



## Work History

### **Southern Methodist University**

**Aug. '18 — Present**

Assistant Professor, Journalism  
Director of Fashion Media

- Lead independent research projects on fashion communication
- Develop and teach Fashion Media curriculum
- Oversee four adjunct instructors
- Advise award-winning student-led fashion magazine
- Act as public face of the program to students and other stakeholders
- Work with admissions to help recruit undergrad students
- Develop student internship opportunities with local businesses

### **Chestnut Hill College**

**Aug. '16 — Aug. '18**

Assistant Professor, Communication

- Taught courses in journalism, public relations and communication
- Advised campus newspaper on all aspects of production
- Coordinated with local vendors for newspaper printing
- Worked to hire adjuncts and other instructors

### **Drexel University**

**Sept. '11 — Aug. '16**

### **Philadelphia University**

**Jan. '15 — May '16**

Adjunct Instructor

- Taught undergraduate courses in journalism and communication
- Created syllabi, assignments, tests and lectures
- Provided constructive feedback and meet learning outcomes

### **NJ.com — Advance Digital**

**June '13 — Aug. '13**

Associate Producer

- Oversaw food and Sandy Recovery verticals on NJ.com
- Coordinated with food writers and production staff
- Monitored web traffic and promoted stores to meet traffic quotas
- Updated homepage and social media accounts, as needed

### **Runner's World — Rodale Press**

**May '12 — July '12**

Web Producer

- Coded email blasts and contest-submission pages
- Produced galleries, articles and landing pages
- Formatted magazine's iPad edition

### **Health.com — Time Inc.**

**July '10 — May '11**

Assistant Web Producer

- Oversaw creation, scheduling and deployment of 14 newsletters
- Used A/B testing to optimize email subject lines
- Utilized SEO to target web content

## **Experience in**

Qualitative research  
Research design  
Editing and mentoring  
Email campaigns  
Web production  
Reporting  
Page design  
Copy editing

## **Highlights**

Wrote *Fashion Communication* (Bloomsbury '21)  
Edited *Consumer Identities* (Intellect '19)  
Wrote 9 peer-reviewed articles and 7 book chapters  
Student publication named best "overall magazine" in Texas '20  
Research recognized by AEJMC in '14

## **Skills**

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
HTML  
MailChimp  
MS Office  
Omniure  
WordPress

## **Education**

**PhD**, Communication, Culture & Media, Drexel University  
**MA**, Costume Studies, NYU  
**BA**, Communication Studies, Wilkes University