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EDUCATION:

**Masters of Communication Studies, San Francisco State University, 2008**

Course work included corporate, leadership, organizational, rhetorical, and theoretical communication as well as research methods and pedagogy.

**Essentials of Marketing, UC Berkeley Extension, 1991**

Course work included corporate marketing, advertising, and public relations.

**Bachelors of Management Science, UC San Diego, 1987**

Course work included economics, mathematics, statistics, psychology, and public speaking. Research included quantitative analysis of the effects of advertising in society.

RESEARCH:

**Presenting with Technology: Leveraging the Benefits of Multimedia**

Textbook Chapter, *Human Communication in Society*, Pearson Learning Solutions, 2010

**Mixing Psychology Theory and Communication Technology in the Classroom: Will Learning Increase?**

*Top Papers, WSCA 2009*, based on quantitative research of multimedia vs. bullet point presentations.

**Better Use of PowerPoint in Fire Service and EMS**

Co-authored article based on primary industry research, *JEMS*, 2009.

**Applying Cognitive Processing Theory and Multimedia Principles to PowerPoint: Will Learning Increase?**

Thesis study showed improved learning outcomes for the multimedia presentation.

**Are We Serving Student's Well with Communication Textbooks' Recommendations About PowerPoint?**

*Top Papers, WSCA 2008*, based on a content analysis of claims in CSU basic course books.

**Technology, Corporate Rhetoric and the Shaping of Public Lives**

Paper was a rhetorical analysis of Verizon CEO's 2006 public address.

**Technology Leaders' Presentation Visuals: Are they Multimedia?**

Paper was a content analysis of 20 CEO's conference presentations.

EMPLOYMENT:

**Communication Consultant**

6/98 - Present

Provide leaders message development, presentation creation, and speaker rehearsal. Previously developed and managed complete marketing communication programs. *Current clients include ABS Capital Partners, Sigma Partners, and many start-ups.*

**Communication Instructor**

8/07- Present

Teach Fundamentals of Oral Communication at San Francisco State University.

**Blanc & Otus Public Relations**

10/92 – 6/98

*Director of Media & Message Training Division; Director*

Started business division providing media and message training for all clients.

Managed account teams providing strategy and public relations services.

*Notable clients included Ariba, Business Objects, Persistence, SCO, Sybase, and Vitria.*

**Shel Israel Public Relations**

7/90-8/92; 4/88-7/88

**Pollare/Fischer (now Fischer/Smith)**

9/88-7/90

*Account Executive*

Performed media relations and speaker placement for financial and technology companies.

*Notable clients included Acuson, MapInfo, and FileMaker.*