism and Mass Communication. Provide advanced instruction on all current technology for the

advertising art direction industry where necessary. Additionally, directed several projects that blend advertising and entrepreneurship.

Honors: With Professors Jane Brown and Heidi Hennink-Kaminski.  
Undergraduate honors thesis committee member for an advertising m  
student doing research on public service healthcare advertising, Fall 2010.

## SERVICE

### To the School:

MATC Committee Member for Masters student researching the role of branding in economic development, 2013-2014.

Ed Vick Award Committee Member, 2013.

Ed Vick Award Committee Chair, 2012.

Designed display system to showcase student work in Advertising and Public Relations at the School of Journalism and Mass Communication using space inside UNC's Carroll Hall. Developed a revolving exhibit to be installed in January 2011.

Coordination of student advertising awards entries, with Heidi Hennink-Kaminski, 2010-2011.

Marketing advisor to Powering A Nation, for "Coal: A Love Story," the award-winning projects from the UNC School of Journalism's Visual Communications Department, 2011.

Advisor to a team pitching in the American Eagle Holiday Advertising Team Competition, an interdisciplinary program through Kenan-Flagler Business School, 2010.

Developer of Workroom: The Creative Advertising Incubator at UNC, the first creative advertising development program of its kind at the School of Journalism and Mass Communication, 2009-Present. The success of the 2009-10 project with Vietri, Inc. prompted national retailer American Eagle Outfitters to sign on as the 2010-2011 Workroom client. The 2012-13 Workroom evolved from a project to a class, where it crossed departments and Schools and partnered with global brand Burt's Bees to help students develop a new business. Students will launch and run the business in 2013-14.

Advisor for the National Student Advertising Competition Team, 2010-2012. 2010, Third Place with a special recognition award for creative execution in television. 2011, Second place. 2012, Third place.

Hall of Fame Room Redesign. Member of Dean Jean Folkert's team to develop interior design concepts and technology upgrades for the space, 2009-2010. Halls of Fame Event Committee, 2009-2010.

Assessment Committee, 2009-2010.



Undergraduate Curriculum Committee, 2009-Present.

Internship Opportunities for Advertising Students, with Lois Boynton, monitored and distributed internship information specific to the ad student population, 2008-2009.

North Carolina Scholastic Media Association, Award Judge for the advertising category, 2008.

**To the University:**

Entrepreneurial Leadership Committee, Campus Y in association with the Chancellors Office for Innovation, 2012-2013.

Social Innovation Board, UNC Campus Y and CUBE Social Entrepreneurship Incubator, 2012-Present.

Judge, Entrepreneurathon, a joint venture at Global Entrepreneurship Week between the Computer Science Department and the Entrepreneurship Minor, November 2012.

Women in Leadership, presenter at monthly meeting for multi-generational group composed of current Entrepreneurship Minor students, alums, and friends from the community dedicated to mutual support, encouragement, and growth of female entrepreneurs. October 2012.

Instructor at Faculty Bootcamp, a seminar that encourages an entrepreneurial mindset and helps maximize faculty impact. Managed by the Minor in Entrepreneurship faculty in the Economics Department, it is a four-day workshop for faculty who are invited by the Chancellor, May 2012.

Selection Committee, Carolina Center for Global Initiatives, photo contest, Fall 2010.

**To the Profession (Non-Profit Marketing):**

Campaign development advisor to SECU Family House at UNC Hospitals on statewide fundraising initiative, 2014.

Capital campaign committee member and marketing campaign developer / strategist for the expansion of Kidzu Children's Museum, 2013-14.

Special advisor on community relations through marketing and branding for the Town of Chapel Hill Police Department, 2012.

Steering Committee Marketing Leader, Capital Campaign for Kidzu Children's Museum. \$8 million dollar campaign to construct LEED-certified interactive children's museum in downtown Chapel Hill, 2012-2013.

Board President, SECU Family House at UNC Hospitals. Led the board of a hospitality house which provides housing for seriously ill patients and their families who come to UNC Hospitals from across the state. SECU Family House

is an eight million dollar facility with an annual operating budget of over \$900,000, two-thirds of which must be raised through marketing and fundraising activities, 2010.

Vice President and Chair of Marketing Committee, SECU Family House at UNC Hospitals, 2009.

Board Member, Building and Grounds Committee Co-Chair, and Interior Designer for facility, SECU Family House at UNC Hospitals. Designed full interior of 33,000-square-foot house, 2005-2008. Facility opened in March 2008.

Board Member, Founding Donor, and Marketing Advisor for Kidzu Children's Museum. I am part of the founding leadership for the museum which is slated to expand from its current 2600-square-foot facility to a 12,000-square-foot space in five years, 2005-Present.

Marketing Advisor, Carolina For Kibera, 2009-2010.

Advisory Board Member, Chapel Hill Preservation Society, 2007-2009.

Advisory Board Member, UNC Center for Women's Health Research, 2006-2009.

Advisory Board Member, Orange County Habitat for Humanity, 2005-2007.

Board Member and Marketing Committee Chair, Chapel Hill Historical Society, 2001-2003.

Marketing Advisor and Mentor to a child (1998-2007), Blue Ribbon Mentor Advocate, 1998-Present. BRMA is a student mentoring program in the Chapel Hill Carrboro City School system focused on providing at-risk students with the tools they need to graduate. My mentee graduated from East Chapel Hill High School and successfully completed a college certificate program.

Committee Chair, Project Designer, The Learning Garden Program, New Rochelle Area Magnet Schools, New Rochelle, New York, 1996-1997.  
Gala Event Marketing and Design, The Pelham Art Center, Pelham, New York, 1991-1997.

**To the Profession (Advertising, Design, and Entrepreneurship):**

Panel Member representing Downtown Chapel Hill Businesses to the Town of Chapel Hill. This panel laid the groundwork for the establishment of the current Downtown Economic Development Commission, 2005.

Radio Show Guest, Business Sense, WCHL, Topic: Growing your business, 2006.

Vice-President, Chair of Marketing Committee, Chapel Hill Downtown Commission, 2004.

Board Member, Marketing Committee, Chapel Hill Downtown Commission, 2001-2004.

Board Member, Chapel Hill Carrboro Chamber of Commerce, 2002-2005.

**To International Programs:**

Brand Strategist for Beat Making Lab, an international initiative between the UNC Music School and PBS, 2013.

Entrepreneurial development activities for several artist groups partnered with Carolina for Kibera (CFK). CFK is part of the UNC Center for Global Initiatives. Traveled to Nairobi, Kenya, to work directly with artist groups in the largest slum in East Africa, 2009-Present.

Advised student interns from UNC and Duke, Carolina for Kibera, Nairobi, Kenya. Traveled to Nairobi, Kenya, to work directly with students on capturing video stories and gathering artist materials from the Kibera community for a Spring 2011 exhibition at the Fed Ex Global Education Center at UNC, 2010.

Advisor to Kenyan youth leaders working on social media marketing for Carolina for Kibera (CFK). Traveled to Kibera in Nairobi, Kenya, to work directly with groups on the project, 2010.