

**Instructor:** Keisha Whaley, Adjunct Professor  
**Academic Department:** Art

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## EDUCATION

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**University of Oklahoma**  
BFA Visual Communications, 2009

## EXPERIENCE

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**BT FOUNDRY | FOUNDER + CEO**  
10.2020-Present

Responsible for everything, including but not limited to:

- all programming oversight (e.g. bootcamp and apprenticeship programming)
- all client services (e.g. account management, project management, business development)
- all internal operations (e.g. financials and accounting, human resources, and program development)

btfoundry.org

**BRASS TACKS COLLECTIVE | FOUNDER + CEO + CCO**  
10.2015-Present

Responsible for everything, including but not limited to:

- all creative oversight (e.g. design, strategy, copywriting, photography and video direction, voice acting)
- all client services (e.g. account management, project management, business development)
- all internal operations (e.g. financials and accounting, human resources, and program development)

brastackscollective.com

**LDWWGROUP | ART DIRECTOR + DIGITAL STRATEGIST**  
05.2013-03.2016

Responsible for:

- creative (e.g. all design, strategy, some copywriting, art direction across photography/videography)
- some client services
- event production

ldwwgroup.com

**imc<sup>2</sup>/MEplusYOU | SENIOR DESIGNER**  
10.2009-04.2013

In addition to design, responsible for:

- co-developing internship program
- chairing the Culture Club (all things company culture)
- participating in and creative directing pro-bono client efforts
- voice acting

## THOUGHT LEADERSHIP

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### PANELS

2017-2020

Impact Ventures - "Women Creating Wealth"  
Bumble Bizz - "One Connection"  
#HackTheCulture - "The Challenge of Being the Only One"  
WeWork Labs - Launch Party  
PMG - WeCollective Speaker Series No. 1  
Union - Studio "Finding Common Ground"  
Union - Kuneo "Imposter Syndrome"  
Union - Studio "Stump the Pastor with commentary from Not Christians"  
FLOW - Get to Know Flow  
Dallas Startup Week - "Women Disrupting the Status Quo"

### SPEAKING

2017-2020

1 Million Cups Dallas - Wednesday, Oct 21st  
WeWork Creator Awards Austin - Pitch Competition (winner)  
UTA - Internship Week  
DEC Redbird The Nest - Pitch Competition (winner)

### HOSTING/MODERATING/JUDGING

2017-2020

Vistra Corp DEI - Breakout Session  
FLOW - And Justice for All: Women in Politics  
The Big Give Dallas - board and event host  
Startup Weekend Fort Worth - Nov 2018  
UTD GalXC Pitch Competition - Oct 2019

### WORKSHOPS/SEMINARS

2017-2020

Goldman Sachs 10KSB - Small Business Branding  
FLOW - Fear in Feminism, The Other F Word  
BTC - Color Theory 1 & 2, Photoshop 101 & 201, Improv Icebreakers  
SMU - Improv for Creatives  
DSVC - "Hire My Students, Not My Curriculum"  
DSVC - "Concet ≠ Executuion"

### MENTORING

2017-2020

Dallas Startup Week  
AIGA DFW - Mentor Matchmaking

### PODCASTS/INTERVIEWS

2017-2020

<https://www.dmagazine.com/sponsored/2018/01/keisha-whaley-launches-brass-tacks-at-wework/>  
<http://epodcastnetwork.com/brass-tacks-collective-a-school-for-the-future-advertising-exec/>  
<https://kellycpatexas.com/wework/brasstackscollective/>  
<http://www.vaycasey.com/freelancefriday/017-interview-with-brass-tacks-collective>