**Heather Shoenberger**

Assistant Professor of Advertising

Donald P. Bellisario College of Communications

The Pennsylvania State University

State College, PA

Phone: 248.403.2010

Email: hus503@psu.edu

**EDUCATION**

2014 **Ph.D. in Journalism**

 University of Missouri, School of Journalism, Columbia, MO

2006 **Juris Doctorate**

 University of Missouri, School of Law, Columbia, MO

2006  **Master of Arts in Journalism**

University of Missouri, School of Journalism, Columbia, MO

2002 **Bachelor of Arts**

* + Drury University, Springfield, MO
	+ Focus: Psychology (major), Creative Writing (major) and Global Studies (minor)

**PUBLISHED PAPERS**

**[P17]** Sableman, M., Shoenberger, H., Thorson, E. (2013). Consumer Attitudes Toward Relevant Online Behavioral Advertising: Crucial Evidence in the Data Privacy Debates. *Media Law Resource Center Bulletin.*

**[P16]** Shoenberger, H., & Tandoc, E. (2014). Updated Statuses: Understanding Facebook Use Through Explicit and Implicit Measures of Attitudes and Motivations. *Online Journal of Communication and Media Technologies*.

**[P15]** Ferrucci, P., Shoenberger, H., & Schauster, E.. (2014). It’s a Mad, Mad, Mad Ad World: A feminist critique of Mad Men. *Women’s Studies International Forum.*

**[P14]** Thorson, E., Shoenberger, H., Karaliova, T., Kim, E., & Fidler, R. (2015). News

Use of Mobile Media: A Contingency Model. *Mobile Media and Communication.*

*\* Lead article.*

### [P13] Sukalla, F., Shoenberger, H., & Bolls, P. (2015). [Surprise! An Investigation of Orienting Responses to Test Assumptions of Narrative Processing](http://crx.sagepub.com/content/early/2015/07/29/0093650215596363.abstract). *Communication Research.*

### [P12] Johnson, E., Len-Rios, M., Shoenberger, H., & Han, K. (2016). A fatal attraction: The effect of TV viewing on smoking initiation in young women. *Communication Research.*

### [P11] McNealy, J. & Shoenberger, H. (2016). “Reexamining Privacy-Promising Technologies,” *Tulane Journal of Technology & Intellectual Property*, 19.

**[P10]** Shoenberger, H. & Rodgers, S. (2017). “Perceived Health Reporting

 Knowledge and News Gathering Practices of Health Journalists and Editors at

Community Newspapers,” *Journal of Health Communication*. doi:10.1080/10810730.2016.1266715.

**[P9]** Keene, J., Shoenberger, H., Berke, C. & Bolls, P. (2017) Survival Politics! A test

 of the relationship between biologically rooted motivational processes, political

ideology and preferences for accessing news. *Politics and the Life Sciences.*

**[P8]** Shoenberger, H. & Kim, E. (2018) **“**Product Placement as Leveraged

 Marketing Communications: The Role of Wishful Identification, Brand Trust,

and Brand Buying Behaviors.” *International Journal of Advertising.*

Doi:10.1080/02650487.2017.1391678

**[P7]** Shoenberger, H., Kim, E. & Johnson, E. (2019) **“**#BeingReal?: Exploring

Effects of Perceived Authenticity Of Instagram Models on Aad, Buying

Intentions.” *Journal of Advertising Research.*

**[P6]** Johnson, E., Rothermich, K. and Shoenberger, H. (2020) I’ll have

what she’s having: Parasocial communication via social media influences on risk behavior. *Journal of Social Media and Society.*

**[P5]** Shoenberger, H. and Kim, E. and Johnson, E. (2020). Role of Perceived

Authenticity of Digital Modification of Model Images on Brand Attitudes, Social

Media Engagement. *Journal of Interactive Advertising.* 10.1080/15252019.2020.1840459

**[P4]** Zhang, B., and Shoenberger, H (2021). How Does Facebook Use for Politics

 Motivate Unfriending and Muting? The Role of Joy

on Opinion Self-disclosure After Unfriending. *Journal of Social Media and*

*Society.*

**[P3]** Shoenberger, H., Kim, E. and Sun, Y. (2021). Advertising During Covid-19:

Exploring Perceived Brand Message Authenticity and Potential Psychological

 Reactance. *Journal of Advertising*.

**[P2]**  Kim, E., Shoenberger, H. and Sun, Y. (2021). Sponsored Instagram Posts and the

 Role of Materialism, Hedonic Enjoyment, Perceived Trust, and Need to Belong.

 *Social Media + Society*.

**[P1]** Wei, L., Yang, G., Shoenberger, H. and Shen, F. (in-press). Interacting with Social

Media Ads: Effects of Carousel Advertising and Message Type on Health

Outcomes. *Journal of Interactive Advertising.*

**INVITED BOOK CHAPTERS**

**[B1]** Shoenberger, H. (2016) “Behavioral Advertising and the Ethics of Privacy.”

 In: Persuasion Ethics. Duffy. M. & Thorson, E. (eds). Routledge, NYC.

**[B2]** Shoenberger, H. (2017) “Targeted Digital Advertising and Privacy.”

In: Digital Advertising and Theory. Rodgers, S. & Thorson, E. (eds). Routledge, NYC.

**RESEARCH IN PROGRESS**

**[RP1]** The Bell Has Been Rung: Short- and Long-term Effects of Social Media-Based

Political Ads with Fuyuan Shen. Stimuli creation and study design stage.

**[RP2]**  Research on Female Candidates; undergrad toward research skills in COMM 304

 and COMM 420; Help female candidates represent themselves.

with: Jessica Myrick and Stephanie Madden. Study design stage.

**[RP3]**  Carousel Advertising for Public Health: Effects of Narrative and Involvement

with Lewen Wei, Guolan Yang, Heather Shoenberger, and Fuyuan Shen. Second

experiment design preparation.

**[RP4]**  Are They Virtual Signaling? The Influence of Perceived Authenticity of #Black

Live Support on Buying Intention and Attitude towards Cooperation with

Erika Johnson and Bingbing Zhang. Data collection preparation.

**REFEREED CONFERENCE PAPERS**

**[C1]** Tandoc, E. & Shoenberger, H. (2011). *The world cares: What fantasy themes appear on Facebook status updates?* Paper presented at the Association for Education in Journalism and Mass Communication conference. St. Louis.

**[C2]** Tandoc, E. & Shoenberger, H. (2011). *Freedom of the press and the pursuit of happiness.* Paper presented at the Association for Education in Journalism and Mass Communication conference. St. Louis.

**[C3]** Bolls, P., Shoenberger,H., Schillinger, D., Almond, A. (2011). *The relationship between motivation activation and social media*. Paper presented at the Association for Education in Journalism and Mass Communication conference. St. Louis.

**[C4]** Shoenberger, H., Sableman, M. & Thorson, E. (2012). *Invasive or Helpful?: Consumer Perceptions of Behavioral Targeting.* Presented at the American Academy of Advertising pre-conference. Myrtle Beach.

**[C5]** Ferrucci, P., Shoenberger, H., Schauster, E. (2012). *It’s a Mad, Mad Ad World: A*

 *Feminist Critique of Mad Men.* Paper presented at the International

 Communication Association conference. Phoenix.

**[C6]** Shoenberger, H. & Tandoc, E. (2012). *Status Update: Understanding Facebook Use Through Explicit and Implicit Measures of Attitudes and Motivations.* Paper

presented at the International Communication Association conference. Phoenix.

**[C7]** Shoenberger, H., Tandoc, E. (2012). *Attention Please: Why Facebook Use is not Enough to Make People Buy from Facebook Ads.* Paper presented at the Association for Educationin Journalism and Mass Communication conference. Chicago.

**[C8]** Tandoc, E. & Shoenberger, H. (2012). *What’s on Your Mind? What Facebook Users Disclose in their Status Updates and Why.* Paper presented at the Association for Education in Journalism and Mass Communication conference. Chicago.

**[C9]** Shoenberger, H., Sableman, M. & Thorson, E. (2013). *Ads Made For Me?: Consumer Attitudes Toward Relevant Online Behavioral Advertising.* Presented at the American Academy of Advertising conference. Albuquerque.

**[C10]** Bolls, P., Shoenberger, H., & Almond, A. (2013). *Biological-based Motivational*

 *Differences in Perceptions of Assessing News with Mobile Devices and Social*

*Engagement with Online News.* Presented at the International Communication Association conference. London, England.

**[C11]** Sukalla, F. & Shoenberger, H. (2013). *Orienting Responses to Expectation Violations in Narrative Processing.* Presented at the 2013 ICA pre-conference. Communication Science: Evolution, Biology and Brains in London, England.

**[C12]** Kim, E., Thorson, E., Duffy, M. & Shoenberger, H. (2013). *Three Patterns of News Use In College Students.* Presented at the Association for Education in Journalism and Mass Communication conference. Washington D.C.

**[C13]** Shoenberger, H. & Sukalla, F. (2013). *Trust, Happiness and the Watch-Dog: Social Trust in the Context of a Free Press.* Presented at the Association for Education in Journalism and Mass Communication conference. Washington D.C.

**[C14]** Shoenberger, H. & Thorson, E. (2014). Prediction of Perceived Online

 Shopping Benefits and Risks for Trust and Knowledge of Targeting.

 Presented at the American Academy of Advertising Annual Conference in

 Atlanta, Ga.

**[C15]** Sukalla, F., Shoenberger, H., & Bolls, P. (2014). Violating Viewers’

 Expectations During Narrative Processing. Presented at the International

 Communication Association's Annual Conference. Seattle, Washington.

**[C16]** Thorson, E., Eunjin, E., Kwon, E., & Shoenberger, H. (2014). Development of

 an Other Minds Confidence Scale for Advertising. Presented at the

 Association for Education in Journalism and Mass Communication

 conference. Montreal, Canada.

 **[C17]** Shoenberger, H. & Rodgers, S. (2014). Journalist’s Perceived Knowledge and

 Use of Heuristics in Selecting Sources and Story Ideas for Health News

 Reporting. Presented at the Association for Education in Journalism and Mass

 Communication conference. Montreal, Canada.

 **[C18]** Johnson, E., Hong, S., Shoenberger, H. (2015). Viral information: How

distortion about Ebola can impact processing and beliefs on Twitter. Presented at the International Communication Association Annual Conference. Puerto Rico.

**[C19]** Hong, S., Johnson, E., Shoenberger, H. & Clayton, R. (2015). Beyond Ferguson: Implicit impacts of source characteristics on crisis attribution. Presented at the International Communication Association Annual Conference. Puerto Rico.

**[C20]** Shoenberger, H., Sukalla, F., & Johnson, E (2015). Let’s Give Them Something

 To Talk About: Predicting Social Media Engagement, Peer Engagement From

 Favorite TV Character Perceived Personality Attributes. Presented at

 the International Communication Association Annual Conference. Puerto

 Rico.

**[C21]** Shoenberger, H., Johnson, E (2015). Somewhere I Belong: An Exploration of Favorite Character Attributes and Their Predictions of Consumer Behavior. Presented at the American Academy of Advertising Annual Global Conference. New Zealand.

**[C22]** Shoenberger, H., Leshner, G., Thorson, E. (2016). Through the Truth

Goggles: An Experimental Investigation of Perceived Credibility and Quality With The Use of A Fact-Checking Prototype. Presented at the International Communication Association Annual Conference. Fukuoka, Japan.

**[C23]** Shoenberger, H. (2016). Memories from a Binger: An Experimental

 Investigation of Viewing Experience and the Impact on Product Placement

Recall. Presented at the International Communication Association Annual Conference. Fukuoka, Japan.

**[C24]** McNealy, J. & Shoenberger, H. (2016). The platform decides the posting:

 Information sharing stratification on social media. Presented at TPRC.

 Washington, DC.

**[C25]** Shoenberger, H. & Kim, E. (2017). How Branded Entertainment Can Work for

Advertisers: The Role of Wishful Identification and Fictional Character Traits on Buying Behaviors. To be presented at the American Marketing Association

 Winter Conference, Orlando, FL.

**[C26]** Shoenberger, H. & Dahmen, N. (2017). The Role of Perceived Authenticity of a Model’s Image in Social Media Ad Campaign on Body Image, Social Media Engagement. To be presented at the American Academy of Advertising Annual Conference, Boston, MA.

**[C27]** Shoenberger, H., Kim, E., Johnson, E., Dahmen, N. (2017). #Authenticity In

Ads: Exploring Effects of Perceived Authenticity, Model Size, and Social Cues

 on Body Image State, Social Media Engagement. Presented at the

 International Communication Association Annual Conference, San Diego.

**[C28]** Davis, D., Shoenberger, H., & Pope, W. (2017). If a Tree Falls in a Forest:

Experimental Investigation of Level of Immersion in a PSA and Resulting Pro-Social Behavior. Presented at the International Communication Association Annual Conference, San Diego.

**[C29]** Shoenberger, H., Kim, E, Johnson (2018). #BeingReal?: Exploring Effects of

 Perceived Authenticity Of Instagram Models on Aad, Buying Intentions. To be

 presented at the American Academy of Advertising, NYC.

**[C30]** Kim, E., Muralidharan, S., Shoenberger, H. (2018). Not All Narratives Are

 Equally Effective: Exploring Factors Affecting Variations in Persuasion across

 Narrative Ads. To be presented at the International Communication

 Association Annual Conference, Prague, Czech Republic.

**[C31]** Shoenberger, H., Skowron, E., Thorson, E. (2018). Reaching Parents At Risk

For Child Maltreatment: An Interdisciplinary Experimental Investigation of

PSA Type and Level of Self-Regulation. To be presented at the International

 Communication Association Annual Conference, Prague, Czech Republic.

**[C32]** Shoenberger, H., Kim, E, Johnson (2018). #BeautyBeyondSize: The effect of

 plus-sized Instagram models on body image and engagement. To be

 presented at the International Communication Association Annual

 Conference, Prague, Czech Republic.

**[C33]** Shoenberger, H. and Kim, E**.** (2018). Exploring Effects of Perceived

Authenticity of Instagram Models on Aad and Buying Intentions. Paper to be presented at Association for Consumer Research, Dallas, TX.

**[C34]** Kim, E., Muralidharan, S., Shoenberger, H. (2019). Under What Circumstances

Are Narrative Ads Most Effective? Presented at the American Academy of Advertising Annual Conference, Dallas, TX.

**[C35]** Johnson, E. and Shoenberger, H. (2019). Do you even lift bro? Health effects of

athletic image based ads for a fitness app, Paper to be presented at

the International Communication Association Annual Conference, Washington, D.C.

**[C36]** Shoenberger, H, Sukalla, F., Tan, R. (2019). Predicting Parasocial Relationships,

Binge Watching and Social Media Engagement from Favorite TV Character

Perceived Personality Attributes. Presented at the annual AEJMC

conference in Toronto, Canada.

**[C37]** Shoenberger, H. and Johnson, E. (2020). Elite Athletes More Authentic?: Diet

 and Exercise Effects of Athletes vs. Models in Ads., Paper to be presented at the

 International Communication Association Annual Conference, Gold Coast,

 Australia.

**[C38]** Kim E. and Shoenberger, H. (2020). #Sponsored! Why Sponsored Instagram

 Stories Still Work? the Role of Materialism, Vicarious Enjoyment, and Perceived

 Influencer Trust, Paper to be presented at the International Communication

 Association Annual Conference, Gold Coast, Australia.

**[C39]** Tan, R. and Shoenberger, H. (2020). Asmr: Harnessing the Pleasurable

 Psychophysiological Potential of Sound , Paper to be presented at the

 International Communication Association Annual Conference, Gold Coast,

 Australia.**\* top student-led paper panel at Infosys**

**[C40]** Shoenberger, H. and Kim, E. (2020). Just Like Me?: Explaining Purchase Intent

 via Expressed Reasons to Follow an Influencer, Perceived Homophily and

 Perceived Authenticity. Paper presented at the International

 Communication Association Annual Conference, Gold Coast, Australia.

**[C41]** Wei, L., Yang, G., Shoenberger, H. and Shen, F. (2020).

Carousel Advertising for Public Health: Effects of Narrative and Involvement. Paper to be presented at the AEJMC annual conference in San Francisco. **\*2nd place top paper award in the advertising division**

**[C42]** Zhang, B. And Shoenberger, H. (2020) Muting Opposing Political Opinions on

 Facebook: The Mediating Role of Emotions on Facebook Muting Behaviors.

 Paper to be presented at the AEJMC annual conference in San Francisco.

**[C43]** Shoenberger, H., Kim, E., and Sun, Y. (2021). COVID-19 Advertising and the

 Boomerang Effect. Paper to be presented at the ICA annual conference (Virtual

 due to Covid-19)

**[C44]** Cheng, Z., Chen, J., Peng, R., and Shoenberger, H.(2021). Social Media

 Influencers Talk About Politics: Gen-Z followers’ Perceived Information Quality,

 Receptivity and Sharing Intention. Paper to be presented at the ICA annual

 conference (Virtual due to Covid-19)

**[C45]** Sun, Y., J., Freeman, J., Shoenberger, H. and Shen, F. (2021). To Tell or Not to

 Tell: Effects of AI-powered Virtual Try-on Feature and Transparency on Brand

 Attitudes and Purchase Intentions. Paper to be presented at the AEJMC annual

 conference (Virtual due to Covid-19)

**[C46]** Conlin, J., Baker, M., Zhang, B., Shoenberger, H. and Shen, F. (2021). Facing the

Strain: The Persuasive Effects of Conversion Messages on COVID-19 Vaccination Attitudes and Behavioral Intentions Paper to be presented at the AEJMC annual

conference (Virtual due to Covid-19) **\*2nd place top paper award in the advertising division**

**[C47]** Kim, A., Duffy, M., Thorson, E. and Shoenberger, H. (2022) Making it Personal:

 Social Media Influencer Rhetorical Strategies. To be presented at the American

 Academy of Advertising Annual Conference.

**[C48]** Shoenberger, H., Shen, F. and Zhang, B. (2022) Brand Love and Authenticity in

 the Era of Activist Advertising. To be presented at the ICA annual conference in

 Paris, France.

**[C49]** Sukalla, F. and Shoenberger. H. (2022) It’s different for everyone – The effect of

 qualifying individual experiences of mental illness on perceived authenticity and

 stigmatization. To be presented at the ICA annual conference in Paris, France.

**[C50]** Sun, Y., Kim. E., Shoenberger, H. and Lee, J. (2022) Trying To Be More Human:

 Effects of Perceived Anthropomorphism and Personalization Type of Voice

 Agents on Advertising. To be presented at the ICA annual conference in Paris,

 France.

**GOVERNMENT PRESENTATIONS**

**[G1]** Shoenberger, H., & McNealy (2016). Offline v. Online: Re-examining the Reasonable Consumer Standard in the Digital Context. Presented at the Federal Trade Commission’s Privacycon. Washington, D.C.

**INVITED PANELS**

**[IP. 1]** Data Collection in a Digital Age: Opportunities, Challenges, and Avoiding the

 Weird (2015). American Academy of Advertising Annual Global Conference.

 Panelist. New Zealand.

**[IP. 2]** Discussion leader for paper workshop session. 9th Annual Privacy Law

 Scholars Conference, Washington D.C. (\*invite only conference).

**GRANTS**

**[G1]** Does 360 Video Impact Audience Behavior? A Study of Virtual

Reality in Communication Strategy? $10,000 Agora Journalism Center (2016) with: Donna Davis and Wes Pope

**[G2]**  Reaching Parents at Risk for Child Maltreatment: An

 Interdisciplinary Experimental Investigation of PSA Type and Level of Self-

 Regulation. $5,000 Dean’s Research Grant (2017) with: Elizabeth Skowron

**[G3]**  The Bell Has Been Rung: Short- and Long-term Effects of Social Media-Based

Political Ads. $4,000 Vision 2020 Research Grant (2020) with: Fuyuan

Shen

**[G4]**  Research on Female Candidates; undergrad toward research skills in COMM 304

 and COMM 420; Help female candidates represent themselves. $4,000 Vision

 2020 Research Grant (2020) with: Jessica Myrick and Stephanie Madden.

**SERVICE- U of O SCHOOL OF JOURNALISM AND COMMUNICATION**

Dissertation Award Committee 2015

 Evaluated nominees for the annual dissertation award within the school.

Shirley Pape Chair Search Committee 2015-2016

Member of search committee, recruited candidates, interviewed and presented final candidates to faculty for approval.

Technology Committee Member 2015-2018

 Committee works to streamline technology purchase and use.

Advertising Faculty Search Committee 2016-2017

Member of search committee, recruited candidates, interviewed and presented final candidates to faculty for approval.

Social Media and Data Analytics Faculty Search Committee, 2017 – 2018

Member of search committee, recruited candidates, interviewed and presented final candidates to faculty for approval.

SOJC Research Series 2017-2018

 Organize research talks within the faculty.

Experiences Hub Committee 2016-2018

Committee appointed by the Dean to envision and help design an innovative learning space in the SOJC.

\* Sub Committee for technology – advise on practical technology concerns and data/social media technology requirements

Insights and Analytics Lab Director 2015-2018

Developing a lab for research and instruction on analytics and media effects at the School of Journalism and Communication at the University of Oregon

**SERVICE- BELLISARIO COLLEGE OF COMMUNICATIONS**

From Vision to Impact: Empowering Through Digital Innovation committee 2020

Committee appointed to envision and help design an innovative ideas for the new media center.

Masters of Strategic Communication admissions committee 2019-present

Freelance Committee 2019- present

Committee headed by Anne Hoag and designed to understand changing industry trends to prepare students for the evolving career landscape.

**SERVICE- EDITORAL REVIEW BOARDS**

Journal of Interactive Advertising – 2019-present

International Journal of Advertising – 2019 - present

**SERVICE- AD HOC JOURNAL REVIEWER**

Communication Research 2017-present

Journal of Happiness 2015

Journal of Advertising 2017-present

Journal of Advertising Research 2019-present

Mass Communication and Society 2019-present

Journal of Media Ethics 2020

Journal of Promotion Management 2020

**SERVICE – CONFERENCE MANUSCRIPT REVIEWS**

American Academy of Advertising – 2016 - present

International Communication Association

 Information Systems – 2012- present

 Mass Communication – 2013-present

 Law and Policy – 2015-present

AOIR Annual Conference 2015

**SERVICE - ASSOCIATION COMMITTEES**

Ad-hoc committee to organize pre-conference for Advertising Education – AEJMC 2018

Communications committee member – American Academy of Advertising – 2019-present

**DOCTORAL DISSERTATION COMMITTEES**

Matthew Pittman – Methods Member – June 2017 defended (U of Oregon)

David Morris – Methods Member – June 2018 defended (U of Oregon)

**MASTERS THESIS COMMITTEES**

Yan “Ashley” Li – Member – June 2017 defended (U of Oregon)

Spencer Bennett – Member – June 2018 defended (U of Oregon)

Mulayousef, Ahmad – Chair – June 2018 defended (U of Oregon)

Reed, Olivia – Member – May 2020 defended (Penn State)

**CLARK HONORS COLLEGE THESIS COMMITTEES**

Jesse Summers – reader – 2015

Josh Adams – reader – 2015

Celine Johnson – reader – 2016

**SOJC HONORS THESIS COMMITTEES**

Andrew Pence – chair – 2017

**SCHREYER HONORS COLLEGE THESIS COMMITTEES**

Colleen McBride – chair – 2019

Anthony Colucci – co-chair – 2020

Zihang “Sky” E – chair – 2020

Ziyuan “Maggie” Zhang – chair 2020

**SERVICE TO COMMUNITY AT LARGE**

**Mentor/Volunteer**

Middle College program mentor – 2015-2018

Mentor three middle school students with bi-monthly meetings about grades and life goals

Junior League of Eugene – 2014-2018

 Volunteer to work on community issues

Invited guest speaker to talk with students at the Looking Glass about the dangers of sex trafficking in the Eugene area

**TEACHING EXPERIENCE**

**Penn State**

Fall 2018  **Ad Media Planning**

 (undergraduate ~25 students)

Fall 2018  **Ad/PR Research Methods**

 (undergraduate ~25 students)

Spring 2019  **Digital Advertising**

 (undergraduate ~100 students)

Summer 2019 **Research and Analytics**

 (undergraduate ~20 students)

Fall 2019 **Ad/PR Research Methods**

 (undergraduate ~25 students)

Fall 2019 **Digital Advertising**

 (undergraduate ~100 students)

Fall 2019 **First Year Seminar**

 (undergraduate ~15 students)

Spring 2020 **Ad/PR research methods**

 (undergraduate ~25 students)

Spring 2020 **Digital Advertising**

 (undergraduate ~100 students)

Fall 2020 **Digital Advertising**

 (undergraduate ~100 students)

Fall 2020 **Ad/PR research methods**

 (undergraduate ~25 students)

**University of Oregon**

**Strategic Communication Research Methods**

**Ad Media Planning**

**Advanced Analytics\***

Course I designed with partnerships with ComScore and Alteryx

**Brand Insights (formerly: Advanced Analytics)**

**University of Missouri**

**Strategic Communication Research**

**Interactive Advertising**

**AWARDS AND SCHOLARSHIPS**

2019 **Kopenhaver Center Fellow**

 Kopenhaver Center for the Advancement of Women

2013 **American Academy of Advertising Dissertation Proposal Award**

Award of $2,000 to complete dissertation research. *Journal of Advertising* reserves right of first refusal for articles published from the dissertation.

2013 **Synor Creative Advertising Scholarship**

2006 **Kappa Tau Alpha – Journalism Honor Society**

**INVITED LECTURES/PRESENTATIONS**

Spring 2019 **Invited Speaker, Data and Society**

 Data & Society, NYC

 Topic: Research methods in advertising

Winter 2017 **Guest Lecturer, Strategic Social Media**

 University of Oregon

 Topic: Introduction to Big Data and Analytics

Spring 2016  **Guest Lecturer, Media Effects**

Nanyang Technological University, Singapore

 Topic: New Advertising In The United States

Spring 2015  **Guest Lecturer, Media in America**

Nanyang Technological University, Singapore

 Topic: Advertising In The United States (History, Regulation, Effects)

Winter 2015 **Guest Lecturer, Account Planning**

 University of Oregon

 Topic: Legal issues in online advertising.

Fall 2012 **Guest Lecturer, Journalism 4262, Interactive Advertising**

 University of Missouri

 Topic: Legal issues in advertising.

April 2012 **Co-Presenter, RJI Innovation Week**

Reynolds Journalism Institute, Missouri School of Journalism

 Topic: “Brain Friendly” News Platforms

Summer 2011 **Guest Lecturer, Summer Program for High School Students**

University of Missouri

 Topic: Issues involved in the First Amendment

April 2011 **Presenter, RJI Innovation Week**

Reynolds Journalism Institute, Missouri School of Journalism

 Topic: Changing News Audience

**SERVICE – UNIVERSITY OF MISSOURI**

2011 **[Co-organizer/Reviewer]** Young Scholars Conference, University of Missouri, Columbia, MO.

2010-2014 **[Co-founder/Organizer]** Doctoral Student Weekly Research Group,

 University of Missouri.

**MEMBERSHIP**

2012-present **[Member]** American Academy of Advertising (AAA)

2011-present **[Member]** Association for Education in Journalism & Mass

 Communication (AEJMC)

2011-present **[Member]** International Communication Association (ICA)

2007-present **[Member]** Michigan Bar Association.

**PROFESSIONAL EXPERIENCE**

**COMSCIENCE MINDS,** Columbia, MO **January 2013-May 2014**

**Consultant**

*ComScience Minds provides training, project design, consulting and analytical services to market research professionals to assist them in integrating biometric tools and traditional research techniques.*

* Worked on project design and analytical services

**HCD RESEARCH,** Flemington, NJ  **Sept 2012-May 2014**

**Consultant** *HCD Research provides cutting edge research for clients looking to improve advertising effectiveness.*

* Provided biometric data collection, analysis
* Client projects have included: Disney, Pfizer

**BULLETIN INTELLIGENCE,** Reston, VA **November 2008 – May 2014**

**Editor**

*Bulletin Intelligence delivers customized business and political intelligence to top-level corporate and government decision makers.*

* Adapted editing, coverage to specific client needs.
* Successfully stabilized publication that was in danger of contract cancellation.
* Provided daily news analysis and briefing to the Republican National Convention, Office of the Comptroller of the Currency, and Department of Transportation.
* Provided social media consulting to top level management.

**EXAMINER.COM May 2009 - 2010**

**Social Media Examiner**

*Examiner writers are credible sources with expertise and passion for a certain issue. Issues can have local flair or be relevant on a national stage.*

* Articles focus on social media trends in both business and personal use.
* Special attention paid to current events involving Twitter and Facebook.
* Web address : http://www.examiner.com/x-12275-Social-Media-Examiner

**ORBITAL SCIENCES CORPORATION,** Dulles, VA  **July 2008 – November 2008**

**Marketing Consultant**

*Aerospace engineering firm.*

* Created employee value proposition for recruiting brand.
* Helped create an online presence on social networking websites to assist with corporate branding.
* Worked on marketing materials related to recruiting employees from diverse ethnicities, backgrounds.
* Employee value proposition is currently used on college recruiting materials that appear in newspaper advertisements as well as in-house pamphlets, posters, etc.

**SHOENBERGER LAW FIRM, PLLC,** Howell, MI  **May 2008 – November 2008**

**Principal**

*Law firm established to serve legal needs of the Detroit-Metro region.*

* Represented clients in district court.
* Responsible for client development.
* Successfully negotiated settlement favorable to client.

**REPORTERS COMMITTEE FOR FREEDOM OF THE PRESS,** Arlington, VA **Sept 2006 −Nov 2006**

**Intern**

*A non-profit organization that has offered free legal advice to journalists since 1970.*

* Wrote a feature article in *News Media and the Law.* The article focused on the British Official Secrets Act and was published in the fall of 2006.
* Conducted legal research on open records laws for trials involving minors and other various legal issues.
* Responsible for writing daily articles focusing on legal issues facing journalists around the country.

**CHILD PROTECTION CLINIC,** Columbia, MO **August 2005 – December 2005**

**Member**

*Dedicated to providing high quality pro bono services for minors while training law students to draft legal documents like ‘termination of parental rights’ documents and representing ‘minor’ clients in court.*

* Drafted termination of parental rights documents as well as motions for continuing guardianship.
* Attended a court hearing under the supervision of a law professor to secure guardianship for client.

**MORRIS DOWNING & SHERRED LAW FIRM**, Newton, NJ **June 2005 – August 2005**

**Law Clerk**

*The oldest law firm in Sussex County, New Jersey with over a hundred years of providing a wide array of legal services to clients in New Jersey and Southern New York.*

* Worked directly with the partners and associates on legal issues.
* Conducted research on legal issues such as trade law, Uniform Commercial Code, school board and municipal issues.

**AMERICORPS**, Kingdom City, MO **September 2002 – August 2003**

**Member**

*National organization devoted to serving the community and country.*

* Drafted a successful literacy grant for Girls Town, a residential care facility for young girls in Kingdom City, Missouri.
* Mentored and tutored students on campus.

**SKILLS**

**Research Data collection software**: MediaLab, Qualtrics

 **Data analysis software**: SPSS, HLM