

**Teri Freitag**  
Curriculum Vitae  
[tfreitag@angelo.edu](mailto:tfreitag@angelo.edu)

**EXPERIENCE**

**Instructor of Public Speaking, Angelo State University** | *August 2017 - Current*

Includes development of lesson plans, course schedule, testing and feedback while following curricula as required by the department.

- Receive consistently high marks on ASU's internal IDEA (rate the professor) survey from students.
- Internal Review Board (IRB) certified through Angelo State University - PI for Human Research Subjects.
- Regional UIL Speech Competition Judge at annual events held at ASU.
- Invited to present Crisis Communication research paper at regional TSCA conference in fall, 2018.

**Tourism Director, Burnet County, Texas** | *January 2007 - December 2014*

Marketed Burnet County as a premiere travel destination. Conceptualized, built and maintained county's first comprehensive tourism website. Oversaw all ad campaign development/media buys (e.g. online, TV, radio, print). Monitored Google and Bing SEO/SEM efforts to leverage relevant top key word positions. Social media efforts included Facebook, Pinterest and Twitter.

**Additional duties/accomplishments:**

- Proposed/executed county's annual Hotel Occupancy Tax budget with final approval from County Commissioners. Updates presented monthly in Commissioner's Court.
- Forged promotional partnership between Burnet County and *The Daytripper* TV show (PBS) in 2010. As of March, 2014 *The Daytripper* was airing in 14 additional states, thus extending Burnet County's sponsor ad reach substantially in major markets outside of Texas at no extra cost to the county.
- Maintained positive partnerships with regional/state tourism associations to broaden awareness and leverage mutual projects such as travel shows and co-op ads. Lobbied for tourism related bills that benefitted the Texas tourism industry at the state level on behalf of Burnet County.
- Spoke regularly to local and regional civic/professional groups. Topics included: Texas Hotel Tax Law Basics, The Economic Value of Promoting Tourism, and Burnet County's Role in Promoting Tourism in the Region. Regular on local radio show.
- Attended national travel writer events to increase editorial content for our region. Hosted Familiarization (FAM) tours for qualifying journalists/bloggers visiting the area.

**Public Information Officer - Office of Emergency Management Team, Burnet County**

*October 2009 - December 2014 – on call 24/7*

Primary role was to effectively disseminate information in a timely manner as approved by the Emergency Management Coordinator (EMC). Was primary point of contact if Judge, other designated contacts were unavailable. Joint Information System/Joint Information Center (JIS/JIC) certified with state and regional experience.

- Participated in table-top and real time incidences related to regional emergency management. Training included events related to Chemical, Biological, Radiological, Nuclear and Enhanced Conventional Weapons (CBRNE), epidemic disease outbreaks, acts of terrorism, and multiple natural/manmade disasters generally occurring in short periods of time, (e.g. floods, tornados, wildfires, bomb threats). Real time incidents included major flooding, wildfire outbreaks, bomb threats, and a chemical spill.
- Information exchange was internal with law-enforcement, EMS, fire, schools, hospitals and other crisis management/elected officials, as well as external to appropriate media in effort to inform the public of the best course of action to take to ensure their safety. Wrote and/or distributed all county-related media releases.
- Introduced social media notifications (Facebook/Tweets) to the county's emergency management process during 2011 wildfire.

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**EDUCATION**

**Angelo State University, San Angelo, Texas**

Master of Arts, Department of Communication and Mass Media, May 2017

Graduated with 3.91 cumulative GPA; Summa Cum Laude distinction. Taught three units of Introduction to Public Speaking as a Graduate Teaching Assistant (GTA) in Fall/Spring 2016-17.

- Nominated/named Who's Who Among Students in American Universities, 2015-16 by Graduate Advisor.

**The University of Texas at Austin**

Bachelor of Science, College of Communications, Advertising, 1985 – 1988

**Additional Education and Certifications**

- National Incident Management System (NIMS) certified: 100-400, 700, 800, and IS-702.a (Public Information Officer) through the Federal Emergency Management Agency (FEMA).
- Community Emergency Response Team (CERT) certified. CPR certified.
- Public Information Officer courses G289/290/291 completed through Texas Division of Emergency Management (TDEM), April, 2014.
- Crisis Leadership and Decision Making for Elected Officials through Texas A&M Engineering Extension Service, completed January, 2013, (FEMA MGT-340).
- Texas Friendly/Hospitality certified; Train the Trainer certified through Agrilife Extension Office, Texas A&M.

**HONORS AND AWARDS**

Texas Travel Industry Association Leadership Program Alumni

Highland Lakes Leadership program alumni

Certified Travel Executive (CTE) award

**VOLUNTEER SERVICE**

San Angelo Performing Arts Center (SAPAC) volunteer

Volunteer PIO for City of San Angelo/Tom Green County Emergency Management Center