

ROBYN SHORT

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EDUCATION

Doctor of Liberal Studies, Anticipated Graduation 2020 / Southern Methodist University, Dallas, TX

Master of Arts, Conflict Management and Dispute Resolution, 2015
Southern Methodist University, Dallas, TX

Master of Liberal Arts, 1998 / Southern Methodist University, Dallas, TX

Bachelor of Science, Psychology, 1996 / Auburn University, Auburn, AL

SKILLS & TRAINING

140 hours of mediation training, including transformative mediation and victim offender mediation

80 hours training in negotiation and advanced interest-based negotiation

40 hours training in restorative justice

40 hours training in crisis communication

PROFESSIONAL EXPERIENCE

2016–Present: Founder / Mediator, Peace-Building Trainer, Alternative Dispute Resolution Practice; Dallas, TX

- Established alternative dispute resolution practice with the mission of helping individuals, organizations and communities understand and navigate conflict with integrity and mutual concern for the well being of all parties, thereby creating a ripple effect of positive change
- Develop and implement conflict management, dispute resolution and leadership training seminars for government entities, corporations, healthcare providers, and individual coaching
- Provide mediation and facilitation for individuals and / or groups in conflict
- Present conflict management, dispute resolution and peace-building presentations to further the awareness and education of ADR in the workplace
- Publish weekly thought leadership content
- Op-ed contributor to the “Dallas Morning News”
- Featured on Fox 4 Good Day

2012–Present: Founder / Publisher, GoodMedia Press; Dallas, TX

- Established publishing company with the mission of creating rich and actionable content that serves to elevate the human experience
- Books sold at Pepperdine University, Vanderbilt University, Southern Methodist University, Sam Houston University as well as nonprofit and professional organizations
- Authored “Prayers for Peace,” a meditation journal for peacemakers
- Authored “Peace People,” a children’s book that teaches young people how to be peacemakers
- Authored “Peace in the Workplace: Transforming Conflict Into Collaboration”
- Provide training and professional presentations on subjects related to social justice issues and peace building

2014–2016: Managing Director, OnMessage; Dallas, TX

- Responsible for building the newly formed content line of business for Dallas-based marketing consultancy; serve on

senior leadership team, reporting to the CEO

- Grew content line of business from \$700,000 to \$2 million in revenue in first 18 months
- Provided professional development workshops for content development team (grew team from two employees to seven in first 18 months)
- Responsible for developing and training senior executive team on leadership principles that allowed vision, mission, values to be more fully experienced within the organization
- Responsible for the initiation of a business process re-engineering effort that resulted in the hiring of a COO and implementation of work flow management and knowledge sharing technologies
- Created proprietary thought leadership methodology designed for highly complex B2B Fortune 1000+ organizations

2006–2014: Founder / President, GoodMedia Communications (Acquired by Frozen Fire in 2013); Dallas, TX

- Led a team of four employees: media relations coordinator, two graphic designers and a copywriter
- Developed vendor / partner relationships with Web developers, copywriters, public relations firms and printers
- Exclusive marketing partner for Living Well Health and Wellness, which grew its business from conception to \$1.5 million in six years
- Created branding methodology for small- to mid-size owner-operated businesses
- Developed social media strategies and content marketing strategies
- Established social media presence and best practices for numerous businesses, strategically integrating social media marketing and search engine optimization
- Powered clients' social presence with thought leadership content, elevating many clients to the first page of Google
- GoodMedia Communications acquired by Frozen Fire in 2013; developed branding to incorporate the merging of the two companies; developed internal communications strategy to ensure seamless transition of the two companies; remained on staff with Frozen Fire for 12 months to ensure clients were fully assimilated into new organization; responsible for \$100,000 in new business during that 12-month period

2003–2006: Editor-in-Chief, Design Guide Publishing; Dallas, TX

- Responsible for all content development, editorial production, creative layout and printing of monthly magazine
- Led a team of magazine copywriters and local expert contributors in the development of content for 100-page magazine

2002–2003: Marketing Manager, Staff Care; Dallas, TX

- Responsible for recruiting hospitals for placement of contract healthcare professionals
- Required to meet a daily quota of phone calls to potential clients
- Required to meet a monthly quota of new clients

2000–2002: School Administrator, Montessori School of Westchester; Grand Prairie

- Responsible for all day-to-day operations of school, including P&L responsibilities and annual operating budget of \$700,000
- Led team of 10 teachers, including hiring, training and mentoring staff

Teaching Experience

June 2017– Adjunct Faculty, El Centro Community College, Dispute Resolution Program; Dallas, TX

- Course: Workplace Dispute Resolution
- Provide an introduction to the sources and causes of conflict within business organizations and explain some of the implementation issues that must be addressed when implementing mediation and conflict resolution services within business settings.
- Syllabus and course development
- Grading students projects and academic essays

2017–Present: Adjunct Faculty, Southern Methodist University, Master in Conflict Management Dispute Resolution Program; Plano, TX

- Courses: Restorative Justice Course; Human Rights Course; International Peace-building in Rwanda
- Syllabus Development

- Content development and delivery via lecture, role plays, group projects, and engagement with professionals in the field
- Grading students projects and academic essays and research papers

2016–Present: Adjunct Faculty, Bay Path University, Master in Leadership and Negotiation Program; Longmeadow, MA

- Courses: Leadership and Negotiation Lab 1: Planning and Preparation; Leadership and Negotiation Lab 3: Challenging Situation Skills
- Teach students in an online environment the skills necessary to plan and prepare for negotiation, including maintaining an awareness of leadership and negotiation styles; relying on the strengths associated with one's own style and managing weaknesses ; effectively planning and preparing for any negotiation situation; and planning in an efficient manner so that one is never too busy to engage in planning
- Syllabus development
- Course development and content delivery
- Grading students projects

1998–2000: Teacher, Dallas Can Academy; Dallas, TX

- High school teacher for at-risk students
- Taught English, Social Studies and Psychology

Philanthropy & Awards

Bridges to Life, Restorative Justice Facilitator, 2016 to Present

Volunteer Mediator, Southern Methodist University Center of Dispute Resolution, 2016 to Present

Advisory Board, Congresswoman Eddie Bernice Johnson's "Women of the World for World Peace," 2016

Recipient, Global Leadership Award, Cutting Edge Youth Action Research Center, 2016

Peace building trainer, Congresswoman Eddie Bernice Johnson's 2015 Youth Summit, 2015

Race Dialogue Facilitator, Dallas Dinner Table, Dallas, Texas, 2015

Student Sponsor, Made in the Streets, Kenya, Texas, 2014 to 2016

Peace-building trainer for Made in the Streets, Nairobi, Kenya, 2014

Board of Directors, Friends of Wednesday's Child, Dallas, Texas, 2010-2012

Board of Directors, The Writer's Garret, Dallas, Texas, 2007-2009