

STAFF BIOS

Danette P. Baker

Associate Director, Communications

Editor, Pulse

Bachelor of Science, Print Journalism, West Texas State University
Associate of Applied Science, Graphic Design, South Plains College
22 years experience in design, writing, publications, marketing, public relations and editorial management with advertising agencies, daily newspapers, magazines and non-profit organizations. I have survived a flight aboard NASA's KC-135 (zero-gravity training airplane) and a cross-country trip on the Concord – and wrote about both, as well as covered health, family, and business issues as a freelance writer and redesigned an audience-specific publication for newspaper readership. Winner of local, state, regional and national awards for investigative journalism, design, and general-interest newspaper columns.

Suzanna C. Martinez

Associate Director, Media Relations

Bachelor of Arts, Texas Tech University
Rotary Scholar - studied journalism in Argentina for a year.
21 years of media experience with television, radio and print. Worked as radio morning show producer and on-air host and news writer; producer, director, writer and editor of television programs; video photographer for various television stations; freelance writer for the Lubbock Avalanche-Journal writing music reviews and features; writer for magazine publications; voiceovers for radio and television; director of video services at Texas Tech University where I produced television health news segments, wrote video scripts and promos. Experience spans from designing and building television sets and interviewing Tejano music performers to writing speeches, columns, releases, scripts, and promoting radio events.

Beth G. Phillips

Associate Director, Communications

Bachelor of Arts, Journalism, Texas Tech University
7 years experience in journalism, *The Lubbock Avalanche-Journal*, *The Daily Toreador* (formerly *The University Daily*), *The Waco Tribune-Herald* and the *Belton Journal*.



Jamie Hinojosa

Senior Graphic Designer

Majored in Printmaking with minor in Drawing, Texas Tech University

14 years experience in graphic design, art direction, studio management, pre-press production, web design and development, publication design and photography.

I've managed and directed pre-press and design departments for local printers. I've also owned and operated two successful freelance design and photography studios, and served as art director for other local design agencies. Additionally, I've designed and developed many websites, corporate identities and marketing materials for local and national clients.

Jo Vaughan

Director of Marketing, School of Medicine

Bachelor of Arts, Journalism, Texas Tech University

Master of Arts, Communication, Angelo State University

25 years experience in healthcare public relations and marketing

Winner of local, regional and state awards for design and marketing programs.

Ivanna C. Rice-Flewharty

Texas Tech Physicians Senior Web Editor

Bachelor of Arts, Visual Communication, Lubbock Christian University

11 years experience in multi-disciplines such as education, marketing and online publishing. My field gained me experience in facilitation, copywriting/editing, and graphic design. Member of Women in Communications and have privately studied with acclaimed teachers in art as well as communications.

Christy Meriwether

Director, Communications and Marketing

TTUHSC School of Nursing

Bachelor of Science in Education, Texas Tech University

7 years experience in Communications & Marketing; 12 years experience in Adult Education and Quality Improvement.

I have spent most of my professional career in training and development, specializing in communication and supervisory skills. Prior to this, I was marketing director for Whisperwood National Bank where I learned the skills of marketing and public relations. In my current position, I am responsible for promoting the programs and accomplishments of the TTUHSC School of Nursing. This ranges from producing the annual report and program brochures to developing a presence in the community and on the web.



Amanda Reeves

Assistant Director Communications and Marketing
TTUHSC School of Nursing

Bachelor of Arts in Business Communications, Lubbock Christian University
9 years experience in media, marketing and public relations for variety of local companies.
2 years experience as a ski instructor and public relations for a ski resort.

Irene A. Williams

Lead Programmer/Analyst, Institutional Web Content Design Manager
Academic Services

Bachelor of Business Administration in Computer Information Systems, Lubbock Christian University
Master of Business Administration, Wayland Baptist University
Doctoral Candidate - Doctor of Philosophy in Business Administration in Organizational Leadership, Northcentral University

Almost 8 years of experience in higher education. Professional experience includes designing and maintaining web sites, managing various informational databases, and providing technical support to academic & administrative units with annual assessment plans. Prepared university fact book, historical data reports, and assisted in gathering information for federal and state reporting. Member of various local organizations specializing in human resources, quality assurance, and training and development.

Melissa Watkins

Unit Coordinator, Communications & Marketing

15 years experience in the Administrative field; skilled in various Microsoft Office programs with ability to multitask and be efficient in all areas of operating a fast-paced office.