

HOLLY RUSAK

Director of Digital Media

Bob Schieffer College of Communication, Texas Christian University

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EDUCATION

- Master of Science, Strategic Communication, Texas Christian University
- Bachelor of Arts, Communication (Journalism), University of Texas at Arlington

TEACHING PHILOSOPHY

My teaching philosophy is grounded in experiential learning based on my professional practice. I believe students learn communication most effectively by creating content, solving real-world problems, collaborating with stakeholders, and reflecting on the impact of their work. As both an educator and communication practitioner, I strive to bridge classroom learning with industry expectations while helping students develop strategic thinking, technical skills, and professional confidence.

TEACHING EXPERIENCE

Adjunct Professor | Bob Schieffer College of Communication, Texas Christian University

Multi-Platform Capstone (JOUR 40983) | Fall 2026

- Taught a senior-level, research- and project-based journalism course in which students produced in-depth, publication-ready multimedia stories.
- Guided students through the complete professional journalism workflow, from story ideation and pitching through source development, interviewing, document and data reporting, drafting, revision, fact-checking and final publication.
- Integrated multimedia and digital storytelling skills including photography, video, audio, data visualization, interactive elements, audience engagement and Shorthand production.
- Developed a newsroom-style experience using editorial meetings, peer editing, developmental editing and production workshops to help students synthesize the skills (writing, reporting, research, analytics and visual storytelling) developed through their major into creating their final in-depth project.

Schieffer Associates (JOUR, STCO, FTDM 48933, COMM 38933), co-instructor | Fall 2024, Fall 2025

- Developed and taught a four-week instructional unit focused on design fundamentals for print and digital communication.
- Introduced students to visual communication principles, layout, typography, branding, and audience-centered design.
- Guided students in creating professional-quality deliverables for real-world communication projects.
- Provided feedback and mentorship on design execution, content strategy, and professional workflows.

Design (STCO 32403) | Spring 2024, multi-week fill-in for three sections

- Introduction to page layout software, image editing and basics of design. Creation and critique of designs for advertisements, newsletters and other printed and digital pieces.

PROFESSIONAL EXPERIENCE

Director of Digital Media | 2020-present

Bob Schieffer College of Communication, Texas Christian University

Lead digital strategy, web operations, analytics, and SEO for the college's primary digital presence. Increased website performance by 8% in page views and 10% in active users since 2021 through strategic content optimization, improved site architecture, and audience-focused digital initiatives. Advises college leadership team on technical aspects of digital tools. Assess the functionality, compatibility and integration of existing and proposed new digital systems to address college stakeholders' needs.

Builds, develops, and manages online student news products by overseeing, implementing and monitoring all elements of the required technological infrastructure for student news operations. Identifies and integrates new digital technologies into student media, while managing their functionality and compatibility with existing tools.

Partner with faculty and staff to identify, design and/or implement digital platforms and initiatives that support research, academic programs, and community outreach. Acts as a resource to teach new and existing digital tools required for classes, research projects, and experiential learning programs; provides support for digital media instruction in the college's classes, experiential learning programs, and outreach programs.

Web Project Manager (2018-2020)

PartnerComm

Managed multiple concurrent web and digital communication projects for Fortune 500 clients from discovery through launch.

Led team of 5-10 designers, developers, writers, and stakeholders in the development of a learning management system for a major cancer treatment and research institution, coordinating requirements gathering, content strategy, user experience, and technical implementation.

Developed information architecture, content frameworks, project scopes, and implementation plans for enterprise websites and microsites. Established email production and optimization processes, including audience segmentation, quality assurance, and A/B testing strategies.

Digital Audience Team Leader - News (2018)

The Dallas Morning News

Managed a three-person audience development team responsible for homepage strategy, breaking-news promotion, and digital engagement. Produced and curated twice-daily newsletters reaching more than 50,000 subscribers. Created platform-specific audience growth strategies across social media channels. Led newsroom training on audience engagement, content promotion, and emerging digital tools.

Homepage Editor/Social Media Producer (2016-2018)

The Dallas Morning News

Write/curate content for twice-daily newsletter to more than 50,000 subscribers. Drive traffic to and boost engagement of stories across social media networks, tailoring each post to best serve the individual platform. Devise targeted social media campaigns around featured content. Lead cross-departmental training sessions on best practices and emerging technologies for new media. Implement a content calendar for planning and regeneration purposes

SELECTED PROJECTS

- Schieffer College Graduate Program Marketing Campaigns (2021–2024): Led integrated digital recruitment campaigns including paid social media, email marketing, audience targeting, and analytics.
- Schieffer College Digital Timeline: Led collaboration with an external agency to create an interactive history of communication education at TCU.
- Election Results Operations: Directed newsroom teams on election night covering local, state, and national elections.

GUEST LECTURES AND WORKSHOPS

- Research and the Workforce: From Class to Career. Communication Inquiry, Fall 2022.
- Digital Storytelling Resources. Journalism Capstone, Fall 2021–Spring 2026.
- Brandwatch Introduction. Contemporary Issues in Sports Journalism, Spring 2024.
- Canva and Résumés. Co-led Workshop, Spring 2022.

UNIVERSITY SERVICE

- Course development, Digital Media and Audience Analytics post-bachelorette graduate certificate
- Schieffer Media Insights Lab Prospectus Committee, Summer 2022

HONORS AND AWARDS

Best Graduate Project in Strategic Communication, Schieffer Showcase (Spring 2024)

- "Tecovas Boots and Gen X: Reaching a New Audience."

PROFESSIONAL AFFILIATIONS

- College Media Association, Education Committee, Secretary (2024–Present)
- Online News Association (2020–Present)

PROFESSIONAL CERTIFICATIONS

- Foundations in Teaching workshop series, spring/summer 2025
- Consumer Research Foundations Certificate, Brandwatch, September 2023
- College Media Association Advisor Certification Program, January 2021

PROFESSIONAL DEVELOPMENT

- Conference attendee, Online News Association annual conference, September 2025
- Conference attendee, The Texas Tribune Festival, September 2023
- Virtual conference attendee, Online News Association annual conference, September 2022
- Conference attendee, HighEdWeb Accessibility Summit, July 2022

AREAS OF EXPERTISE

Digital journalism and storytelling, editorial writing and editing, digital media strategy, audience analytics, student media, strategic communication, social media strategy, user experience and accessibility, web management, higher education communications