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Office of University Communications
Claire Coile

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Skills Learned in Communication Studies Helps GWU Alumna Promote Family Business

Kimberly Sizemore ’01 Balances Work and Family

By Claire Coile, Intern for the Department of Communication and New Media

Gardner-Webb alumna, Kimberly Adams Sizemore, ’01, approached the college hunt with stamina and a robust list of requirements. “When I was picking colleges, my faith was really important to me,” she said. “I felt like I always thrived in Christian environments, so I was only looking at Christian schools, and I was only looking at Christian schools with a communications program. The fact that Gardner-Webb had a television emphasis was really appealing to me.”

From a young age, Sizemore dreamed of cameras and airwaves. She won a radio show competition in elementary school along with public speaking awards. “I always knew I wanted to be in television,” she reflected. Gardner-Webb enhanced her natural talents, and she thrived in the broadcast world. As a student, Sizemore interned with “Headline News,” affiliated with CNN. Upon graduating with a degree in communication studies with a concentration in television, the company offered her a full-time position.

After Sizemore’s time at “Headline News,” GWU decided to expand their marketing within the community. Gardner-Webb called Sizemore and offered her the job of assistant public relations director for the University and to assist with its new television station. Her time was spent doing two things that she loves: writing press releases and creating content for the television station. “I never dreamed of being some famous journalist,” Sizemore asserted, “And that job gave me the opportunity to be in front of a camera, and behind a camera, with the creative side of it, and the development of programming.”
Eventually, Gardner-Webb ceased production of its station. Sizemore remembers a sense of being adrift in the world. She returned to her home state of Georgia and became the director of communications for a non-profit. During this time of wandering in Sizemore’s career, she learned valuable lessons. “When God changes your goals, you have to readjust your thinking to find your identity in Christ versus in your career,” she assessed.

Her path changed, and today, Sizemore and her husband, own “Camp Oaks RV & Outdoors,” selling motor vehicles. Although Sizemore no longer works directly in the television and broadcasting world, she applies the expertise she gained while attending Gardner-Webb every day. She markets the company through social media, video and website production. Sizemore uses her experience in public relations to reach out and communicate with clients. She maintains her role as a journalist to write blogs and short articles for the company website. On the weekends, she does the news for a radio station. While enhancing the business and job responsibilities, Sizemore also wonderfully balances being wife and mother of three spirited kids.

With fondness in her voice, Kimberly Sizemore recollected her time at Gardner-Webb. “I loved college. I loved Gardner-Webb. I met the closest friends I’ve ever had anywhere. We still keep in touch. It was just a really sweet season in my life.”

Learn more about the Department of Communication Studies and New Media.

Claire Coile is a communication studies major with a concentration in public relations. She will graduate in December 2020.

Located in the North Carolina foothills, Gardner-Webb University is a private, Christian, liberal arts university. Gardner-Webb emphasizes a strong student-centered experience and rigorous academics to prepare students to become effective leaders within the global community. Ignite your future at Gardner-Webb.edu.