

Cliff Shaluta

Professor of Advertising
Western Kentucky University

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www.adthinktank.com

Core Academic Disciplines

Advertising Strategy, Branding, Personal Branding, Consumer Research, Digital Advertising, Media Planning & Analytics, Social Media Advertising, Sports Branding, and Sports Sponsorships

Experience

4/10 - present Full Professor of Advertising, WKU
7/22 - present Coordinator of the WKU AD Program
3/11 - 8/23 Member of WKU Graduate faculty
8/05 - 7/17 Coordinator of both WKU AD+PR Programs
8/00 - 4/05 Coordinator of the WKU AD Program
4/95 - 4/10 Associate Professor of Advertising, WKU
8/89 - 4/95 Assistant Professor of Advertising, WKU
10/95 - 04/97 Columnist, Smokeshop & CSN Magazines, NY
1/86 - present Branding Consultant, adthinktank, BG

Education

- MA, speech communication with a marketing emphasis, Marshall University, WV
- BBA, marketing major, Marshall University, WV

Digital Skills

- Expert proficiency with Wordpress CMS
- Expert Proficiency with the Big Commerce e-commerce platform
- Proficient with the Shopify e-commerce platform
- Hootsuite certified
- Proficient with Google Analytics
- Proficient with Google Ads
- Proficient with Blackboard LMS

Teaching & Advising Highlights

- Orchestrated the significant curriculum overhaul of the AD major due to the concerns of Art & Design and developed two new courses AD 230 Digital Tools & AD 250 Personal Branding. F22/SP23
- Incorporated the “reversed classroom” concept in AD 330 Branding and AD 349 AD Media in Fall 22. All course content is available before class with the expectation that students will have enough knowledge to ask questions rather than sitting through a lecture. Also taught AD 536 Sport Branding in F22.

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- Taught AD240 Advertising in a Digital World online in the Winter 23 and Summer 23 terms.
- Continued Incorporation of the “reversed classroom” concept with the Stukent online learning platform in AD330 Branding and AD349 AD Media in SP23. Also taught AD 240 Digital World and AD536 Sport Branding in SP23.
- Taught AD240 Advertising in a Digital World. SUM23
- Nominated for Potter College Teaching Award F21.
- Continued integration with the [Stukent](#) learning platform in AD330 Branding with 39 students & AD 349 AD Media with 39 students. Fall 2020
- Created more flexible hybrid modalities for course delivery by integrating the [Stukent](#) learning platform into AD330 Branding with 39 students & AD 349 AD Media with 39 students. Fall 2020
- Taught the graduate course AD536 Sport Branding online. This was, by far, the largest section to date with 19 students. Fall 2020
- Taught AD240 Advertising in a Digital World to 18 students online requiring boiling the content down to just the essence of the course. Winter 2021
- Continued to improve the integration of Stukent into AD330 with 23 students & AD349 with 23 students. I also added my own case studies requiring group work to more closely approximate an actual classroom experience. Spring 2021
- Created an entirely new content package for AD300 AD Research with 29 students incorporating a new resource from Stukent and several original “lab experiments.” Spring 2021
- Taught the graduate course AD537 Sport Sponsorships online. This was, by far, the largest section to date with 19 students. Spring 2021
- Taught a 5-week version of AD240 Advertising in a Digital World to 22 students online. This format was perfect for a summer course. Summer 2021
- Attended a virtual conference for visiting professors sponsored by the Advertising Educational Foundation (AEF.com) on Monday, June 7 through Friday, June 11th. I participated with industry leaders and university faculty from around the world each day and gained some terrific insights. Summer 2021
- Completed Lecturing with Zoom, an online training session offered through WKU’s Center for Teaching & Learning. March 20, 2020

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- Taught 24 students in AD240-A70 Advertising in a Digital World. The online summer course involved extensive retooling to accommodate the 5-week timeline. June 2020

- Taught 25 students in AD300 AD Research, 23 students in AD240 Advertising in a Digital World (real-time), 24 students in AD240 Advertising in a Digital World (online), and 6 students in AD537-700 Sport Sponsorships (online). Spring 2020

- Taught 46 students in AD330 Branding, 43 students in AD349 AD Media, 28 students in AD240 Advertising in a Digital World (online) and 6 students in AD537 Sport Branding (online). Fall 2019

- Completed an online course from StackSkills entitled AdWords Beginner to Advanced. The course covered effective strategies in using the Google AdWords advertising platform. Summer 2019

- Completed two online courses including Creating ADA Compliant Courses and Blackboard New Instructor Training offered by WKU IT & DELO. Spring 2019

- Taught 18 students in AD300-01 AD Research, 23 students in AD300-02 AD Research, 7 students in AD537 Sport Sponsorships (online), and 24 students in AD240 Advertising in a Digital World (online). Spring 2019

- Incorporated a unique research project in AD300 focused on millennial smartphone use. Students attended an on-campus seminar by Adam Alter, author of Irresistible: The Rise of Addictive Technology and The Business of Keeping Us Hooked and monitored cellphone use using the cellphone app [Moment](#).

- Taught 35 students in AD330 Branding, 19 students in AD349 AD Media, 8 students in AD536 Sport Branding (online), and 21 students in AD240 Advertising in a Digital World (online). Fall 2018

- Completed the Hootsuite certification course. [Hootsuite University](#) offers an online social media certification program focused on their tracking and publishing platform. 6/2018

- Taught 12 students in AD300-01 AD Research, 28 students in AD300-02 AD Research, 10 students in the online version of AD537 Sport Sponsorships, and 7 students in AD448 AD Internship. Spring 2018

- Advisor for 32 Ad Majors. Spring 2018

- Taught 25 students in AD330 Branding, 19 students in AD349 AD Media, 10 students in the online version of AD536 Sport Branding, and 10 students in AD448 AD Internship. Fall 2017

- Advisor for 41 Ad Majors. Fall 2017
- Taught 18 students in AD300-01 AD Research, 28 students in AD300-02 AD Research, 11 students in the online version of AD537 Sport Sponsorships, and 3 students in AD448 AD Internship. Spring 2017
- Advisor for 59 Ad Majors. Spring 2017

Research, Creative or Professional Highlights

- Participated in the virtual academic conference sponsored by the Advertising Educational Foundation (<https://aef.com>). The Visiting Professor Conference included speakers from Patagonia, P&G and Ogilvy. 6/6/23 - 6/9/23
- Completed HubSpot Content Creation Certificate. SUM23
- Shaluta, C.P. Completed book chapter reviews for Routledge SP22
- Shaluta, C.P. Completed revised Book chapter for Research Methods in Communication, ISBN-10: 1885219962 by Wm. David Sloan (Author), Shuhua Zhou (Author), Berrin Beasley (Author). [LINK](#) F22
- Shaluta, C.P. Completed cursory literature review focused on how Facebook and other social media companies use computer algorithms to encourage user addiction to their platforms. There is an opportunity for faculty collaboration on an academic paper on this topic. F21
- Shaluta, C.P. (consultant) Completed phase two of a two-phase research project for Houchens Industries in Bowling Green, KY. Phase two included two focus groups held in September with customers of Church's Chicken & BBQ. Final presentation to Houchens corporate executives. F20
- Shaluta, C.P. (consultant) Completed phase one of a two-phase research project for Houchens Industries in Bowling Green, KY. Phase one involved a 3-week online survey of customers at Church's Chicken & BBQ. Phase two will include two focus groups to be held in September. Houchens is interested in expanding this restaurant concept to launch in other Crossroads IGA locations. SUM19
- Shaluta, C.P. (consultant) Retained as an expert in media analysis by Chicago law firm, Sidley Austin, LLP. The Commonwealth of Kentucky is suing Bayer Healthcare Pharmaceuticals, a client of Sidley Austin, for damages resulting from advertising the contraceptive pill YAZ. Wrote a rebuttal to an in-depth analysis submitted to the Commonwealth by UK Professor Beth Barnes regarding the actual audience impact for magazine ads running in Kentucky for YAZ. Depositions will take place in Fall 2019. SP/SUM19

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•Shaluta, C.P. (consultant) Developed branding strategy and logo design for Ke-lani Bay Shaved Ice. <http://adthinktank.com>

•Shaluta, C.P. (consultant) Developed branding strategy, logo design, and online storefront for the Vintage Surf Shop. <http://adthinktank.com>

•Shaluta, C.P. (consultant) Retained by Silvergate Evaluations to provide expert reviews for H-1B visas in the fields of AD+PR. The H-1B visa is a non-immigrant visa that allows U.S. companies to employ foreign workers in specialty occupations that require theoretical or technical expertise. The reviews require in-depth research about the position and a thorough understanding of the applicant's credentials leading to a formal letter to accompany their visa application. 7/1/18 - 7/1/19

•Shaluta, C.P. (consultant) Worked with [Silvergate Evaluations](#) providing expert reviews for H-1B visas. The H-1B visa is a non-immigrant visa that allows U.S. companies to employ foreign workers in speciality occupations that require theoretical or technical expertise. The reviews require in-depth research about the position and a thorough understanding of the applicant's credentials leading to a formal letter to accompany their visa application. 9/2015 - present.
Shaluta, C. P., (design/web development) Developed a complete brand identity for a new line for men's grooming products. Rugged Ice is launching shaving soap, shaving oil and after shave tonic along with a beard oil. The work included conceptualizing, package design and web design. Completed March, 2018.

•Shaluta, C.P., (chapter author) "[Advertising for the Curious: Why Study Advertising?](#)" Chapter entitled *Time to Rebrand Advertising?* Canberra, Australia, The Curious Academic Publishing. **Published as a paperback in April, 2018.**

Shaluta, C. P., (research/web development) The project included research, writing, and website development for New Big Brother, an online platform designed to discuss privacy in a digital world. Completed August 2017.

Shaluta, C. P., (design/web development) Developed a complete brand identity for a line of "ancient grains." [Tribal Grains](#) started with popcorn, but plans to expand to other types of grains. The work included research, branding strategy and design. Completed June, 2017.

Departmental & University Service Highlights

•Served on Promotion & Tenure Committee for Department of Comm. F22

*Served on the AD/ART Memo of Agreement Committee. The committee met multiple times during F22 semester to discuss the operation and future directions of the Advertising Major. F22

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*Led a successful search and hire to replace one of two lost faculty positions in Advertising. SP23

*Served on the Department of Communication Awards Committee tasked with selecting students to receive departmental and program awards. SP23

*Completed AD Program Assessment. SUM23

*Created completely new promotional materials for the AD Major and Digital AD Certificate. SUM23

•Served on the Department of Communication Awards Committee tasked with selecting students to receive departmental and program awards. SP22

•Served as the Department of Communication's representative on WKU's Advisory Committee on Continuance, Tenure, and Promotion led by Associate Provost, Rob Hale. The committee met from 1/15/22 - 5/31/22.

•Served on the AD/ART Memo of Agreement Committee. The committee met multiple times during SP21 semester to discuss the operation and future directions of the Advertising Major.

•Worked with Helen Sterk, Ken Payne, Vicki Bagwell to reenvision the AD Program without design. Total work/meeting time was in excess of 100 hours over the Spring 2021 semester. The end result was a concise rationale to keep the AD Major in the Department Communication and a revised major proposal focused on Advertising strategy. Spring 2021

•Finalized the proposal for a new Digital Advertising Certificate. The certificate was developed to replace the Digital AD Major, which was brought with Ad from School of Journalism and needed retooling. I was asked to rewrite the proposal for presentation to the Board of Regents meeting in early Spring. It was approved with little discussion. Spring 2021

•Served on the Promotion & Tenure Committee in the Department of Communication. Fall and Spring 2019

•Wrote the proposal to incorporate AD240 Advertising in a Digital World as an option in the WKU Colonnade or general education curriculum. The proposal was approved in Spring 2019.

•Presented the revised UX Certificate program to the WKU Board of Regents. 6/22/18

•Worked as part of a team to revise the Advertising Curriculum due to the merg-

er of the AD+PR programs into the Communication Department. F2017/SP18

- Served as AD+PR coordinator, which involved the management of 4 FT faculty, several adjunct professors, and approximately 235 majors. Fall 2005 to July 1, 2017.

- Served on the School of Journalism and Broadcasting Scholarships Committee, which involves the review of over 200 student applications for financial awards. Fall 2014 to 7/1/2017.

- Manage the AD+PR Professional Advisory Committee, with the goal being to involve industry professionals in the programs and to update the PAC to add new talents as needed. Fall 2000 to 7/1/17

- Served on the School of Journalism and Broadcasting's Tenure & Promotion Committee, which involves the review and guidance to untenured SJB faculty. Fall 1995 to 7/1/17

Public Service Highlights

- Shaluta, C. P., (researcher & project manager) WKYU PBS-NPR Branding Plan. Students from our senior-level, advertising capstone class, worked with WKYU PBS-NPR to develop an integrated communications plan to increase community awareness of the stations. The Primary goal of the project was to increase membership and underwriting revenues for both operations. Utilized 10 students and 12 outside individuals. Completed May 6th, 2013. URL: <http://wkunews.-wordpress.com/2013/03/06/ad-public-broadcasting/>.

- Shaluta, C. P., (researcher & project manager) Barren River Imaginative Science Museum (BRIMS) Research and Rebranding Project. Students from my senior-level advertising capstone class worked with BRIMS to design, produce and distribute an advertising and public relations campaign to create community awareness for the program to drive their development efforts. May 7th, 2012.

- Shaluta, C. P., (researcher & project manager) Research & Rebranding Plan for Foster Grandparents Program, South Central Kentucky. The Foster Grandparents Program matches up seniors with children who have special needs such as abuse, neglect, physical, mental, or emotional disabilities as well as those who are in the juvenile justice system. Utilized 20 students and approximately 50 outside individuals. Estimated 25 hours. Completed May 10, 2012.