

# Rebecca Gerardine Binny

(310) 334-9942 | rebeccabinny@gmail.com

## Professional Summary

Award-winning communication and public relations leader with 20+ years of experience in strategic communication, organizational leadership, and higher education. Adjunct faculty specializing in communication, digital marketing, and leadership development, with a proven record of mentoring diverse students and integrating real-world strategies into the classroom. Recognized speaker and advisor for women's leadership initiatives at UC Riverside Extension and the University of San Francisco.

## Education

**PhD Candidate** (Expected 2026) – Swiss School of Business Research  
- Communication, Communication Studies, Women's Studies

**Master of Communication Management** (2023) – University of Southern California

**Bachelor of Science in Communication** (2020) – Colorado State University Global

**Diploma in Mass Communication** (2002) – Ngee Ann Polytechnic, Singapore

## Licenses & Certifications

**Women in Leadership** (2025) – University of California, Riverside Extension

**Design Thinking** (2025) – University of California, Riverside Extension

**California Real Estate Salesperson License** (2018) - California Department of Real Estate

**Oxford Seminar's Teacher Training Certificate** - TESOL/TESL/TEFL (2014)

Global Leadership College, UK

## Leadership & Advisory Roles

**Board Advisor, Women in Leadership** – UC Riverside Extension & University of San Francisco (2023 – Present)

- Provide strategic guidance and mentorship to programs supporting women's

advancement in leadership, fostering diversity, equity, and innovation.

- Previously advised UC Riverside's Design Thinking Certificate Program.

## Teaching & Academic Experience

**Adjunct Faculty, Communications** – Purdue Global (May 2025 – Present)

- Teach and facilitate online courses in communication and leadership for diverse adult learners. Courses include Public Relations & Public Relations Strategies.
- Develop curriculum aligned with institutional and industry standards, integrating emerging technologies such as digital marketing and Web3 communication.
- Mentor students to build professional presentation, leadership, and public speaking skills.

**Instructor, Women in Leadership Certificate Program** - University of San Francisco (2023 – Present)

- Facilitate leadership courses focused on empowerment, diversity, and professional growth for adult learners.
- Collaborate with program leaders to shape curriculum that reflects current industry challenges and opportunities.

## Speaking Engagements & Publications

- Guest speaker at Pepperdine University and other higher education institutions, delivering lectures on digital communication, leadership, and emerging technologies.
- Renowned industry speaker and panel moderator at conferences and trade shows focused on PR, digital marketing, and Web3 innovation.
- Featured speaker and published contributor in leading outlets such as PRWeek, Money Made, and Yahoo! Finance, sharing expertise in digital communication and brand evolution.

## Awards & Recognition

- Global Women of Choice: PR Strategy – Global Women Magazine, April 2025
- PRNEWS Top Women Awards – Industry Innovator Honoree, Aug 2022
- 40 Under 40 Business Elite Awards – Honoree, Jun 2022

## Professional Experience

### **Founder & Marketing/PR Consultant** – Hot Fry Media (2007 – Present)

- Lead branding and communication initiatives integrating Web3, NFTs, blockchain, and Metaverse technologies.
- Drafted over 1,200 press releases, developed 320 business and marketing plans, and launched 72 campaigns.
- Delivered expert media training and public speaking coaching.

### **Co-founder & Director, Marketing and PR** – RayCo Media (2021 – 2022)

- Directed communications strategies to transition brands from Web2 to Web3.
- Raised over \$300,000 for nonprofits through cryptocurrency and NFT fundraising.
- Drove diversity initiatives across global partnerships.

### **Marketing/PR Associate** - Champion Real Estate Company (2016 – 2019)

- Secured media placements and executed integrated marketing campaigns to increase engagement and investor interest.
- Negotiated high-value sponsorships and organized exclusive investor events.

### **Marketing Executive to Vice President** - Amaru, Inc. & M2B World USA/Singapore (2002 – 2007)

- Negotiated high-profile content licensing deals with Sony Pictures, CCTV China, and global distributors.
- Spearheaded international marketing campaigns and launched multiple digital entertainment platforms.

## Volunteer Experience

### **Vice President, Board** – Casa de Los Angelitos (2024 – Present)

- Collaborate with board members to oversee strategic planning and organizational development.
- Advocate for policies and programs that enhance the well-being and empowerment of young mothers and their infants.
- Support fundraising initiatives to ensure the sustainability of the organization's services.

### **President & Founder** – Rebecca Binny Foundation (2025 – Present)

- Lead efforts to develop and implement programs focused on health equity and access to quality healthcare.
- Cultivate partnerships with local and global organizations to amplify the

foundation's impact.

- Oversee fundraising and community engagement activities to support the foundation's mission.

### **Coordinator** – Ridgecrest Cotillion (2023 – Present)

- Organize and facilitate annual cotillion events, fostering etiquette, leadership, and community engagement for youth participants.
- Manage registrations, scheduling, and volunteer coordination to ensure seamless program delivery.
- Support fundraising and outreach efforts to expand program accessibility and participation.

## Skills & Expertise

- Education: Blackboard LMS, Canvas, BrightSpace
- Communication & Media: Public Relations, Corporate Communication, Media Training, Content Strategy
- Leadership & Training: Organizational Leadership, Curriculum Development, Workshop Facilitation, Public Speaking Coaching
- Digital Marketing: SEO, Social Media, Digital Branding, WordPress, Salesforce, Canva, MailChimp
- Languages: English, Mandarin Chinese

## Professional Associations

- Women Speakers Association
- U.S. Women's Chamber of Commerce