

ABOUT ME

I am a communication professor with some great, practical experience in a variety of areas.

My favorite part of teaching is seeing how these things I love impact the lives of my students time and time again.

I have truly found my vocation in the classroom- the sense of purpose I find there is overwhelming. I also enjoy creating things with a great message behind them.

There are several things I'm passionate about- like teaching. Good communication. Design. Photography. My family. Music. Racquetball. And lasagna.

EDUCATION

PhD in Communication (ABD)

Regent University, expected graduation Dec 2021

Dissertation:

How families use memes, GIFs, and emojis to create social presence and strengthen relationships

Relevant Coursework:

- Intro to Communication Studies
- Advanced Theory
- History of Communication
- Education thru Entertainment
- Qualitative Research Methods
- Historical Critical Research Methods
- Children & Teen Media
- Crisis Comm & Organizational Image
- Social Media & Internet Marketing
- Quantitative Research
- Applied Research
- Academic Publication
- Pedagogy

Key Research During Coursework:

- Portraying Emotion in CMC: When A GIF is Worth More Than a Thousand Words
- Extending Uses and Gratifications to Generations
- Selling the Family for Christmas: Depiction of Family Relationships in Advertising
- FAMILY MEDIA GUIDE: A review of literature regarding children, teens, media, and their parents

Masters of Arts in Communication and Leadership

EMPHASIS IN COLLEGE TEACHING
Gonzaga University, Dec 2014

Thesis:

Website Development in Higher Education: Application of Social Presence Theory

Relevant Coursework:

- Teaching & Pedagogy
- Servant Leadership
- Research Methods
- Interpersonal Communication
- Intercultural Communication
- Organizational Communication

Bachelor of Arts in Communication

CLUSTERS IN WEB DESIGN & BUSINESS
Brigham Young University-Idaho, April 2008

Relevant Courses:

- Web Design
- PR Writing
- Group Dynamics
- Advanced Visual Media
- HTML & CSS Coding
- Interpersonal Comm
- Public Speaking

INTEREST AREAS

- Interpersonal Communication
- Intergenerational Communication
- Media Studies
- Social Media
- History of Mass Media
- Family Media and Communication
- Visual Communication
- Web Design and Development, User Experiences, and Marketing

TEACHING EXPERIENCE

Clinical Assistant Professor of Strategic Communication

Washington State University

Aug'19- Present

Courses Taught:

- COM210 Multimedia Content Creation
- COMSTRAT 381 Creative Media Strategies and Techniques for Advertising
- COMSTRAT 383 Strategies and Techniques for Public Relations
- COM490 Web Design Development and Usability
- Redeveloped COM210 course from the ground up; added focus with client scenarios design principles; applied social presence theory in online/hybrid courses
- Created a virtual Adobe support lab and other support resources for students throughout the College; managed a team of 6 Adobe Assistants
- Served on committees for the Teaching Standards Committee, MIC, and Adobe

Assistant Professor of Multimedia Communication

Wesley College

Aug'16-Jul '19

Courses Taught:

- Intro to Mass Media
- Digital Imaging
- Digital Illustration
- Public Speaking
- Interpersonal Comm
- Social Media
- Web Design & Development
- Content Management Systems
- Integrated Media

- Taught full teaching load in Multimedia Communication Dept of four different courses each semester
- Advised 15 students
- Developed, proposed, and refined curriculum for 12 courses
- Assisted in lab and TA management
- Re-branded department materials, including website and other print marketing
- Advised student newspaper's website and social media editors
- Served on Evening and Off Campus and Student Media Board committees

Visiting Faculty

Brigham Young University-Idaho

Aug'14-July '16

Courses Taught:

- Comm130 Visual Media
- Comm300 Digital Imaging
- Taught full teaching load in Communication Dept and mentored students
- Managed lab, TAs, and tutors for Visual courses in Fall 2014
- Assisted in redevelopment of Comm300 course and Department Website

OTHER SKILLS

-8+ Years experience running professional graphic & web design company

-Maintained fluency in written and spoken Portuguese

Program Skills

-Adobe Photoshop

-Adobe InDesign

-Adobe Illustrator

-Adobe AfterEffects

-Adobe Premiere Pro

-Adobe Acrobat

-Microsoft PowerPoint

-Microsoft Word

-Microsoft Excel

-Microsoft Publisher

-Basic HTML/CSS

-Wordpress, DIVI

AFFILIATIONS

National Communication Association

Western States Communication Association

Association for Education in Journalism and Mass Communication (AEJMC)

OTHER PROFESSIONAL QUALIFICATIONS

Development and testing of a health communication risk reduction campaign to decrease marijuana use during pregnancy
Willoughby, J.F. (Co-PI), Barbosa-Leiker, C. (Co-PI), Hust, S.J.T. (Co-I), Pingel, B. (Co-I), Brooks, O. (Co-I), & Burduli, E. (Co-I).
Alcohol and Drug Abuse Research Program, WSU, \$30,000 approved, March 2020.

When a GIF is Worth 1,000 Words: Portraying Emotion in CMC
National Communication Association, November 2019

Selling the Family for Christmas: Changing Portrayal of Family Relationships in Christmas Advertising in Life Magazine
National Communication Association, November 2019

Irresistible Technology
Faculty Lecture, Wesley College; November 2018

Family Media Presentation
Church Group, Sept 2018

Social Media Workshop
Youth Church Group, April 2017

RESEARCH IN PROGRESS

Dissertation: *How families use memes, GIFs, and emojis to create social presence and strengthen relationships*

Revisions: *When a GIF is Worth More than 1,000 Words: Portraying Emotion in CMC*

Rhetorical Analysis: *Cultural Impacts of Radio Advertising in the 1930s*

Scholarly Essay: *The Future of Social Media and Internet Marketing*

CONFERENCE ATTENDANCE

National Communication Association
Indianapolis, IN: November 2020 (virtual)
Baltimore, MD: November 2019
Salt Lake City, Utah: November 2018
Dallas, Texas: November 2017

Photoshop World
Las Vegas, Nevada: August 2015

KEY PROJECTS

COMMUNITY CHRISTMAS FESTIVAL

Moscow, Idaho

Branding, website development, graphic design, advertising campaign, and social media campaign

GLF.LOCKER- London, UK

Website, app, & software design

HOMEFRONT- Mesa, Arizona

Branding, site architecture and development.

STRATTON & BRÄTT- Orem, UT

Branding, advertising material design. Website analysis & redevelopment.

ELITE GROUNDS- Pleasant Grove, UT

Branding, advertising material design. Website analysis & redevelopment.

PLANE TRUTH GOLF- Chicago, IL

Website, app, & software design

FAMILY: GOOD THINGS TO COME

Rexburg, ID

Blog & website development, Social Media Marketing

PARAGON WEALTH- Provo, UT

Website design, Marketing material design & printing

EDWARDS LALONE TRAVEL-

Spokane, WA

Complete rebranding, marketing material design

MANUAL SOLUTIONS PHYSICAL

THERAPY- Idaho Falls, ID

Website development, Photography, Video Production

LITTLE SMILES PEDIATRIC DENTAL-

Post Falls, ID

Website development, Photography, Video Production, Marketing material design & printing

INDUSTRY EXPERIENCE

Owner/Creative Director

DesignWire

Oct '12-Present

- Successfully built web & graphic design business from the ground up
- Worked with small business clients to determine their needs and develop strategic marketing plans
- Responsible for design and development of multiple concurrent projects
- Projects in Web design & development, photography, video production

Online Learning Coordinator

Brigham Young University-Idaho

Dec '13-Aug '14

- Coordinated communication across a large organization, including reports for the Academic Vice President
- Designed new websites for Online Learning and Curriculum Development, and developed a style guide for future marketing materials
- Coordinated multiple flows of projects, assisted managing dept personnel

Project Coordinator/Assistant Project Manager

Basso Construction

Mar '11-Dec '13

- Successfully coordinated schedules and budgets for over 15 highly visible projects ranging from budgets of \$50K to \$1.2M
- Designed and managed new company branding, including logo, website, business cards, and other marketing materials.

Marketing Director/Location Manager

Thrifty Car Rental of Spokane

Jul '08- Dec '10

- Increased team productivity by 25% over 9 month period
- Coordinated and created marketing materials and programs
- Created and implemented sales associate training program, and instructed

SERVICE

Committee Service

Teaching Standards Committee

Provided guidance for quality of instruction in Murrow College. Worked closely with College leadership during COVID-19 to virtual learning and through an LMS transition. Assisted in redevelopment of course evaluations.

Murrow Innovation Center Committee (MIC)

Assisted in creation of a student space for production. Provided insight and ideas, surveyed students for input, and made recommendations.

Chair, Sub Committee for Adobe

Chaired committee in helping resolve issues regarding Adobe within the College and how to support it.

Community Service

Web Design & Hosting services: United Families International

Family Good Things

Pullman Community Council on Aging

HULK46

Pullman Schools

Garfield Food Bank

Hoop Camp (on board of directors)

AWARDS AND HONORS

- Earned Eagle Scout award, age 16
- Gonzaga University National Communication Honor Society,
Lambda Pi Eta - Iota Rho, Graduate Chapter, 2014
- Thomas E Ricks Award, Brigham Young University-Idaho, 2007
- US Presidential Scholar, 2001

GRANTS

Development and testing of a health communication risk reduction campaign to decrease marijuana use during pregnancy," Willoughby, J.F. (Co-PI), Barbosa-Leiker, C. (Co-PI), Hust, S.J.T. (Co-I), Pingel, B. (Co-I), Brooks, O. (Co-I), & Burduli, E. (Co-I). Alcohol and Drug Abuse Research Program, WSU, \$30,000 funded, March 2020.