

Toluwani C. Oloke, Ph.D. f.apra

University of North Georgia, Oakwood, GA.

toluwani.oloke@ung.edu | [Linkedin Profile](#) .

Summary

A strategically minded public relations specialist and associate professor, with over 12 years in public relations, education, and research. Extensive experience developing innovative curriculum and implementing social media marketing simulations, coupled with a successful track record in developing and executing successful public health campaigns, enhancing company visibility, managing social media content and public health campaigns. Adept at synthesizing research data into PR insights, and excitedly seeking to leverage this academic and practical expertise in a communications specialist role.

WORK EXPERIENCE

University of North Georgia

Associate Professor of Communication

Oakwood, GA, United States

Aug 2023 - Present

- Implemented the first-ever social media marketing simulation, Mimic Social, educating over 200 students on targeted ad writing, digital analytics, demographic targeting, content promotion strategies, and advanced features like campaign objectives and ad management.
- Developed an innovative curriculum in international public relations, enhancing student skills and knowledge in this critical area.
- Contribute to global rhetorical studies in science, specifically focusing on the West African Ebola crisis, fostering a comprehensive understanding of health communication in the academic community.
- Synthesizing research data analyses into PR practice insights/ opportunities
- Designed and presented a business communication online teaching module for pilot HerWill/UNG Communication Certificate

Instructional Design&Content Development:

- Designed and delivered highly engaging, interactive courses in communication, incorporating multimedia tools, case studies, and hands-on exercises to enhance learning outcomes.
- Developed comprehensive course materials, including lecture content, e-learning modules and assessments, ensuring alignment with academic and industry best practices.
- Collaborated with faculty and subject matter experts to revise curricula and integrate emerging trends in communication technology.

Facilitation & Learner Engagement:

- Led in-person and virtual classes, fostering inclusive, collaborative learning environments that encouraged student participation, critical thinking, and real-world application of concepts.
- Utilized active learning methodologies such as simulations, group discussions, and hands-on projects to enhance student comprehension and engagement.

Assessment, Evaluation & Continuous Improvement:

- Designed and implemented performance-based assessments, including presentations, case studies, and written analyses, to measure learning outcomes effectively.
- Analyzed student performance data and feedback to enhance instructional strategies and improve course effectiveness.
- Conducted post-course evaluations to gather insights for curriculum improvement and instructional refinement.

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Project Coordination & Training Execution:

- Organized resume writing workshops, and guest lectures, collaborating with industry professionals to bring real-world perspectives into the learning experience.
- Coordinated cross-functional initiatives, working with administration, faculty, and community partners to enhance student learning opportunities.

Cross-Functional Collaboration & Stakeholder Engagement

- Partnered with university departments (the career center) and external organizations (HerWill) to develop interdisciplinary programs and professional development opportunities for students.
- Acted as a mentor and advisor, supporting students in their academic and professional growth

Faculty Mentor/ Assistant Firm Director - SPRUNG UNG

Sept. 2024 - Present

- Co-directing SPRUNG, the student-run public relations firm at UNG, providing strategic leadership, operational guidance, and faculty mentorship to undergraduate students.
- Assisting with overseeing the development and execution of real-world PR campaigns for campus and community clients, with a focus on media relations, social media strategy, and client communication.
- Manage day-to-day firm operations, including project timelines, deliverable reviews, and quality control to ensure professional standards.
- Mentor students in leadership and support roles, offering regular feedback on campaign work, portfolio development, and career readiness.
- Collaborate with the Firm Director and communication faculty to align firm activities with academic learning outcomes and departmental goals.
- Co-leading outreach efforts to attract new clients and increase the firm's visibility across campus and in the local community.
- Co-lead the agency's operations, ensuring high-quality client deliverables and project management.
- Mentor student team members on industry best practices, campaign strategy, media outreach, content creation, and client relations.
- Support student leadership development through coaching, feedback, and professional portfolio reviews.
- Collaborate with the Firm Director and faculty to align SPRUNG's work with curriculum goals and experiential learning objectives.
- Facilitate partnerships with local organizations, helping expand the firm's client base and impact.

Assistant Professor of Communication

Aug 2020 - Aug 2023

- Leveraged innovative teaching strategies to facilitate experiential learning for over 200 students, guiding the development and execution of mock PR campaigns and practical application of AP style writing formats.
- Undertook comprehensive data collection and analysis across multiple universities, providing valuable insights into diversity in PR education and practice.
- Translated research findings into actionable recommendations for institutional decision making.
- Enhanced student learning experience through social media simulation tools and contributed to curriculum development.
- Provided academic and career guidance to students, serving on various university committees and task forces to support academic programs and assessment.

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Curriculum Development & Instructional Innovation

- Developed and launched a new course in International Public Relations, providing students with a global perspective on PR strategies and cross-cultural communication.
- Pioneered the adoption of Mimic Social, the world's first social media marketing simulation, to equip students with hands-on experience in content promotion and scheduling strategies.
- Designed and taught courses integrating LMS platforms, Microsoft 365, HubSpot, Hootsuite, and AI-driven learning tools, ensuring students gained real-world digital communication skills.

Experiential Learning & Training Facilitation

- Co-established SPRUNG, the University of North Georgia's student-run PR firm, creating a hands-on learning environment where students developed strategic communication campaigns for real clients.
- Led blended learning experiences, combining in-person and virtual instruction to support diverse learning styles.
- Provided training in AP style writing formats, ensuring students mastered industry-standard communication and media writing skills.

Assessment, Evaluation & Continuous Improvement

- Gathered and analyzed learner feedback on course content and instructional methods, implementing data-driven improvements to enhance engagement and knowledge retention.
- Regularly assessed student learning gaps, developing proactive solutions such as additional training modules and skill-building exercises.
- Ensured timely and high-quality training support, aligning learning objectives with expected performance metrics.

State University of New York at Fredonia

Assistant Professor of Communication

Fredonia, NY, United States

Aug 2018 - Aug 2020

- Mentored students, providing guidance on internship and employment opportunities, while maintaining consistent check-ins for struggling students.
- Evaluated and monitored student performance, thereby delivering comprehensive academic progress reports.
- Fostered student engagement through innovative teaching methods and interactive class discussions.
- Devised and taught a new curriculum focused on international public relations, digital advocacy, and health communication, including the development of a unique course on International Public Relations.

University of Florida

Instructor/ PhD Communication Research Assistant

Gainesville, Florida

Aug 2015 - Aug 2018

- Executed both qualitative and quantitative research analysis, focusing on the development of a conceptual model to understand consumer preference for user-generated product reviews over expert reviews.
- Orchestrated six research projects, utilizing both theoretical and statistical models, investigating topics such as multinational campaign localization and pro-environmental attitudes. This work

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culminated in two journal publications, a book chapter, and three presentations at international and national conferences.

- Led the gathering, analysis, and interpretation of diverse datasets, using tools such as Qualtrics, SPSS, and MAXQDA to clean data, identify trends, and prepare comprehensive reports for impactful presentations.

African Union Commission, Addis Ababa
Public Information Officer

Monrovia, Liberia
Sep 2014 - Mar 2015

- Developed and executed two successful Ebola health campaigns, resulting in a significant reduction in disease spread and a decrease in Ebola infection and death rates by over 60% while co-managing a campaign budget of over \$300K.
- Authored comprehensive reports supporting the establishment of the Africa CDC in 2016, incorporating visually appealing infographics and providing strategic recommendations to executive leadership at the United Nations and African Union Headquarters.
- Research Strategy: Designed and implemented communication strategies that include collecting and analyzing data through surveys and other tools.
- Produced and distributed internal and external communication materials.
- Collaborated with teams to integrate data and insights, ensuring that research results are translated into actionable insights.
- Designed content-rich communication strategies based on research
- Forged strong media relationships to foster organizational goals, and identified sponsorship opportunities from the United Nations & ECOWAS.
- Developed and implemented two (2) Ebola health campaigns that led to a significant reduction in the spread of the Ebola Virus Disease.
- Ensured consistent and accurate message dissemination to all stakeholders.
- Conducted comprehensive quality review of reports that supported the establishment of the Africa CDC in 2016
- Secured editorial and feature article placement opportunities in top national and local publications to promote the African Union ASEOWA efforts.
<https://thenewdawnliberia.com/au-stresses-coordination-in-ebola-fight/>
- Developed and implemented non-digital engagement strategies and tactics
- Created, managed, and monitored social media content calendar, posts, and promotions to increase engagement and drive conversions on behalf of AU-ASEOWA, and analyzed data to optimize performance across multiple social media channels <https://www.facebook.com/AUonEbola> | <https://www.facebook.com/auaseowaonEbola>
- Wrote copy for AP style communication materials, including press releases, advisories, post-campaign evaluation reports, backgrounders, op-eds. etc.
- Coordinated promotional photo and video production and performed visual and sound editing tasks.
- Communicated with the media weekly to build relationships and optimize press coverage.

Florida A&M University
Visiting Instructor

Tallahassee, Florida USA
Jan 2014 - May 2014

- Delivered comprehensive instruction in the Fundamentals of Speech course, fostering students' understanding and mastery of core concepts.
- Employed innovative teaching methodologies to enhance student engagement and learning outcomes.

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APremium Healthcare Solution, LLC
Public Relations/Market Research Extern

Conyers, Georgia, United States
Oct 2013 - Dec 2013

- Enhanced company visibility and engagement through strategic social media management, resulting in a significant 30% growth in audience interaction within a three-month period.
- Devised and executed a comprehensive one-year marketing strategy, '*Powerful Tools for Caregivers*', successfully expanding the company's reach to 46 counties within Georgia and positioning it as a cost-effective home care provider alternative.

Florida State University
Graduate Teaching Assistant

Tallahassee, FL, USA
Jan 2013 - Aug 2013

- Delivered comprehensive instruction on speech presentation fundamentals, resulting in enhanced student preparedness and performance.
- Effectively utilized online platforms for student mentorship, regularly interacted to nurture progress, and provided insightful feedback on assignments, contributing to their overall development.

EDUCATION

University of Florida College of Journalism and Communications	Aug 2018
<i>Ph.D. Mass Communication (Public Relations and Health Communication)</i>	
Florida State University	Dec 2013
<i>Master of Science (M.Sc.), Specializations: Integrated Marketing & Management Communications</i>	
University of Ilorin	Nov 2007
<i>Bachelor of Arts (B.A.), English Language and Literature, General</i>	
Florida State University	May 2013
<i>Graduate Certificate, Project Management</i>	

PROFESSIONAL AND ACADEMIC AFFILIATIONS

Senior Member African Public Relations Association (APRA)	2026-Present
Member, Public Relations Society of America (PRSA) – Atlanta, GA Chapter	2020- Present
Member, Georgia Communication Association	2024- Present
Member, Public Relations Society of America (PRSA) - Buffalo, NY Chapter	2018-2020
Member, Association for Education in Journalism and Mass Communication (AEJMC): International Communication Division & Public Relations Division.	2015- Present
Member, International Communication Association (ICA)	2015- Present

SKILLS

Digital Media • Digital Marketing • Written Communication • Languages • English (Full Professional) • Research Tools: SPSS, MAXQDA, NVIVO, Qualtrics • Media Analytics • AP Style • Campaign and Strategy Development • PR Campaigns • Academic Teaching • Project Management • Research • IMC • Media Relations • Instructional tools development • Social Media Management • Content Creation • Press Release Writing • Public Speaking • Strategic Planning • Team Collaboration

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COURSES TAUGHT

University of North Georgia,

Aug.2020- Present

Department of Communication, Media and Journalism, Oakwood GA.

Courses Taught:

International Public Relations -	Fall 2025, Fall 2026
Public Relations Writing -	Fall 2020 - Present (every semester)
Social Media -	Fall 2020 - Present (every semester)
Intro. to Public Relations -	Fall 2020 - Present (every semester)
Public Speaking	Fall 2022 - Present (every semester)
Human Communication	Fall 2024 - Present (every semester)
Senior Capstone	Fall 2020, Spring 2021, Spring 2022
UNG 1101 FYE Course	Fall 2026

State University of New York at Fredonia,

Aug.2018- 2020

Department of Communication.

Courses Taught:

Public Relations Writing, International Public Relations, Principles of Public Relations, Health Communication, Digital and Social Advocacy

University of Florida, Gainesville, FL

Aug. 2015 - 2018

Department of Public Relations.

Courses Taught:

PUR 4100 Public Relations Writing, International Public Relations, Public Relations Strategy

RESEARCH

Book Chapter Publications

Oloke, T., & Odedele, S. (Eds.) (2026). *Strategic Communication Management in Africa: Culture, context, and cases*. Palgrave MacMillan. <https://link.springer.com/book/9783032201010>

Oloke, T., & Odedele, S. (2026) History of Strategic Communication in Africa. In **Oloke, T., & Odedele, S. (Eds.),** *Strategic Communication Management in Africa: Culture, Context, and Cases* (pp. xxxxx-xxx). Palgrave MacMillan. <https://link.springer.com/book/9783032201010>

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Oloke, T. C., & Soetan, O. (2023). African Sciences and Indigenous Knowledge Systems in the Nigerian Ebola Crisis In L. Olman (Ed.), *Global Rhetorics of Science*. SUNY Press.

Oloke, T. C., & Molleda, J.C. (2017). The African Union Commission's multinational Ebola campaign's localization strategies. In J.V. Turk & J. Valin (Eds.), *Public relations case studies from around the world* (2nd ed., pp. 193-213). New York: Peter Lang.
<https://www.peterlang.com/view/9781433145520/xhtmll/chapter11.xhtml>

Journal Publications

Lee, A. R., Won, J., Hon, L., Leping, Y., Oloke, T., & Kong, S. (2020) "[The role of psychological proximity and social ties influence in promoting a social media recycling campaign](#)" .
Environmental Communication, 1-19.
<https://www.tandfonline.com/doi/abs/10.1080/17524032.2019.1677737>

Oloke, T.C., & Kochhar, S. (2018). [African Union Commission's multinational Ebola campaign informed by and against the decision-making model for localization](#). *Journal of Intercultural Communication* (48). <http://www.immi.se/intercultural/nr48/kochhar.html>

Other Publications

Oloke, T. (2025, April 4). *The role of intercultural communication in multinational business operations*. The Comms Avenue.
<https://thecommsavenue.com/toluwani-oloke-the-role-of-intercultural-communication-in-multinational-business-operations/pdfs.semanticscholar.org+5thecommsavenue.com+5thecommsavenue.com+5>

Oloke, T. (2018). *Developing cultural sensitivity in framing health advocacy messages: The female genital mutilation intervention in Nigeria* (Doctoral dissertation, University of Florida). University of Florida Digital Collections

Oloke, T.C. (2015). [12 strategies for maximizing cultural diversity in the classroom](#)

Conference Presentations and Submissions (Peer-Reviewed)

Wills, C. and **Oloke, T.** (2026 February). Experiential Learning and Professional Preparedness in the Student-Run Public Relations Firm. Georgia Communication Association Conference, Macon, Georgia.

Oloke, T. (2025 June). Singing the body, policing the soul: Orature, Female Health, and Morality in Nigeria through the Lens of Akintunde Akinyemi's Scholarship. Lagos Studies Association 9th Annual Conference, Lagos, Nigeria.

Leslie-Piper, N. S., **Oloke, T.**, and Donou-Adonsou, F. (2025 April). [The impact of buy-now-pay-later use frequency on social media shopping, luxury consumption and consumer indebtedness](#). 2025 Association of Marketing Theory and Practice Proceedings, 25.

Wills, C., **Oloke, T.**, Brennecke, K., Kline, B., Preston, T., & Raptis, P. (2024, February). *Professors take on "pilot" cross-cultural online certificate programs for female students, Bangladesh* [Panel presentation].

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Georgia Communication Association Annual Conference, Demorest, GA.

https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2025/25

- Oloke, T.C.** (2016, March). Are you like me? Why consumers have trust preference for user-generated reviews: A conceptual model. Paper presented at the 11th Annual Conference of the Social Sciences, Gainesville. Florida.
- Molleda, J.C. & **Oloke, T.C.** (2016, June). African Union Commission's Multinational Ebola campaign informed by and against the decision-making model for localization. Paper presented at the International Communication Association 66th Annual Conference, Public Relations Division, Fukuoka, Japan.
- Lee, A., Won, J., Hon, L., You, L., **Oloke, T.C.**, & Kong, S. (2017, May). Millennials' pro environmental attitudes and actions: Psychological proximity and moderating role of social ties influence. Paper presented at the International Communication Association 67th Annual Conference, Public Relations Division, San Diego, USA.
- Addie, Y., **Oloke, T.C.** & Arceneaux, P. (manuscript) Feel De Riddim, Green & White: A Visual Content Analysis of Africa's first Olympic Bobsledding Team and the impact on Nigeria's National Brand. Paper submitted to the International Communication Association 70th Annual Conference, Public Diplomacy Division, Gold Coast, Australia.

Research Awards

- 2025 Best paper in Track Award, Association of Marketing Theory and Practice Conference, Myrtle Beach, SC
- 2026 Honorable Mention on Panel Presentation, Georgia Communication Association (GCA) Conference. Feb. 2026

INVITED PRESENTATIONS AND GUEST LECTURES

University Service

- 2026 Reviewer, Faculty Undergraduate Summer Engagement (FUSE) program. UNG CURCA
- 2025-2026 Member, College of Arts and Letters, Identity and Marketing Task Force. UNG.
- 2025 Reviewer, UNG CURCA Student-Faculty Collaborative Mini Grants Applications.
- 2025 Faculty Mentor to Dr. Doris Wesley, School of Communication Film and Theatre, UNG
- 2024 Member, Search Committee for the Dean of the College of Arts and Letters, UNG
- 2023 Reviewer, Faculty Undergraduate Summer Engagement (FUSE) program. UNG CURCA
- 2022 Reviewer, UNG CURCA Student-Faculty Collaborative Mini Grants Applications.
- 2022 Member, Student Conduct Committee, University of North Georgia.
- 2021 Judge, MLK Oratorical Contest, University of North Georgia. Spring 2021
- 2020 Judge, 1st Annual Research Pitch, Center for Undergraduate Research and Creative Activities, University of North Georgia. Fall 2020
- 2019/20 Team Member, Online Masters in Strategic Communication Graduate Program Development -(Summer 2019- Spring 2020). SUNY Fredonia. Fredonia, NY.
- 2019 - 2020 Member, Diversity Dialogues Leadership Team, SUNY Fredonia. Fredonia NY.
- 2019 Guest Speaker, Cultural Competence Institute program on "The impacts of privilege, marginalization, and bias.
- 2019 Judge, Public Speaking Competition, Applied Communication Association, SUNY

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Fredonia, Fredonia, NY
2019 Facilitator, Lunch with New York Times Series on April 9,2019 on Article: He Helped Create A.I. Now, He Worries About 'Killer Robots.'
https://events.fredonia.edu/event/lunch_with_nytimes_9157#.XLKXGkRKhQI

Service to the Department:

2025 Chair, Promotion & Tenure Committee, School of Communication, Film & Theatre, UNG
2024/25 Faculty Mentor/Co-Director, SPRUNG student-run PR firm.University of North Georgia.
2024 Member, Promotion & Tenure Committee, School of Communication, Film & Theatre, University of North Georgia.
2023/2024 Member, Leadership Bylaws Committee. School of Communication, Film and Theatre, University of North Georgia.
2022 Member, School of Communication, Film and Theatre Curriculum Committee. UNG.
2020/21 Member, Comprehensive Program Review Committee, Department of Media and Journalism, University of North Georgia.
2021 Member, Honors and Awards Committee, Communication, Department of Media and Journalism, University of North Georgia.
2019-2020 Team Member, Online Masters in Strategic Communication Graduate Program Development -(Summer 2019- Spring 2020). SUNY Fredonia. Fredonia, NY.
2018-2019 Faculty Advisor, PRSSA SUNY Fredonia (2018/2019, 2019/2020).
http://apps-prssa.prsa.org/chapters/pages/display/292/SUNY_Fredonia
2018-2019 Faculty Member, Department of Communication scholarship committee, SUNY Fredonia.
2018 Member, search committee for tenure-track position in public relations, Department of Communication, Fall, 2018/2019. SUNY Fredonia.

Service to the Discipline:

2025 Manuscript Reviewer, Journal of Marketing Intelligence and Planning
2022 Reviewer, AEJMC GSIG National Paper Competition Submissions. Association for Education in Journalism and Mass Communication. USA.
2019 Invited Peer Review of J. Fessmann(Ed.) (2019). Strategic climate science communications - Effective approaches to fighting global warming denial. Wilmington, DE: Vernon Press.
2016 Conference Submission Reviewer, Public Relation Division. AEJMC Midwinter Conference.
2017 Conference Submission Reviewer, Public Relation Division. AEJMC Annual Conference
2018 Conference Submission Reviewer, Public Relation Division. AEJMC Midwinter Conference
2019 Conference Submission Reviewer, Public Relation Division, International Communication Association Annual Conference, 2019 (8 manuscripts reviewed)

Professional Development Training Courses:

2023 ACUE Certificate in Effective Teaching Practice Framework

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- 2021 Facilitating Learning Online Certification Workshop, University of North Georgia.
- 2019 Building Your Online Course (BYOC), SUNY Fredonia. Fredonia, NY.
- 2019 Facilitators Re-imagining Equity and Diversity, SUNY Fredonia. Fredonia, NY.
- 2013 Online Mentor Training Course, Office of Distance Learning, Florida State University.
Tallahassee FL.

Volunteer Service

- 2016- 2017 Publicity Manager, Organization for Graduate Students Academic and Professional Development, University of Florida.
- 2016-2017 Treasurer, Graduate Students in Mass Communication Association, University of Florida.