

## **Dennis K. Walikainen**

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Hancock, Michigan 49930-1339

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### **Education**

#### **PhD in Rhetoric and Technical Communication, May 2009 (Expected)**

Michigan Technological University

Houghton, Michigan

Research Focus—University Maps and Tours on the Web

Other Areas of Interest—E-communities, Popular Culture, Web Development, Narratives

#### **Master of Science in Rhetoric and Technical Communication, 1992**

Michigan Technological University

Title of Project—“The Wall Street Journal’s Cult of Personality”

#### **Bachelor of Science in English Literature, 1978**

Northern Michigan University

Marquette, Michigan

### **Teaching Experience**

#### **Instructor, HU3120 Technical and Scientific Communication, Summer 2007**

Department of Humanities

Michigan Technological University

#### **Instructor, Communicating in the Future: What’s New? 1999**

American Indian Workshop

Michigan Technological University

#### **Instructor, Communicating in the Future: What’s New? 1999**

Michigan State Board of Education Summer Institute for Arts and Sciences

Michigan Technological University

#### **Instructor, The Web in the Global Village, 1997**

Michigan State Board of Education Summer Institute for Arts and Sciences

Michigan Technological University

#### **Instructor, Journalism and Desktop Publishing Exploration, 1993**

Summer Youth Program

Michigan Technological University

**Production Coordinator, 1992, 1993**

Science and Environmental Journalism and Creative Writing  
Michigan State Board of Education Summer Institute for Arts and Sciences  
Michigan Technological University

**Substitute Instructor, HU422 Contemporary Thought in Communication, 1991**

Department of Humanities  
Michigan Technological University

**Presentations**

**Session Panelist: Theorizing/Using Space**

**“What’s It Like There? Toward a Rhetoric of University Maps and Tours”**  
**Seventh Biennial Watson Conference: The New Work of Composing, 2009**  
University of Louisville

**Panel Paper Presentation: “Yeah, But Can You Actually Do it?  
Applying Grad School Knowledge on the Job,” 2004**

Council for Programs in Technical Scientific Communication Conference  
Purdue University

**Case Study: Is this E-convergence or What? 2003**

Marketing Creativity Think Tank  
Institute for International Research  
Chicago

**Panel Paper Presentation: “Who’s Zoomin’ Whom: Who’s got the power in  
high school classrooms?” 2002**

Organization for the Study of Communication, Language, and Gender  
Minneapolis

**Panelist, “Editing Your Web Site,” 3-hour Seminar, 1997**

Folio:Show  
New York

**Communications/Media Experience**

**Senior Editor, University Marketing and Communications, 2007–present**  
Michigan Technological University

**Director, University Web Development, 2004–2007**  
Michigan Technological University

**University Webmaster, 1997–2004**  
Michigan Technological University

**Director, Marketing Communications, 1997–2004**

University Relations  
Michigan Technological University

**Manager, Editorial Services, 1994–1997**

Michigan Technological University

**Editor of Publications and Photo Services, 1987–1994**

Michigan Technological University

**Staff Writer, 1993–1994**

*Porcupine Press* weekly magazine

**Editorial Assistant, Publications and Photo Services, 1984–1987**

Michigan Technological University

**Publications/Writing Awards**

**Poem published in *Snow Monkey*, 2003**

Tri-Yearly Journal  
Spokane, Washington

**Poems published in *RealPoetik* 1994, 1997, 2000**

Internet Poetry Magazine

**Huhtala Award in Scientific and Technical Communication, 1991**

Graduate Descriptive Writing Category  
Department of Humanities  
Michigan Technological University

**“The Search” Essay**

Published in *Blue Ice Anthology*, 1988  
Department of Humanities  
Michigan Technological University

**Professional Development (partial)**

**Completed Flash I Course, 2006**

HTML Writers Guild  
Web-based

**CSS Workshop, 2005**

Noble Desktop  
New York City

**Dreamweaver Workshop, 2001**

United Digital Artists  
New York City

**Website Usability Tools and Techniques Seminar, 2000**

Institute of International Research  
New York City

**Effective Marketing Communications, 1999**

Executive Education Center  
University of Michigan Business School  
Ann Arbor, Michigan

**Major Pieces Edited (partial)**

***Michigan Tech Research Magazine***

Editor, 1987-1997, 2007–present

***Michigan Tech Alumnus magazine***

**Now *Michigan Tech Magazine***

Associate Editor, 1988, 1993-94,  
Editor, 2006–present

**MTU Home Page on the World Wide Web, 1997–2007**

and numerous other websites

***President's Annual Report Michigan Tech***

Editor, 1995-97

***Michigan Tech Graduate Bulletin***

Editor, 1993-94

**Other Professional Skills**

- Directed overall web presence for Michigan Tech, researching trends, evaluating designs, overseeing seven re-designs of homesite and subsequent unified marketing presence throughout Michigan Tech site.
- Created, edit, and maintain MTUParent-L listserv. Write, edit, maintain, Techalum-L listserv.

- Managed Marketing Communications department of two editors and an electronic marketing associate, annual budget of \$15,000, production of numerous publications and public relations pieces
- Edit and design publications on Macintosh, IBM PC, and Sun computers using, Microsoft Word, Pagemaker, QuarkXpress, and Framemaker. Web software includes HTML, CSS, Dreamweaver, Photoshop, Javascript.
- Use *Chicago Manual of Style*, wrote *University Style Manual*, familiar with Associated Press and APA.
- Wrote and edited Commencement and Convocation scripts, Alumni video, and Career Center slide show, and numerous other publications.
- Member of Internet copyediting listserv, University Research Magazine Association listserv, University Web Designer listservs.

### **Memberships/Committee Assignments (partial)**

Council for the Advancement and Support of Education

American Marketing Association

HTML Writers Guild

University Research Magazine Association

Michigan Tech Web Oversight Committee, Chair

Michigan Tech New Media/Technology Taskforce

Michigan Tech Computer Advisory Council  
Administrative Strategy Subcommittee

Michigan Tech Training Improves Productivity TQE Team, 1995  
Facilitator

### **Honors/Awards**

#### *Apex Awards from Communication Concepts*

- “Build” Flash site/Postcard (2002)
- Leaders for Innovation Campaign Materials (2000)
- Research Magazine (1998)
- Viewbook (1995, 1998)
- ME-EM Portfolio (1998)
- President’s Annual Report (1996)
- President’s Club Recruiting Series (1996)
- 1994-96 Graduate Bulletin (1996)

***Annual Admissions Advertising Awards***

- Build Flashsite/Postcard (2002)
- Annual Report, Merit Award (1997)
- Research Magazine Bronze Award (1997)
- Research Magazine Silver Medal (1993)
- Research Magazine Gold Award (1989, 1991)

***Web Marketing Association's Web Marketing Award***

- Standard of Excellence, MTU Home Page (2000)
- Web Award, MTU Home Page (1997)

Editing Award, 1993

from *Ragan Report*, Weekly Communications Newsletter

*Readers Digest* Foundation, 1991

Travel Grant

**Community Service**

Hancock Public School System, Technology Committee

Curator, International Frisbee Hall of Fame, 1994-present  
Houghton County Historical Society

Board of Trustees, Hancock Public Schools Foundation, Inc, 1990-present

Coach, Little League Baseball, 1993-1995

Coach, Copper Country Soccer Association, 1993