

# Michael C. Pennell

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michaelcpennell@gmail.com  
michael@pennellteam.com  
www.pennellteam.com  
www.linkedin.com/in/michaelcpennell

320 Dudley Rd.  
Lexington, KY 40502  
(C) 401.569.6636

## Summary

Experienced professional with 20+ years of expertise teaching, advising, mentoring, and collaborating in higher education institutions. Extensive practice working with colleagues across campus and community to achieve research, curricular, and organizational goals. Strong presentation, communication, research, editing, and writing skills honed in professional, classroom and community settings. Trained in theoretical and applied aspects of rhetoric and sports psychology. Accomplished at data collection and analysis of multiple sources of data, as well as translation of data into action and understanding.

## Relevant Skills

### *Strategic Communication Development*

- Developed rhetorical and communication strategies responding to values, needs, and principles of organization
- Practiced at adapting rhetorical theories to communication practices and strategies
- Experienced in purposeful messaging that reflects audience needs
- Trained in rhetorical and communication theories providing support for research and content creation practices
- Skilled in evaluating theories of persuasion and their impact on various audiences
- Skilled in adapting messaging to purpose and goals, within development and deployment of specific genres
- Practiced in matching audience and organizational needs with digital and non-digital platforms and affordances

### *Content Creation and Presentation*

- Developed writing and editing skills for various audiences and genres
- Created and delivered original presentations to variety of audiences
- Practiced at all stages of content creation process, from invention to drafting to presenting
- Experienced at creating content based on rhetorical and audience analysis
- Mentored and advised students in creating and delivering presentations
- Adapted needs and goals to various content platforms, responding to technical and rhetorical affordances

### *Knowledge Transfer*

- Experienced in crafting and sharing research findings to various audiences
- Practiced in writing up and presenting and/or publishing research findings across audiences and venues
- Skilled at conveying and tailoring complex thoughts and data to various audiences
- Partnered with subject matter experts in different disciplines to share and adapt knowledge to specific problems
- Used diverse sources of knowledge to address research questions and problems in higher education and community settings
- Transferred and interpreted disciplinary specialized content to range of audiences inside and outside of classroom setting

### *Research and Investigation*

- Practiced at developing research questions to address areas of inquiry
- Completed training in ethical research practices
- Worked closely with fellow researchers across disciplines to investigate cross-disciplinary research questions
- Used diverse research approaches to address audience needs
- Skilled in gathering information, interpreting findings, and discerning appropriate research to support solutions
- Partnered with and mentored undergraduate and graduate students in research design and collection

### Relevant Professional Titles

#### **Associate Professor**

**Director of Undergraduate Studies** (July 2017-July 2023)

University of Kentucky, Lexington, KY

*Department of Writing, Rhetoric, and Digital Studies* (Summer 2015-present)

*Division of Instructional Communication and Research* (August 2013-Summer 2015)

#### **Founder and Owner**

The Pennell Team LLC

Lexington, KY (April 2023-present)

#### **Member, Board of Directors**

**Chair, Development Committee** (2017-present)

Glean Kentucky, Lexington, KY

#### **Associate Professor of Writing and Rhetoric**

University of Rhode Island, Kingston, RI

*Department of Writing & Rhetoric* (2005-2013; tenured and promoted July 1, 2011)

### Education

**M.S. Education** (January 2022-present)

University of Kentucky, Lexington, KY

Concentration: Sport and Exercise Psychology

**Ph.D. and M.A. English** (May 2005; August 2000)

Purdue University, West Lafayette, IN

Dissertation: *English in the "Hurricane Winds of Change": Labor Market Intermediaries and Literacy in Two Indiana Counties*

**B.S. English** (May 1998)

Eastern Michigan University, Ypsilanti, MI