

Angela Smith Ballard

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Professional Experience

Travel Writer

Freelance, 2017 to present

- A regular contributor to Lonely Planet as well as airline in-flight magazines and other specialty media outlets.
- Manage the travel blog wemarriedadventure.com with readers from 146 countries.
- An experienced explorer who has traveled to more than 100 countries on all seven continents. International travel verified by Travelers' Century Club and Nomad Mania.

Marketing and Design Consultant

Self-Employed, 2016 to present

- Manage public relations, media relations, brand development, and audience interaction for consumer, business-to-business, and nonprofit clients including the Chattanooga Public Library, Mellow Mushroom Pizza Bakers, Miller & Martin PLLC, Girl Scouts of the Southern Appalachians, and ViaNova Development.

The University of Tennessee at Chattanooga

Adjunct Professor, 2003 to present

- Currently teach graphic design and media writing courses for the Communication Dept. and professional competence courses for the Interior Architecture Dept.
- Selected to teach a seminar course, Food: A Culinary History of Humanity, by the Honors College Brock Scholars program in Fall 2020.
- Former Faculty Fellow through UTC's Think: Achieve program with research in the areas of experiential learning and instructional design.

ChattaBrew Tour, LLC

Managing Partner, 2018 to present

Bahakel Communications; Chattanooga, TN

Radio Personality, WDEF-FM, 2012 to present

Derryberry Public Relations; Chattanooga, TN

Account Executive, 2014 to 2016

- Managed public relations, media relations, brand development, and audience interaction for national and regional consumer, business-to-business, and nonprofit clients.

WTCI-PBS; Chattanooga, TN

Chief Learning Officer, 2013 to 2014

- Managed all learning initiatives, including the design and delivery of instructional programs for students using original content and national PBS television and digital resources.
- Created and implemented professional learning for PreK-12 educators in partnership with the Tennessee Department of Education, Hamilton County Department of Education, and other educational organizations at the local, state, and national level.
- Established collaborative partnerships with corporations, foundations, and nonprofit organizations to generate funding for outreach efforts.

Chattanooga Goodwill Industries; Chattanooga, TN

Director of Marketing and Public Relations, 2005 to 2010

- Planned and executed strategic communications initiatives to reach current and potential clients, donors, shoppers, volunteers, and employees in a 23-county service area.
- Conceptualized and implemented award-winning special events and community programs.
- Managed regional media relations and served as official corporate spokesperson.

Originality Public Relations; Chattanooga, TN

President, 2003 to 2005

- Created and directed award-winning media relations, community relations, and communications campaigns for consumer, business-to-business, and nonprofit clients.
- Managed a staff of five PR, graphic design, special events, and writing professionals.

SI Corporation (now Propex); Chattanooga, TN

Media Relations Manager, 2001 to 2003

- Maintained successful working relationships with local, national, and international mass and trade media for four diverse business units serving multiple markets.
- Managed crisis communications and served as official corporate spokesperson.
- Provided media spokesperson training for the company's executives and managers.

Waterhouse Public Relations; Chattanooga, TN

Account Executive, 2000 to 2001

- Planned and executed strategic communications initiatives and created award-winning special events for consumer, business-to-business, and nonprofit clients.

Clear Channel Communications; Chattanooga, TN

Promotions and Special Events Director, 1999 to 2000

Air Personality ("Erin Michaels"), US-101 FM, 1996 to 1998

Production Director, US-101 FM, 1996

Volunteer Experience

Junior League of Chattanooga; Chattanooga, TN

Past President and Sustaining Member, 2016 to present

President, 2015 to 2016

Vice President of Community Impact, 2013 to 2014

Education and Training Chair, 2012 to 2013

Tennessee Aquarium; Chattanooga, TN

Volunteer Scuba Diver, 2017 to present

Volunteer Horticulturist, 2020 to present

University of Tennessee Extension Service; Chattanooga, TN

Certified Master Gardener, 2017 to present

Education and Professional Certifications

The University of Tennessee at Chattanooga

Doctor of Education in Leadership, ABD; coursework completed in 2015

Research focused on human learning theories and creativity.

The University of Tennessee at Knoxville

Master of Science in Communications: Public Relations, Cum Laude, May 2002

Research focused on higher education and professional development.

The University of Tennessee at Chattanooga

Bachelor of Arts in Communication: Advertising and English Literature, May 1995

Public Relations Society of America

Accredited in Public Relations (APR), 2002 to present

National Association of Broadcasters

Certified Radio Marketing Professional (CMP), 1997 to present