

# SALMA WEHRMEYER NAWLO

**OBJECTIVES** Accomplished writer seeking reporter position. Looking to relocate.

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**EDUCATION**

- ED.D., FLORIDA SOUTHERN COLLEGE, LAKELAND FL, 2024 (EXPECTED)**
- M.B.A., FLORIDA SOUTHERN COLLEGE, 2012**
- M.A. JOURNALISM, UNIVERSITY OF LINCOLN, UNITED KINGDOM, 2008**
- B.A. COMMUNICATIONS, FLORIDA SOUTHERN COLLEGE, 2006**

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**EXPERIENCE**

**CORRESPONDENT, THE LEDGER, POLK COUNTY, FL**  
November 2022 – Present

- Conducting research and interviews to develop in-depth coverage of education-related issues and events in the local community.
- Writing and editing articles, feature stories, and other content for print and digital publication, meeting strict deadlines and adhering to established style and tone.
- Building and maintaining relationships with key sources such as school officials, teachers, and parents to stay up-to-date on developments in the education sector.
- Working closely with editors and other members of the news team to pitch story ideas, refine content, and ensure timely publication.
- Monitoring and analyzing trends in education policy and practice, providing expert insight and analysis to inform coverage.
- Demonstrating a deep understanding of the local community and its educational landscape, reflecting this knowledge in all reporting and storytelling efforts.

**ADJUNCT PROFESSOR, POLK STATE COLLEGE, POLK COUNTY, FL**

April 2019 – Present

Business Communications

- Develop and implement course curriculum for undergraduate level students on topics including business writing, professional communication, and marketing strategy.
- Provide personalized feedback and coaching to students, fostering their growth and development in written and verbal communication skills
- Design and deliver dynamic lectures and interactive class activities that challenge students to think critically and creatively about the role of effective communication in business success.

**DOCTORAL CANDIDATE IN EDUCATION, FLORIDA SOUTHERN COLLEGE, LAKELAND, FL**

April 2017 – May 2024 (Likely Graduation Date)

- Conducting in-depth research to explore the effectiveness of metacognitive tools, specifically self-annotation writing, in reducing writing apprehension among college students. First three chapters completed.
- Developing and implementing research methodology to collect and analyze data, including surveys and interviews with participants, to determine the impact of the intervention on writing apprehension levels.
- Collaborating with faculty advisors and colleagues to refine research design, establish clear research objectives, and interpret findings accurately.
- Writing scholarly papers, including literature reviews and research reports, for presentation at academic conferences and publication in academic journals.
- Demonstrating proficiency in data analysis software such as SPSS, Excel, and NVivo, to analyze and interpret research data.
- Maintaining thorough and accurate records of all research activities and findings, ensuring data security and confidentiality of participants.
- Engaging in ongoing professional development, including attending academic conferences and workshops, to stay up-to-date with emerging trends and best practices in the field of education research.

**DIRECTOR OF COMMUNICATIONS, FLORIDA SOUTHERN COLLEGE**

Feb 2021 – Sept 2021

- Led a team of writers in crafting persuasive copy and effective news marketing content for all College communications, catering to major audiences.
- Stayed up to date with industry best practices to ensure the latest trends were incorporated into communication strategies.
- Successfully executed marketing campaigns aligned with the College's mission and values, tailored to the needs of key departments.
- Crafted articulate editorial communications ranging from presidential speeches to newspaper ads, mailers, and social media captions, with the ability to adapt to different voices and styles.
- Collaborated with the marketing team to brainstorm brand-appropriate strategies that took communication efforts to the next level.
- Managed multiple projects efficiently and effectively, ensuring quality and accuracy were always top-of-mind.
- Extracted and repurposed relevant information from thorough research to create purpose-driven communication strategies that achieved desired outcomes.
- Analyzed and tracked communication effectiveness and engagement metrics to continually improve communication strategies.
- Developed and maintained strong relationships with stakeholders across the College, including department heads, faculty members, and student groups.
- Collaborated with graphic designers, photographers, and videographers to ensure a consistent and cohesive visual brand across all College communications.

## EXPERIENCE

### **SR. WRITER, ASSISTANT DIRECTOR OF COMMUNICATIONS, FLORIDA SOUTHERN COLLEGE**

Aug 2016 – Feb 2021

- Developed and executed written content for print and digital platforms, including College news page, e-newsletters, and social media.
- Conceptualized and brought to life award-winning print and digital publications that became industry standards, establishing a strong online and print presence for the College.
- Conceptualized and authored copy for website, magazines, and direct-mail pieces, engaging target audiences (prospective students and alumni) and maintaining business communication strategies.
- Wrote and edited clear, persuasive content that reinforced the College's brand, missions, and values and drove traffic back to the institutional website.
- Leveraged analytics, technology, and personal touch points to build brand awareness and uphold the College's positive reputation.

### **STAFF WRITER, FLORIDA SOUTHERN COLLEGE**

Oct 2014 – Aug 2016

- Produced compelling editorial content such as news stories, profiles, features, and interviews, distributed across various channels (print and digital) to promote the College.
- Developed a strong and consistent brand voice that effectively communicated the College's mission, values, and unique selling points to various audiences.
- Crafted compelling headlines and ledes that captured readers' attention and enticed them to engage with the content.
- Demonstrated strong storytelling skills by weaving together facts, anecdotes, and quotes to create engaging narratives that resonated with readers.

### **MARKETING SPECIALIST, BANK OF CENTRAL FLORIDA, LAKEAND, FLORIDA**

Oct 2012-Aug 2013

- Coordinated and managed corporate events, ensuring seamless execution and a positive experience for attendees.
- Launched and managed social media platforms to enhance the company's online presence and engage with customers.
- Maintained and updated collateral materials such as PowerPoint templates, ensuring consistency and adherence to brand guidelines.
- Designed, created, and managed direct mail campaigns, analyzing results and making data-driven improvements for optimal performance.
- Managed website content through a content management system, ensuring accuracy and timeliness of updates.
- Oversaw brand review process for all marketing materials, ensuring adherence to strict brand and banking guidelines.
- Facilitated communication and collaboration with departments across the organization to promote teamwork and clarity.

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## REFERENCES

Mary Ann Murdoch, Humanities Professor, Polk State College  
1-863-398-1816

James Jarrett, MBA, Chief Product Officer, First Revolution Marketing  
1-863-397-0128

Dr. Victoria Giordano, School of Education Dean, Florida Southern College  
1-954-609-3088

