

Curriculum Vitae
Trenay Perry Bynum, MSP
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Trenay Perry Bynum, 13250
Belmont University
1900 Belmont Boulevard
Nashville, TN 37212

615-460-6847
trenay.perrybynum@belmont.edu
trenaybynum.com
linkedin.com/in/trenaybynum

CURRENT POSITION

Assistant Professor
Department of Public Relations
Belmont University

August 2022 – Current

Lecturer
Department of Public Relations
Belmont University

August 2021 – May 2022

EDUCATION

Ph.D.	Liberty University, Lynchburg, VA	Anticipated, 2026
M.S.P.	Cumberland University, Lebanon, TN Public Service Management Master's Project: A Pictorial Journey Through Scarritt-Bennett Center	2012
B.S.	Tennessee State University, Nashville, TN Speech Communications & Theatre Senior Project: National Honor Society Public Relations Campaign	1990

Research and Teaching Interests

- Strategic Communication
- Experiential Learning as an Educational Practice
- Student-Run Strategic Communication Agencies as Learning Laboratories

Courses Taught

BEL 1015 First Year Seminar (Fall 2021 - current)
PRL 1180 Public Relations (Fall & Spring 2021 - current)
PRL 2010 Tower Creative Practicum (Fall & Spring 2023 - current)
PRL 2180 Public Relations Writing II (Sp'2022)
PRL 2880 Social Media Content Development (Sp'2022)
PRL 2895 Name, Image & Likeness (Sp'2023)
PRL 3680 Risk & Crisis Management (Sp'2025)
PRL 3710 Event Planning (Sp'2024)

Current Academic Advising

Undergraduate students: PRL: 6; SMM: 4; ECO: 1

SCHOLARSHIP

Bynum, T. P. (2026). *Case study: Human resource challenges in volunteer-led event planning*. In R. Dowson, B. Albert, & D. Lomax (Eds.), *Event planning and management: Principles, planning and practice* (4th ed., pp. xx–xx). Kogan Page. <https://doi.org/10.4324/978139623835>

Bynum, T. P. (2025). *Case study: From assumptions to belonging—A Nashville journey of identity and inclusion*. In B. Albert, R. Dowson, & D. Lomax (Eds.), *The cultural risk assessment in events: Achieving equity, diversity and inclusivity* (pp. 228-231). Goodfellow Publishers. <https://doi.org/10.2307/jj.30051455>

Selove, R., Williams, N., Clarkson, K., Williams, J., Bynum, T., Idrizi, K., Plata, K., Collins, J., Jones, S., Alexander, L., & Schlundt, D. (2024, Dec. 8-10). *Engaging African American congregations to deliver evidence-based health-promotion programs* (poster presentation). 17th Annual Conference on the Science of Dissemination and Implementation in Health, Arlington, VA.

SERVICE

University

- BELL Core Committee, CLASS Undergraduate Senate 2025 - current
- First Year Seminar Leadership Committee 2025
- The Annette Sisson First Year Seminar Award – Reviewer 2023
- School of Occupational Therapy, Belmont University, *In Social Media, One Strike is a Win* – Presenter 2023, 2024

College

- CLASS Mission and Vision Committee 2025
- Tower Creative Communications 2021 - current

Department

- PRSSA Leadership Assembly – Chaperone 2025
- Department Curriculum – Reviewer 2024
- National Pan-Hellenic Council – Advisor – 2023 - Current

Community

- Center for Nonprofit Excellence, *The Intern Playbook* – Co-lead, Workshop Leader 2025
- Public Relations Society of America ICON, *Cultural Risk Assessments for Organizational Belonging* – Session Speaker 2025
- Potentia360, *Deliver Your First Speech & Visibility is Not the Same as Value* – Workshop Leader 2025, 2024
- AI for Marketing, Panel Presenter 2025
- Lydia Society, *Reflecting on the Girl in the Mirror* – Workshop Leader 2025, 2024
- tnAchieves – Mentor 2023
- Engaging Partners in Caring Communities (EPICC) Project – Communications Consultant 2023, 2024
- MNPS with Jack and Jill of America, Nashville Chapter, Teen Summit – Workshop Leader 2024
- Meharry Medical College, School of Public Health, *In Social Media, One Strike is a Win* – Presenter 2024
- EPICC Project, *Social Media to Attract and Engage* – Speaker 2023
- Maplewood High School, *Building a Career in Social Media* – Speaker 2023
- MNPS Community Achieves, *In Social Media, One Strike is a Win* – Workshop Leader 2023
- Inaugural HBCU Honors™ Awards – Advisory Board Member 2023, 2024

- Technology Council, Girls Who Tech STEM Camp, *Using HTML & CSS* – Workshop Leader 2022
- Women in Entertainment, *Build Your Student Brand* – Workshop Leader 2021
- Kathryn Y. Brown Leadership Academy, *Developing a Communications Strategy* – Presenter 2021

Undergraduate Mentorship in Experiential Learning & Professional Development

- Mentored Toni’ya Johnson in the development of her presentation for the PRSA 2025 Association/Nonprofit Conference, “*Leadership Beyond Results: Cultural Risk Assessment in Onboarding and Team Integration.*” The session explored how subtle leadership behaviors—such as first welcomes, tones of introduction, and embedded cultural assumptions—influence confidence, performance, and long-term retention, particularly for professionals from historically underrepresented backgrounds.
- Mentored Bryson I. Moore in the development of SPARK Symposium presentation, “*Learning by Doing: The Impact of Experiential Learning Through Tower Creative Communications*” (2025), which examined the pedagogical value of applied client work in a student-run strategic communications agency. The project was supported through a collaborative partnership with Vanderbilt University’s Program Evaluation course, taught by Sarah Suiter, Ph.D., in which students provided evaluation services to Nashville-based nonprofit organizations as part of a community-engaged learning initiative. https://repository.belmont.edu/spark_presentations/2492
- Advised Gracie Hill, a student associate with Tower Creative Communications, who received the **Emerging Excellence in Social Media Award** (2025) for her outstanding work managing the Vocal Arts Instagram account.
- Mentored Toni’ya Johnson through strategic communication skill development and interview preparation during her senior year. Johnson successfully secured a full-time role (2024) as a digital content creator.
- Mentored Lizbeth DelaRosa, a First-Year Seminar student, who was awarded the **Annette Sisson First-Year Seminar Award** (2023) for her project, “*Blood Quantum Laws: Never Native Enough.*” Her work critically examined the implications of blood quantum laws on Indigenous identity and tribal sovereignty, demonstrating exceptional academic rigor and cultural insight.

FACULTY DEVELOPMENT

- Teaching Responsibly with AI: Media / AI Literacy, GPTZero (Virtual) 2025
- Program Evaluation [Audited Course], Instructor: Sarah Suiter, PhD, Vanderbilt University 2024
- Career Readiness Academy NACE8 and Equity & Inclusion Deep Dive, Belmont University 2024
- Official CPD Certificate & Learning Reflection Tool, WSJ Instructor Conference (Virtual) 2024
- Uncommon Sense Teaching, Audited Course 2023
- Uncommon Sense Teaching, Coursera Certificate Course 2022
- Teaching Professor Conference, Attended 2022

SELECT STUDENT PAPERS

1. Bynum, T. (2022). Methodological Review: NCAA. (Unpublished Research Paper). School of Communication and the Arts, Liberty University, Lynchburg, VA.
2. Bynum, T. (2021). Case Study: An Analysis of Organizational Change. (Unpublished Research Paper). School of Communication and the Arts, Liberty University, Lynchburg, VA.
3. Bynum, T. (2021). Online Marketing Plan for Nashville-based The Next Door. (Unpublished Research Paper). School of Communication and the Arts, Liberty University, Lynchburg, VA.
4. Bynum, T. (2021). Change Strategy: Creating a Seamless Customer Experience at Forrester (Unpublished Research Paper). School of Communication and the Arts, Liberty University, Lynchburg, VA.
5. Bynum, T. (2021). Church Leaders Engaged in Influencer Marketing. (Unpublished Research Paper). School of Communication and the Arts, Liberty University, Lynchburg, VA.

6. Bynum, T. (2020). Identifying Soft Skills Development Contributing to Career Success of Recent Graduates: A Literature Review (Unpublished Research Paper). School of Communication and the Arts, Liberty University, Lynchburg, VA.
7. Bynum, T. (2020). Will Real-life Branding Increase Responsible use of Social Media for Youth? (Unpublished Research Paper). School of Communication and the Arts, Liberty University, Lynchburg, VA.
8. Bynum, T. (2020). Goal Setting Theory – A Theoretical Analysis. (Unpublished Research Paper). School of Communication and the Arts, Liberty University, Lynchburg, VA.
9. Bynum, T. (2011). Understanding Community Service Agencies (Unpublished Research Paper). School of Humanities, Education, and the Arts, Cumberland University, Lebanon, TN.
10. Bynum, T. (2011). Writing: A Path or Roadblock to Career Opportunity? (Unpublished Research Paper). School of Humanities, Education, and the Arts, Cumberland University, Lebanon, TN.

CAREER HISTORY

Founder Bynum Strategic Media	2022 –
Marketing, Social Media Manager FiftyForward, Nashville, TN	2021 – 2022
Program Manager Forrester	2019 – 2021
Account Services Director Centerstone, Nashville, TN	2018 – 2019
Communications Director Centerstone	2015 – 2018
Communications Manager Centerstone Research Institute	2012 – 2015
Communications Director Tennessee Alliance for Legal Services	2005 – 2011
Marketing Director The Upper Room	2002 – 2005
Founder Figures of Nashville Inc.	2000 – 2006
Public Relations Manager The Nashville Symphony	2001 – 2001
Communications Director Tennessee Managed Care Network	1995 – 2001
Communications Manager Tennessee Primary Care Association	1991 – 1994
Writer Meharry Medical College	1990 – 1991

GRANTS FUNDED

1. Bonebrake, D., Bynum, T., Cole, E., and Overton, L. (2011). *Technology Collaboration Between Tennessee's Legal Aid Offices and State-wide Library System*. [Grant]. Funded by: Legal Aid Corporation, 2011.
2. Bynum, T. (Principal) Cole, E., and Pinkston, J. (2010). *Public Libraries and Access to Justice* [Grant]. National Center for State Courts and Legal Services Corporation. Funded by: Bill and Melinda Gates Foundation, 2010.

SELF-PUBLISHED WORKS

1. Bynum, T., (2004) *TRIUMPH! The Beautiful Face of Courage*. Self-published.
2. Bynum, T., (2011) *A Pictorial Journey Through Scarritt-Bennett Center*

STRATEGIC COMMUNICATION REFLECTIONS -- medium.com/@trenaybynum

- Your Growth is the Assignment – Lessons from the Tower 2024
- An Ode to Teachers 2024
- Pearls: The New Symbol of a Strong Brand 2021
- A COVID-19 Message and a Trip to the Principal's Office Become Teaching Tools 2020
- My Klout Score Challenge 2018
- Marketing Automation in the Mission-Driven Organization 2018
- The Degree Doesn't Make You a Rockstar, but These Tips Will 2017
- My Top 10 Parenting Lessons 2017
- 5 Tips on Using Social Media in Mission-Driven Organizations 2016
- Tourism HR Staff Ignoring Visitors 2016

PROFESSIONAL DEVELOPMENT

- K-12 Blended & Online Learning – Coursera
- Learning How to Learn for Youth – Coursera
- Inbound Marketing Certification – HubSpot
- What is Social? – Coursera
- Engagement & Nurture Marketing Strategies – Coursera
- The Business of Social – Coursera
- Content, Advertising & Social Integrated Marketing Communications – Coursera
- The Importance of Listening – Coursera
- Google Analytics – Google
- Learning How to Learn: Powerful Mental Tools to Help You Master Tough Subjects – Coursera
- Entrepreneur Guidance and Leadership Training Program
- Community Scholars Program – Metropolitan Public Health Department
- How to Set Up a Nonprofit Organization – Center for Nonprofit Management
- Writing a Public Relations Plan – Center for Nonprofit Management
- Communications Manager Certificate – American Society of Association Executives

CIVIC AND COMMUNITY LEADERSHIP

- KYB Leadership Academy, Inc., Board Member (2021-2024)
- Jack and Jill of America, Inc., Marketing Chair (2020-2022)
- Hume Fogg, Parent Teacher Organization – Member (2021)
- Jack and Jill of America, Inc., Children's Ball – Co-chair (2020)

- Jack and Jill of America, Inc., Children's Cluster – Logistics (2020)
- John Early Museum Middle Magnet School, Parent Teacher Organization – Member (2019, 2020)
- Living Word Community Church – Children's Ministry, Committee Chair (2015 to 2018)
- Girl Scouts of Middle Tennessee – Troop Leader (2012 to 2017)
- ATHENA Award Program – Public Relations Chair (2003-2004, 2012)
- National Minority Organ and Tissue Transplant Education Program – Advisory Board Member (2012)
- Scarritt-Bennett Center – Special Events Committee (2012, 2013)
- Living Word Community Church (Women's Ministry) – Chair (2003-2011)
- Women's and Gender Studies Program, Vanderbilt University – Community Advisory Board (2006-2007)
- Young Leaders Council Training Program – (2005)
- Tennessee Economic Summit on Women – Public Relations Committee (2004-2006)

STRATEGIC CONSULTING AND ADVISORY ENGAGEMENTS

- Crystal Marin Financial Coach, book launch (Marketing Consultant) (2020)
- Cupid Fitness (Marketing Consultant) (2020)
- Thinker Partner (Marketing Consultant) (2018, 2020)
- Nashville Transit Improvement Program (Marketing Consultant) (2018)
- Cirrus Technologies and Solutions (Marketing Consultant) (2007)
- "Sisters Together" (Health Care Forum), Event Organizer & Funder (2005, 2006)
- "Pure Panache" (Fashion Show), Event Organizer & Funder (2004, 2005, 2006)
- "Ultimate You" (Workshop), Event Organizer & Funder (2003)
- Alkebu-Lan Images Bookstore (Book Fair), Consultant & Event Organizer (2002)
- "Changes" (Empowerment Workshop), Event Organizer & Funder (2001)
- "Fit, Fine & Fabulous" (Health Care Forum), Co-Founder and Event Organizer (2000)

AWARDS AND RECOGNITIONS

- Women Who Rock (Nominated, Educator's Category) (2024)
- KYB Caregiver Appreciation Honoree – KYB Leadership Academy (2020)
- Spirit of Women Award (Community Service Division) – Women's Hospital at Centennial (2004)
- Most Beautiful People – Nashville Lifestyles Magazine (2001)
- Information Award (newsletter) – Tennessee Society of Healthcare's National Health (2000)
- Prism Award (prenatal program) – Tennessee Society of Healthcare's National Health (2000)
- Journalism Achievement Award – Society of Professional Journalists (1994)

PROFESSIONAL ORGANIZATIONS

- Omega Nu Lambda National Honor Society – Lifetime Member
- National Communication Association – Member ID #104952
- Public Relations Society of America
- Jack and Jill of America, Inc. – Associate Member
- Alpha Kappa Alpha Sorority, Inc.