

W. Keith Winkler

Curriculum Vitae

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EDUCATION

- M.A. Candidate**, University of Georgia, Athens, Georgia, USA
Linguistics: Historical Germanic Linguistics
Pending Thesis
- Universität Rostock, Rostock, Germany
Coursework: Semiotics, German
September 2004 – July 2005
- M.B.A.**, Georgia State University, Atlanta, Georgia, USA
International Business: emphasis in Economics and Marketing
December 1999
- Murray State University, Murray, Kentucky, USA
Coursework:
August 1995 – May 1996
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|---------|--|
| ACC 200 | Principles of Accounting I (3 hrs) |
| CIS 243 | Statistical Analyses and Control I (3 hrs) |
| ECO 230 | Macroeconomics (3 hrs) |
| ECO 231 | Microeconomics (3 hrs) |
| FIN 330 | Principles of Finance (3 hrs) |
| LST 240 | Business Law I (3 hrs) |
| MAT 120 | Applied Business Math (4 hrs) |
| MAT 220 | Applied Business Math II (4 hrs) |
| MKT 360 | Principles of Marketing (3 hrs) |
- B.A.**, Emory University, Atlanta, Georgia, USA
Major(s): English and Anthropology
May 1994

ACADEMIC EXPERIENCE

- Full-Time Faculty**, Westwood College-Northlake Campus, Atlanta, GA
October 2009 – Present
- Duties included:
 - Planning all instructional activities for assigned classes
 - Teaching all assigned classes
 - Developing syllabi for assigned classes that effectively outline course objectives and expectations
 - Assessing student learning and progress relative to course objectives
 - Implementing all Westwood College rules and regulations in the classroom
 - Utilizing the EDLine technology to record student grades and attendance, in addition to posting necessary classroom materials such as syllabi, handouts, study guides and additional educational materials
 - Communicating student progress and performance to students through EDLine technology
 - Courses Taught:
 - COM 112 – Communication Skills
 - ENG 090 – Reading for Understanding
 - ENG 091 – Fundamentals of Writing

ENG 121 – College Writing I
ENG 122 – College Writing II
ENG 403 – Gender Communications
HUM 180 – Ethical / Critical Thinking
PDC 111 – Success Strategies
PDC 200 – Career Management

- Additional Academic Duties: Humanities Tutoring (8 hours per week)

Adjunct Faculty, Westwood College-Northlake Campus, Atlanta, GA

August 2008 – October 2009

- Duties included:

Planning all instructional activities for assigned classes
Teaching all assigned classes
Developing syllabi for assigned classes that effectively outline course objectives and expectations
Assessing student learning and progress relative to course objectives
Implementing all Westwood College rules and regulations in the classroom
Utilizing the EDLine technology to record student grades and attendance, in addition to posting necessary classroom materials such as syllabi, handouts, study guides and additional educational materials
Communicating student progress and performance to students through EDLine technology

- Courses Taught:

ENG 090 – Reading for Understanding
ENG 091 – Fundamentals of Writing
ENG 112 - Communication Techniques
ENG 121 - College Writing I
ENG 122 - College Writing II
ENG 403 – Gender Communications
HUM 400 – Creative/Critical Thinking
PDC 111 – Success Strategies
PDC 200 – Career Management

- Additional Academic Duties: Humanities Tutoring (8 hours per week)

Graduate Teaching Assistant, University of Georgia, Athens, GA

August 2003 – May 2006

- Duties included:

Planning all instructional activities for assigned classes
Teaching all assigned classes
Developing syllabi for assigned classes that effectively outline course objectives and expectations
Assessing student learning and progress relative to course objectives
Implementing all University of Georgia policies and procedures in the classroom

- Courses Taught:

ENG 1101 (English Composition I)
ENG 1102 (English Composition II)
LING 2100 (Introduction to Linguistics)

ADMINISTRATIVE EXPERIENCE

Praktikant (Paid Intern), Universität Rostock, Rostock, Germany

September 2004 – July 2005

- Worked with the Akademische Auslandsamt (International Student Office) and German students to facilitate study-abroad programs to English speaking countries
- Updated all existing English-language study-abroad contracts and negotiated renewal of lapsed contracts
- Created and installed an organizational filing system still currently in use

- Translated documents related to academics and study-abroad from English to German and vice-versa

Director, International Business Alliance, Georgia State University, Atlanta, GA March 1999 – January 2000

- 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 IBA students with international Atlanta firms
- This position was an Academic Assistantship and resulted in a tuition waiver

ADDITIONAL EXPERIENCE

Consultant (freelance): Marketing and Business Development, Atlanta, GA August 2000 – Present

- 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).

Bookseller, Barnes & Noble Booksellers, Athens, GA October 2007 – July 2008

- Assisted customers with finding, selecting and purchasing books

Intern, Wal-Mart Germany GmbH & Co. KG, Wuppertal, Germany April 2000 – July 2000

- 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

Director, Marketing Communications (freelance), **Esperanto, Inc.**, Atlanta, GA. January 1997 – May 1997

Manager, Marketing Communications, White Wolf Publishing, Inc., Clarkston, GA May 1994 – March 1995

- 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, White Wolf Publishing, Inc., Stone Mountain, GA August 1993 – May 1994

- Organized and updated sales distributor database, both foreign and domestic
- Released order deadlines for individual products to distributors

Intern, Public Relations, White Wolf Publishing, Inc., Stone Mountain, GA May 1993 – August 1993

- 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

PUBLICATIONS

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

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

Winkler, W. Keith. "Bazaar Companions." *Sinful Stars: Tales of the Fading Suns*. Ed. Bill Bridges. Atlanta: Holistic Design, Inc., 1998. 193-226.

ACADEMIC AWARDS

Admissions Appreciation Award, Westwood College (Northlake), Atlanta, Georgia, USA
Instructor of the Term, Westwood College (Northlake), Atlanta, Georgia, USA

Period IV, 2009
August 2008 Term

PROFESSIONAL ORGANIZATIONS

Modern Language Association
American Anthropological Association
Linguistic Society of America
Georgia Game Developers Association

PROFESSIONAL JOURNALS (Subscribed)

Journal of English and Germanic Philology
Journal of Indo-European Studies

LANGUAGES

English (mother tongue)
German (fluent)

TECHNOLOGY

Proficient with Microsoft Office
Proficient with Internet, as well as File Transfer Protocol (FTP)