

## W. Keith Winkler

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### EXPERIENCE

- 8/2008 – Present **WESTWOOD COLLEGE**, Atlanta, GA.  
Adjunct Instructor, Humanities and Business
- 8/2000 – Present **CONSULTANT (FREELANCE): MARKETING AND BUSINESS DEVELOPMENT**  
· Assist clients with various marketing communication and business development initiatives  
· Clients include: Holistic Design, Inc. (Atlanta, GA); Atomoton, Inc. (Atlanta, GA); Equity Capital Partners (Atlanta, GA); SIEGE Con (Atlanta, GA); Evolution Salon (Athens, GA); Honey's Salon (Athens, GA); Detour Nightclub (Athens, GA); Purchase Cancer Group (Paducah, KY).
- 10/2007 – 7/2008 **BARNES & NOBLE BOOKSELLERS**, Athens, GA.  
Bookseller.
- 8/2003 – 5/2006 **THE UNIVERSITY OF GEORGIA**, Athens, GA.  
Teaching Assistant, English and Linguistics.  
· Taught several semesters of undergraduate courses including English 1101, English 1102, and Linguistics 2100.  
· Responsible for all aspects of planning the course, generating syllabus, assigning and grading work, and administering final grades.  
· Student Evaluations available upon request.
- 9/2004 – 7/2005 **UNIVERSITÄT ROSTOCK**, Akademische Auslandsamt, Rostock, Germany.  
Academic Research Assistantship.  
· Assisted the international study abroad office with translations of documents from English to German and German to English;  
· Assisted students in the preparation of applications for English-language study-abroad programs;  
· Interviewed German students to assess English-language ability and recommended candidates for American and Canadian study-abroad.
- 4/2000 – 7/2000 **WAL-MART GERMANY GMBH & CO. KG**, Wuppertal, Germany.  
University Sponsored Internship.  
· Worked exclusively with senior management from following departments: Merchandise Planning, Modular Planning, Store Planning, and Operations;  
· Projects included business analysis, strategic development and planning;  
· Exposed to all levels of the organization – from HQ to individual stores.
- 3/1999 – 1/2000 **GEORGIA STATE UNIVERSITY**, J. Mack Robinson College of Business, Atlanta, GA.  
Director, International Business Alliance (Academic Assistantship).  
· Organized and executed meetings, socials and networking events for graduate and undergraduate international business students;  
· Served as one of two principal liaisons to the international business community of Atlanta, and secured speakers for IBA engagements.  
· Secured internships for GA State IB students with international Atlanta firms.

1/1997 – 5/1997      **ESPERANTO, INC.**, Atlanta, GA.  
Director, Marketing Communications (freelance)

5/1993 – 3/1995      **WHITE WOLF PUBLISHING, INC.**, Clarkston, GA.  
Manager, Marketing Communications.  
· Negotiated and maintained international contracts for foreign-language translations of company products; oversaw all advertising placement in company magazine (approximately \$10,000/month);  
· Purchased all monthly ad space in industry publications;  
· Assisted in creation of ads for product line of over 120 items;  
· Served as contact for industry representatives, establishing, maintaining and strengthening external relations;  
· Assisted in all aspects of company participation in industry conventions and trade shows;  
· Served as company liaison for official fan organization of over 3,000 members.

Assistant to Director of Sales.

· Organized and updated sales distributor database, both foreign and domestic; released order deadlines for individual products to distributors.

Intern, Public Relations.

· Maintained 30,000+ circulation magazine database;  
· Responded to consumer questions and complaints;  
· Distributed press releases and disseminated general company information;  
· Provided logistical support in the organization and execution of company participation in Gen Con, a leading industry convention of approximately 35,000 domestic and international consumers and industry representatives.

## EDUCATION

**UNIVERSITY OF GEORGIA**, Athens, GA.  
MA Linguistics, emphasis in Historical Germanic Linguistics  
Graduation Pending Completion of Thesis

**GEORGIA STATE UNIVERSITY**, Atlanta, GA.  
Master of Business Administration, December 1999  
Major: International Business

**EMORY UNIVERSITY**, Atlanta, GA.  
Bachelor of Arts, May 1994  
Majors: English and Anthropology

LANGUAGES      English (mother tongue); German (fluent).

## PUBLICATIONS

Williams, J. Patrick, Sean Q. Hendricks and W. Keith Winkler, Editors. *Gaming As Culture: Essays on Reality, Identity and Experience in Fantasy Games*. McFarland: Jefferson, NC. 2006.

Winkler, W. Keith. "The Business and the Culture of Gaming." *Gaming As Culture: Essays on Reality, Identity and Experience in Fantasy Games*. McFarland: Jefferson, NC. 2006.

REFERENCES      Available Upon Request