

RUSELL HEHN

Teacher & Writer

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WORK EXPERIENCE

Alabama School of Fine Arts

English Instructor (August 2022-Present)

- Teaching 9th Grade World Literature at Alabama's public arts high school.
- Independently developing curriculum that blends literary analysis, academic writing, public speaking, and real-world communications skills.
- Serving as a faculty advisor for ASFA's Digital Ambassadors, a student organization that develops communication, branding, and advertising skills.
- Serving as a faculty sponsor of the AgriScience Union, a student club dedicated to growing, propagating, and caring for indoor and outdoor plants across campus.
- Founding the ASFA Run Club, the school's first-ever athletic club.
- Leading ASFA's Generative Artificial Intelligence Committee, charged with conducting exploratory interviews and research with students and faculty to craft school policy around AI usage.

Freelance Writer and Tutor (Present)

I have always tried to maintain a healthy balance of writing and teaching in addition to my full-time employment. This includes:

- Publishing works of fiction at nonfiction at large and small outlets like the *Barcelona Review*, *McSweeney's Internet Tendency*, and *Reckon Review*.
- Building websites and developing copy for individuals and small businesses like [WeHaveAGift](#).
- Providing brand, strategy, and grant writing services for nonprofits like [Scalawag Magazine](#).
- Tutoring individuals as they apply for selective high schools, college, and graduate school.

Red's Electric Lawn Care, LLC

Owner/Operator (January 2018-Present)

- Developed, designed, and executed branding across multiple platforms.
- Contacted and establish relationships with new and existing clients.
- Provided regular lawn maintenance services across the Birmingham Metro area.
- Managed all client communications and expectations.
- Managed company bookkeeping, tax reporting, licensing, and purchasing.

FRED Communication & Design

Senior Writer (January 2016-June 2019)

- Interviewed business leaders and stakeholders to determine company priorities.
- Developed brand messaging across media platforms.
- Worked alongside designers and developers to conceive and coordinate printed, web, and environmental communications.
- Provided creative direction for photo and video projects.
- Managed client communications throughout discovery and production.
- Contributed to client website design and maintenance through Wordpress and Squarespace.
- Built production timelines to manage client expectations.

Clients: Sloss Real Estate, Red Mountain Park, The Farmers Market at Pepper Place, Nequette Architecture & Design, Daniel Communities, Alabama Power, Colonnade Group

Lewis Communications

Junior Copywriter (December 2014-July 2015)

- Conceptualized marketing campaigns and brand redesigns.
- Researched market trends, audience demographics, and scholarly reports to establish successful brand communications.
- Implemented communication strategies across various social and digital media platforms.
- Worked with teams in diverse industries including the nonprofit sector, healthcare, manufacturing, real estate development, and banking.

Clients: The Public Affairs Research Council of Alabama, Joseph S. Bruno Auburn Abroad in Italy Program, the Sidney Kimmel Cancer Center, Seasick Records, Tiffin Motorhomes

Samford University, University of Alabama at Birmingham, Southern Miss

Instructor of English and Communication Arts (August 2009-December 2014)

- Developed undergraduate curricula for classes including: English Composition, Advanced Composition, Writing & Rhetoric, Communication Arts, and Business Communication.
- Taught as part of Jones College's pilot College Readiness program from 2010 to 2012, helping underserved students prepare for success in college and vocational programs.
- Worked with students from a wide range of skill levels to craft thoughtful, engaging essays and presentations.
- Focused writing and speech instruction on classical rhetoric.
- Kept abreast of contemporary journalism and trends in creative writing.
- Met impossible deadlines as dictated by wonderfully eager undergraduates.

EDUCATION

Clemson University (2007-2009)

Master of Arts in English Literature, Concentration in Creative Writing

University of Southern Mississippi (2005-2007)

Bachelor of Arts in English Literature, Minor in Women's Studies

Jones County Junior College (2003-2005)

Associate of Arts, Journalism

EXTRACURRICULARS

- Co-Creator of *Some Story*, a podcast about short fiction (April 2022-Present)
- WBHM Junior Board Member (2018-2019)
- Co-Organizer and Host of the Nitty-Gritty Magic City Reading Series, a monthly writer's series (2014-Present)