

## Robert L. Crocker III

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Pen Name: Robb Crocker

### Summary

A converged journalist, new media educator, and mentor who has aimed to continue to keep up with the ever-changing technical landscape of mass communications. Current PhD candidate at Virginia Commonwealth University.

### Experience

- **Adjunct Professor at Virginia Commonwealth University**

January 2019 – Present

Charged with Mass Communications courses to students interested in journalism.

- **Adjunct Professor at Virginia Union University**

January 2017 – Present

Charged with teaching two sections of Intro to Mass Communications to students interested in journalism.

- **Digital Content Manager/Web Reporter at WRIC 8News/ Young Broadcasting/ Media General/ Lin Digital**

September 2015 – February 2017 (1 year, 6 months)

Duties included managing a staff of four, studying various analytical tools, training reporters, building new content, presenting new big picture ideas, and managing all social media content.

- **Web Producer/Web Reporter at WRIC 8 News/Young Broadcasting/ Media General/ Lin Digital**

June 2015 - September 2015 (4 months)

Duties included editing reporter script and converting it to web format, writing breaking news and original content for the website, posting to Facebook and Twitter, editing videos and photos for the web site and social media, and coming up with inventive ways to draw traffic to the website, smart phone app, and social media sites of the television station. Other duties include pitching story ideas and trending online posts.

- **Web Producer/Web Reporter at WTVR-TV**

December 2014 - June 2015 (7 months)

Duties included editing reporter script and converting it to web format, writing breaking news and original content for the website, posting to Facebook and Twitter, editing videos and photos for the web site and social media, and coming up with inventive ways to draw traffic to the website, smart phone app, and social media sites of the television station.

- **Adjunct Professor at Rutgers, The State University of New Jersey**

August 2011 - July 2014 (4 years)

Taught public speaking, digital media, and exploring new media (an online course).

- **Program Assistant, School of Communications and Information Sciences at Rutgers, The State University of New Jersey**

July 2012 - August 2013 (1 year, 2 months)

Duties Included:

Reporting on and gathering information about events, students, faculty, research, and alumni in the Communication Department (including doctoral and masters candidates).

- **Senior Editor at Hanley Wood' BUILDER Magazine and EcoHome Magazine**

February 2007 - August 2008 (1 year, 7 months)

Charged with providing daily content about the home building industry for the websites of BUILDER and EcoHome and wrote for the magazine edition of EcoHome. Was also part of the team that launched EcoHome.

- **Weekend Editor/Evening Producer at washingtonpost.com**

January 2006 – February 2007 (1 year, 2 months)

In charge of online news desk and posting headlines, blurbs and links to the front page.

- **Adjunct Instructor at Virginia Commonwealth University**

January 2005 - May 2005 (5 months)

Instructed two courses: Introduction to Mass Communications and Introduction to Publications. Duties included preparing a lesson plan, lecturing, assigning and grading papers and mentoring a range of college students.

- **Staff Writer/Editor at Richmond.com**

January 2003 – December 2005 (3 years)

Served as a general assignment reporter for two years and then was promoted to editor-in-chief. Managed a small staff and continued to cover news stories in addition to partnering with local radio and T.V. stations to provide content and make appearances to promote the news site.

## Education

- **Virginia Commonwealth University**

PhD Candidate, Media, Art, and Text program (2021)

- **Rutgers, The State University of New Jersey-New Brunswick**

Master of Arts (MA), Communications (Digital Media)

Activities and Societies: Officer, Social Events Chairman of the MCIS GSA (Student Government).

- **Virginia Commonwealth University**

Bachelor of Science (BS), Mass Communications, Minor: Print Media, Minor: Broadcast Media (2001,2002)

Bachelor of Arts (BA) English, Minor: Creative Writing (2018)

Activities and Societies: Served three one-year terms as the Editorial Editor of Virginia Commonwealth's independent, student run newspaper, The Commonwealth Times.

## References

- Jeff South, professor, Virginia Commonwealth University School of Mass Communications; 804-827-0253; [jcsouth@vcu.edu](mailto:jcsouth@vcu.edu).
- Blake Gordon, financial analyst, Richmond, Va., 804-347-8970; [blake\\_gordon@yahoo.com](mailto:blake_gordon@yahoo.com).
- Jay Keller, national channel manager, news and politics, Examiner.com; 703-899-5427; 202-558-8758; [jaykeller@hotmail.com](mailto:jaykeller@hotmail.com).