Deborah (Debbie) Havis Pitts

EDUCATION

Master of Mass Communications, TEXAS STATE UNIVERSITY (May 2021)

Bachelor of Journalism, THE UNIVERSITY OF TEXAS AT AUSTIN (May 1985)

CURRENT EMPLOYMENT

TEXAS STATE UNIVERSITY, San Marcos, Texas (Aug. 2022 – Present)

Adjunct faculty for the School of Journalism & Mass Communications (Part Time)

- Instructor of Record for MC 3313 Foundations of PR Writing (Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024))
- Instructor of Record for US 1100 University Seminar (Fall 2022, Fall 2023, Fall 2024)

TEXAS STATE UNIVERSITY, San Marcos, Texas (Feb. 2017 – Present)

Marketing and Communications Coordinator

- Serve as communications manager for University Libraries with responsibilities for writing, editing or approving critical correspondence, press materials, crisis communications plans, signage and general outreach materials for internal and external audiences.
- Develop brand strategy and manage adherence to branding guidelines. Develop messaging and oversee creation and visual representation of sub-brands.
- Produce content for social media channels, library blog, campus emails and print materials.
- Manage University Libraries website. Served as project manager for website redesign that consolidated multiple library unit websites into single site.
- Serve as team lead for various planning committees designed to recommend strategies for new or expanded services and communication outreach.
- Develop and oversee marketing of library services, events and resources using strategic digital and visual communications tools.
- Research and write feature articles and descriptive information to enhance the reputation of University Libraries' facilities, collections and services.
- Coordinate efforts with IT division, campus partners and campus communications teams to ensure consistent voice, branding and representation.
- Oversee student assistants and interns.

PAST EMPLOYMENT

TEXAS WORKFORCE COMMISSION (TWC), Austin, Texas (July 2009 – Jan. 2017)

Deputy Director of Communications

- Planned, developed and analyzed communications strategies and public outreach efforts to diverse audiences using a variety of tools including online and social media strategies.
- Researched, wrote and edited agency magazine, feature articles, blog posts, annual reports, strategic plans and other publications.
- Supervised Communications Department staff and oversaw projects and work produced by seven-member team.
- Appointed to serve in leadership role for project management of several highly visible, cross- divisional agency projects with successful, on-time results.

TEXAS DEPARTMENT OF TRANSPORTATION (TxDOT) Austin, Texas (July 1991 – Dec. 1995)

Public Affairs Officer (PAO)

- Served as interim PAO and assistant PAO for the 11-county Austin district of TxDOT, responsible for media relations, community relations and outreach, speaker's bureau and newsletter production. Coordinated outreach efforts for high-impact transportation projects including the construction of the U.S. 183 freeway in Austin, the Ben White freeway project and the RR 620 bridge construction project.
- Selected to spearhead special assignments for the Austin headquarters of TxDOT, including the development of a department-wide complaint resolution process.

MOTOROLA (PT January 1991 – June 1991)

Texas Government Relations Assistant

- Monitored and reported on legislation affecting corporate and industry interests during 1991 legislative session and created internal newsletter to keep local leadership informed about government activities and the status of proposed legislation.

THE CITY OF RICHARDSON, TEXAS (May 1988 – July 1990)

Citizen's Information Coordinator

- Served as city's public information officer, responsible for development of all internal and external communications outreach efforts for the municipality including an award-winning monthly tabloid that was distributed to more than 33,000 households and earned recognitions from the Dallas Chapter of Women in Communications and the International Association of Business Communicators.
- Managed and supervised a five-person professional communications team and interns that supported 20 departments in their outreach efforts to more than 75,000 residents.

THE UNIVERSITY OF TEXAS, Austin, Texas (PT Sep. 1983 – May 1985) (FT June 1985 – Dec. 1987)

Assistant Sports Information Director (SID), Intercollegiate Athletics for Men

- Served as sports information intern and student assistant and was promoted to full-time SID after graduation.
- Served as assistant SID/publications coordinator, responsible for production of award-winning publications including all media guides, recruiting brochures, game programs and other publications. Many received top national awards from the College Sports Information Directors of America.
- Responsible for publicity for the swimming and diving, and baseball teams with additional responsibilities for football and basketball programs.
- Recruited, managed and supervised paid and unpaid student interns and professional photography team.