

CHRISTEN L. BUCKLEY

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ACADEMIC APPOINTMENTS

Assistant Professor, August 2025-current

Advertising and Public Relations Department, Lew Klein College of Media and Communication, Temple University

Assistant Professor, August 2023-2025

Public Relations Department, College of Journalism and Communications, University of Florida

Graduate Instructor of Record, 2018-2023

Bellisario College of Communications, The Pennsylvania State University

Graduate Research Assistant, 2017-2018

Arthur W. Page Center for Integrity in Public Communication, The Pennsylvania State University,

EDUCATION

Ph.D. Mass Communications, 2023

Donald P. Bellisario College of Communications

The Pennsylvania State University, University Park, PA

Committee: Dr. Denise Bortree (chair), Dr. Holly Overton, Dr. Colleen Connolly-Ahern, & Dr. Patrick Plaisance

Dissertation: "Corporate Conscience: Applying Ethics of Care Informed Crisis Responses To Corporate Social Advocacy Backlash"

M.A. Media Studies, 2019

Donald P. Bellisario College of Communications

The Pennsylvania State University, University Park, PA

Committee: Dr. Denise Bortree (chair), Dr. Patrick Plaisance & Dr. Stephanie Madden

Master's Thesis: "Photography Use in Nonprofit Communication: Considering Emotional Charge in Relation to the Management of Stakeholder-Nonprofit Relationships"

B.A. International Politics with High Distinction, 2012

Minor in French and Francophone Studies

Schreyer Honors College | College of the Liberal Arts

The Pennsylvania State University, University Park, PA

Co-advisors: Dr. Douglas Lemke & Dr. Michael Berkman

Undergraduate Thesis: "Exploring the Effect of Civil War Duration on the Mobilization of Women Combatants in Civil War"

B.A. Theatre, 2012

College of Arts and Architecture, The Pennsylvania State University, University Park, PA

PUBLICATIONS AND PRESENTED WORKS

Manuscripts Under Review

1. **Buckley, C.**, Pressgrove, G., Fraustino, J. (revise and resubmit). Pandemic lessons from nonprofit leaders: Insights from and for community resilience in Appalachia. *Nonprofit and Voluntary Sector Quarterly*.
2. Wu, Y., Cardona, L., **Buckley, C.**, Xiao, A., Eng, N., Overton, H. (under review). When the Past Persists: Why Crisis History Matters in Corporate Social Advocacy. *Journal of Communication Management*.
3. **Buckley, C.** (under review), Corporate Conscience: Applying Ethics Of Care Informed Crisis Responses To Corporate Social Advocacy Backlash. *Public Relations Review*.
4. **Buckley, C.**, Harrison, V., Bober, J., (under review). “More than Statistics”: Community Advocacy Responses to the Contraction of Minor League Baseball and the Role of (In)Efficacy. *Journal of Public Interest Communications*.

Refereed Journal Articles

1. **Buckley, C.**, Norman, M., Troy, C., Yang, Y., Bao, J., Overton, H. K., & Jung, Y. (2025). AI Disclosure in Strategic CSR Communication: Examining the Impact of Narratives, Source Labels, Message Transparency, and Organizational Perceptions on Behavioral Intentions. *International Journal of Strategic Communication*, 1–24. <https://doi.org/10.1080/1553118X.2025.2514276>
2. Xiao, A., **Buckley, C.** (2025). Mobilizing Supportive Stakeholders: Applying the Social Identity Model of Collective Action (SIMCA) to Corporate Social Advocacy. *Journal of Communication Management*. <https://doi.org/10.1108/JCOM-07-2024-0100>
3. Vafeiadis, M., Dardis, F., Diddi, P., Overton, H., & **Buckley, C.** (2025). Saying the Right Things to the Right Audience: The Influence of Message Strategy and Consumer Demographics on Reactions to Corporate Social Advocacy (CSA) Communications. *International Journal of Business Communication*. <https://doi.org/10.1177/23294884251336354>
4. Troy, C. L. C., **Buckley, C.**, Al Rawi, A., Kim, N., Vafeiadis, M., & Overton, H. (2025). When Employers Speak Out: Examining Effects of Corporate Social Advocacy Through Belief Match, Organizational Identification, and Authenticity. *Management Communication Quarterly*. <https://doi.org/10.1177/08933189251321506>
5. Overton, H., Vafeiadis, M., Diddi P., **Buckley, C.**, Dardis, F. (2025). Examining the impact of corporate social advocacy (CSA) issue ownership and message content on authenticity perceptions and behavioral intentions. *Corporate Communications: An International Journal*,

30 (7): 21–43. <https://doi.org/10.1108/CCIJ-05-2024-0080>

6. Dardis, F. E., **Buckley, C.**, Mitra, P., Heaton, C., & Xiao, A. (2024). Improving nonprofit engagement on social media: Using big data, machine-learning, and sentiment analysis to evaluate leading nonprofits' message strategies on Twitter/X. *International Journal of Information Technology*, 17(1), 395–407. <https://doi.org/10.1007/s41870-024-02263-5>
7. Voges, T. S., Jin, Y., **Buckley, C.**, Eaddy, L. L., & Lu, X. (2024). A new framework for managing “crisis spillover” as a type of sticky crisis: Initial insights from a crisis communication expert panel. *Public Relations Review*, 50(1), 102424. <https://doi.org/10.1016/j.pubrev.2024.102424>
8. Harrison, V., Bober, J., **Buckley, C.**, & Vallos, V., (2023). “Save Our Spikes”: Social Media Advocacy and Fan Reaction to the End of Minor League Baseball (MiLB). *Communication & Sport*. 0(0). <https://doi.org/10.1177/21674795231151916>
9. Harrison, V. S., Vafeiadis, M., Diddi, P., **Buckley, C.**, & Dardis, F. E. (2022). Understanding how corporate social responsibility partnership factors influence nonprofit supportive intentions. *Public Relations Review*, 48(5), 102184. <https://doi.org/10.1016/j.pubrev.2022.102184>
10. DiRusso, C., **Buckley, C.**, Diddi, P., Dardis, F. E., Vafeiadis, M., & Eng, N. (2022). Designing effective corporate social advocacy campaigns using valence, arousal, and issue salience. *Public Relations Review*, 48(3), <https://doi.org/10.1016/j.pubrev.2022.102207>
11. Eng N., **Buckley C.**, Peng RX. (2022). Tracking the Path of the Green Consumer: Surveying the Decision-Making Process from Self-Transcendent Values to Supportive CSR Intentions*. *Sustainability*, 14(3), 1106. <https://doi.org/10.3390/su14031106>
12. Freeman, J., **Buckley, C.**, & Triptow, C., Chai, Y. (2021). For the love of lists: identifying the effects of listicle type and length. *New Review of Hypermedia and Multimedia*, 1-23, <https://doi.org/10.1080/13614568.2021.2001581>
13. Vafeiadis, M., Harrison, V. S., Diddi, P., Dardis, F., & **Buckley, C.** (2021). Strategic Nonprofit Communication: Effects of Cross-Sector Corporate Social Responsibility (CSR) Alliances on Nonprofits and the Mediating Role of Social-Objectives Achievement and Consumer Brand Identification. *International Journal of Strategic Communication*, 15(4), 275-292. <https://doi.org/10.1080/1553118X.2021.1945610>
14. Harrison, V., **Buckley, C.**, & Xiao, A. (2020). The roles of donation experience and advocacy: extending the organization–donor relationship model. *Journal of Communication Management*, 25(1), 85-103. <https://doi.org/10.1108/JCOM-06-2020-0057>
15. Vafeiadis, M., Bortree, D. S., **Buckley, C.**, Diddi, P., & Xiao, A. (2019). Refuting fake news on social media: nonprofits, crisis response strategies and issue involvement*. *Journal of Product & Brand Management*, 29(2), 209-222. <https://doi.org/10.1108/JPBM-12-2018-2146>

- * *Winner of the 2021 Literati Award for Outstanding Paper in the Journal of Product and Brand Management.*

16. Kankane, S., DiRusso, C., & **Buckley, C.** (2018). Can we nudge users toward better password management? An initial study. *Extended Abstracts of the 2018 CHI Conferences on Human Factors in Computing Systems*, <https://doi.org/10.1145/3170427.31886>

Refereed Book Chapters

1. Harrison, V. S. & **Buckley, C. L.** (2026). A view from the other side: Advocacy and nonprofit communication. In H. Overton and N. Browning (Eds). *Sociopolitical Advocacy and the Role of Public Relations: Theoretical Developments and Emerging Perspectives on Corporate Social Advocacy and Related Constructs*. Routledge.
2. **Buckley, C.**, Youngs, K. (2026). Boycotts, Backlash, and Brand Credibility: A Case Study of Target's DEI Rollback. *Case Studies in Social Responsibility and Advocacy: Excellent in Action*. Cognella.

Invited Book Chapters

1. Mitson, R., **Buckley, C.**, Lee, E., Huang, J., Men, R. (2026). Communicating with and understanding employees using artificial intelligence. In C. S. B. Ngai & W. Yu (Eds.), *AI in corporate communication: Navigating strategies, challenges, impact and ethics*. Routledge.
2. **Buckley, C.**, Haejung, K. K., Navick, N., & Schwoon, B.* (2022). CSR Conversation: What is the future of CSR communication research?. In A. O'Connor (Editor). *The Routledge Handbook of Corporate Social Responsibility Communication* (pp. 357-366). New York, NY. Taylor & Francis Group. <https://doi.org/10.4324/9781003184911-34>
 - *Authors are listed alphabetically, all contributed equally.*

Conference Proceedings

1. Wu, Y., Cardona, L., **Buckley, C.**, Xiao, A., Eng, N., Overton, H., (2026, March). *When the Past Persists: Why Crisis History Matters in Corporate Social Advocacy*. Paper presented at the 29th International Public Relations Research Conference.
2. **Buckley, C.**, Collins, M., (2025, May). *Resisting Surveillance Capitalism: Disrupting and Repurposing AI Tools*. Paper presented at the 2025 European Communication Research and Education Association Communication & Democracy Section Off-Year Conference.
3. **Buckley, C.**, (2025, March). *Crisis Spillover as a 'Sticky Crisis' amongst Voting Machine Manufacturers*. Paper presented at the 28th International Public Relations Research Conference.
4. **Buckley, C.**, Norman, M., Troy, C., Bao, J., Yang, Y. Overton, H., Jung, Y., (2024, August). *AI For Social Good? Examining Perceptions of AI-Source Labels and Narratives within CSR Messages*. Poster presented at the 107th Association for

Education in Journalism and Mass Communication Annual Conference.

5. **Buckley, C.**, (2024, June). *Corporate Conscience: Applying Ethics Of Care Informed Crisis Responses To Corporate Social Advocacy Backlash*. Paper presented at the 74th Annual International Communication Association Conference.
6. **Buckley, C.**, (2024, June). *Incentivizing Privacy Practices: Applying Privacy-as-Trust to the Organizational Public Relationship Model*. Paper presented at the 74th Annual International Communication Association Conference.
7. **Buckley, C.**, Norman, M., Troy, C., Bao, J., Yang, Y. Overton, H. (2024, March). *Storytelling, AI, and Transparency in Public Relations for Social Change*. Paper presented at the 24th International Public Relations Research Conference.
8. Troy, C., **Buckley, C.**, Alrawi, A., Kim, N., Vafeiadis, M., Overton, H. (2023, August). *Empowering Employees: Applying Organizational Identification Theory to Corporate Social Advocacy for LGBTQ+ Rights*. Paper presented at the 106th Association for Education in Journalism and Mass Communication Annual Conference, Top Paper Panel for the LGBTQ+ Interest Group.
9. Xiao, A., **Buckley, C.**, (2023, August). *Mobilizing Supportive Stakeholders: Applying the Social Identity Model of Collective Action (SIMCA) to Corporate Social Advocacy*. Poster presented at the 106th Association for Education in Journalism and Mass Communication Annual Conference.
10. Pressgrove, G., **Buckley, C.**, Fraustino, J. (2023, August). *Pandemic lessons from nonprofit leaders: Insights from and for community resilience in Appalachia*. Poster presented at the 106th Association for Education in Journalism and Mass Communication Annual Conference.
11. Overton, H., Vafeiadis, M., Bhalla, N. **Buckley, C.**, (2023, March). *The Medium is the Message: Testing the Effect of Corporate Social Advocacy (CSA) Messages and Call-to-Action Statements on Advocating Behavioral Intentions*. Paper presented at the 23rd International Public Relations Research Conference.
12. Voges, T., Eaddy, L., Jin, Y., Lu, X., **Buckley, C.**, (2022, November). *Refining the Definition of Crisis Spillover: Reconceptualization and insight Generation via an Expert Panel*. Paper presented at The Spillover Effect of Crises Research Symposium hosted by the Erasmus Research Centre for Media, Communication, and Culture at Erasmus University, Rotterdam, Netherlands.
13. **Buckley, C.**, (2022, May). *The Commodification of Protest in the Twenty-First Century*. Poster presented at the 72nd Annual International Communication Association Conference.
14. Harrison V., **Buckley, C.**, Bober, J., (2022, May). *Mixed-Methods Approach to Understanding Fan Advocacy in the Effort to Save Minor League Baseball (MiLB)*. Paper presented at the 72nd Annual International Communication Association Conference.

15. Harrison, V., **Buckley, C.**, Bober, J., Vallos, V. (2022, March). *“Save Our Spikes”: Social Media Advocacy and Fan Reaction to the End of Minor League Baseball (MiLB)*. Paper presented at the 2022 International Association for Communication and Sport Summit.
16. Dardis, F., **Buckley, C.**, Xiao, A., Heaton C., Mitra P., (2022, March). *Improving Nonprofit Engagement on Social Media: Using Big Data, Machine-learning, and Sentiment/Emotion Analysis to Evaluate Leading NPO Message Strategies*. Paper presented at the 20th International Public Relations Research Conference
17. Eng, N. **Buckley, C.** Peng, R., (2021, November). *Tracking the Path of the Green Consumer: Surveying the Decision-Making Process from Self-Transcendent Values to Supportive CSR Intentions*. Poster presented at the National Communication Association’s 107th Annual Convention.
18. **Buckley, C.** (2021, August). *It’s OK to Not Feel OK; Representations of Mental Health in Advertising*. Paper presented at the virtual 104th Association for Education in Journalism and Mass Communication Annual Conference.
19. DiRusso, C., **Buckley, C.**, Diddi, P., Dardis, F., Vafeiadis, M., Eng, N., (2021, May) *Designing effective corporate social advocacy campaigns using issue salience, emotional intensity, and emotional valence*. Paper presented at the virtual 71st Annual International Communication Association Conference.
20. Harrison, V., Vafeiadis, M., Diddi, P., **Buckley, C.**, Dardis, F., (2021, May) *Corporate Social Responsibility for Nonprofits: The Roles of Short-Duration Partnerships, Commitment, Satisfaction, and Mission Accomplishment*. Paper presented at the virtual 71st Annual International Communication Association Conference.
21. Madden, S., Kim, N., Freeman, J., **Buckley, C.** (2020, August). *The Need for Social Media “Influentials” in Science Communication*. Poster presented at the virtual 103rd Association for Education in Journalism and Mass Communication Annual Conference.
22. Vafeiadis, M., Harrison, V., Diddi, P., Dardis, F. & **Buckley, C.** (2020, August). *How CSR Partnerships Affect Nonprofit Organizations (NPOs): The Mediating Role of Consumer-Brand Identification, CSR Motives, and NPO Social Objective Achievement*. Poster presented at the virtual 103rd Association for Education in Journalism and Mass Communication Annual Conference.
23. **Buckley, C.**, Freeman, Jason., Chai, Yiting. (2020, March). *Capitalizing On Clickbait: Identifying the Effects Of Listicle Type, Length, And Sponsorship*. Paper presented at the 19th International Public Relations Research Conference.
24. Xiao, A., Harrison, V. & **Buckley, C.** (2019, August). *Volunteer Motivation Fulfillment: The Antecedents and Outcomes*. Poster presented at the 102nd Association for Education in Journalism and Mass Communication Annual Conference.
25. Harrison, V., **Buckley, C.**, & Xiao, A. (2019, May). *Donation Experience and Advocacy: Extending the Organization-Donor Relationship Model*. Paper presented at

the 69th International Communication Association Annual Conference.

26. Bortree, D. S., Harrison, V., **Buckley, C.**, Vafeiadis, M., Yang, G., Freeman, J., Kim, N., & Gessner, J. (2019, March). Countering Misinformation on Social Media: How Stakeholders' Attitudes and Behavioral Intentions are Influenced by Source and Supporting Evidence of the Rebuttal Message. Paper presented at the 18th International Public Relations Research Conference.
27. Vafeiadis, M., Bortree, D.S., **Buckley, C.**, Diddi, P. (2018, August). Combatting fake news: Examining the role of crisis response strategies and issue involvement in refuting misinformation on social media. Paper presented at the 101st Association for Education in Journalism and Mass Communication Annual Conference.
28. Kankane S, DiRussio C, **Buckley C.** (2018, April) Can We Nudge Users Toward Better Password Management? An Initial Study. Paper presented at the ACM CHI Conference on Human Factors in Computing Systems.

Media Hits

1. Cited by Chau, L. (2021, August 5). *Forward motion: The fourth industrial revolution is happening now*. Forbes. <https://www.forbes.com/sites/zengernews/2021/07/31/forward-motion-the-fourth-industrial-revolution-is-happening-now/?sh=708fdde43a68>.

Industry Publications

1. **Buckley, C.** (02/20/2013). *Women's Rights in Kurdistan: Special Report*. Retrieved from <https://marcopolis.net/women-rights-in-iraq-women-rights-in-the-kurdistan-region-of-iraq.htm>
2. **Buckley, C.** (05/07/2013). *Bahrain's Impressive Foray into the Tourism Industry*. Retrieved from <https://marcopolis.net/bahrain's-impressive-foray-into-the-tourism-industry.htm>

Blog Posts

1. Xiao, A., **Buckley, C.** (2021, May 17). Research in Progress: Why and how should companies communicate their corporate social advocacy?. Arthur W. Page Center Blog. <http://bellisario.psu.edu/page-center/article/serving-nonprofit-csr>.
2. Harrison, V., & **Buckley, C.** (2020, November 20). *Exploring Fan Advocacy in Sport: "Save our Spikes" and the Proposal to Change MiLB*. Retrieved from <https://blogs.clemson.edu/brookssports/2020/11/09/exploring-fan-advocacy/>
3. **Buckley, C.** (06/20/2017). *Getting to know you: personalization for your nonprofit*. Retrieved from <https://sankyinc.com/blog/2017/06/20/getting-to-know-you/>

ACCOLADES

Grants and Fellowships:

- 2026 Visiting Professor Program, Association of National Advertisers' Educational Foundation
- 2024 Global Fellow, The International Center, University of Florida. Grant amount: \$5,000.
- 2021 Recipient of a Page/Johnson Legacy Scholar Grant from the Arthur W. Page Center. Co-author: Dr. Anli Xiao, Grant amount: \$2,500.
- 2021, Recipient of research grant from the Don Davis Program in Ethical Leadership. Grant amount: \$1,500.

Awards and Honors:

- Djung Tchoi Graduate Teaching Award, 2023
- Donald P. Bellisario College of Communications Davis Ethics Award, 2023
- 2022 Kopenhaver Center Fellow, awarded by the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University and AEJMC
- Recipient of the 2021 Literati Award for Outstanding Paper – Vafeiadis, M., Bortree, D. S., Buckley, C., Diddi, P., & Xiao, A. (2019). Refuting fake news on social media: nonprofits, crisis response strategies and issue involvement. *Journal of Product & Brand Management*.
- Invited Alumna Speaker: Paterno Fellows Program Recognition Ceremony 2022
- Sidney and Helen Friedman Endowed Scholarship, 2020–2021
- Sidney and Helen Friedman Endowed Scholarship, 2017–2018

Industry Awards:

- Care2 Impact Award, Covenant House's Not a Game Campaign, 2016
 - Internet Advertising Competition (IAC) Award for Outstanding Website, 2014
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TEACHING EXPERIENCE

Instructor of Record

Advertising & Society, Temple University: *Spring 2026*

- This undergraduate course directs students to consider the merits and critiques of a variety of advertising practices and product categories from cultural, economic, and ethical perspectives.

Communicating Organizational Change, Temple University: *Fall 2025, Spring 2026*

- This undergraduate course teaches students how to analyze the forces that drive individuals, teams, and organizations to change. We will examine a range of theoretical concepts and practices of leading change in organizational, community, political and

global contexts.

Mass Communication Teaching Seminar (MMC 6930), University of Florida: *Spring 2025, Spring 2024*

- The purpose of this graduate course is to provide students within the PhD program with a solid teaching foundation. Students will learn how to build a course from the syllabus to an individual lesson plan, using a hands-on format that allows them to apply what they are learning to tangible takeaways. This class also discusses broad themes of equity, culturally relevant teaching, student-focused pedagogy, connecting with and elevating all students and keep these themes at the center of educator development.

Internal Communications, University of Florida: *Spring 2025*

- This undergraduate course highlights the influential roles that communication managers play to address the issues, challenges, and opportunities facing internal stakeholders. It integrates theories, research insights, practices, as well as current issues and cases into a comprehensive guide for future internal communication managers and organizational leaders on how to communicate effectively with internal stakeholders, build beneficial relationships, and engage employees in the fast-changing business and media environment. This course was administered in an online asynchronous modality.

Public Interest Communications, University of Florida: *Fall 2023, Spring 2024, Spring 2025*

- This undergraduate course teaches students how to use strategic, science-based communications to effect positive social change. Public interest communication is a form of strategic communication through which organizations, causes, or movements take on specific communication objectives that have some benefit to society.

Research and Analytics (Comm 428D, World Campus), Penn State: *Summer, 2023*

- This online asynchronous undergraduate course explores methods and practices in the areas of research and analytics with a focus on understanding how customers perceive the organization, assessing communication materials, and tracking how website visitors experience an organization's site. The course helps students to understand how to identify audiences, collect data, and calculate results in a meaningful way. Research methods taught in this class include surveys, interviews, and focus groups.

Search Engine Marketing (Comm 450A), Penn State: *Spring 2023, Spring 2022, Fall 2021, Spring 2021*

- This undergraduate course provides hands-on experience with digital campaign management using the Stukent Mimic Pro search marketing simulator, the Unbounce landing page builder, the Google Ads platform (formerly Google AdWords), and the Google Ad Grants Online Marketing Challenge (OMC). Students acquire the knowledge and skills necessary to conduct a keyword and programmatic sponsored search campaign by completing simulated campaigns for real clients.

Mass Media & Society (Comm 100, World Campus), Penn State: *Summer 2021*

- Mass Media and Society is a required overview course for undergraduates focusing on the interaction between mass media and society. By drawing from selected topics, the course pays particular attention to the social influences (e.g., economics, politics, technology, law and culture) that shape media messages. Students are informed about the overall structure and scope of the mass media and led to understand the power and influences associated with media messages and practices.

Strategic Communications in a Global Environment (Comm 428, World Campus), Penn State: *Fall 2020, Spring 2020*

- This undergraduate course provides students with a framework for applying public relations and advertising tools across media platforms, placing value on the nuances of intercultural communication. Students are exposed to a number of frameworks for segmenting publics in this new environment, both geographically and psychographically, and learn the skills to work with colleagues across borders and cultures to create effective, ethical strategic communications campaigns.

Research Methods in Advertising and Public Relations (Comm 420): *Fall 2019, Spring 2019, Fall 2018*

- This required undergraduate course provides students with the tools to outline, execute and evaluate mass media research in public relations and advertising. The primary focus is on using applied research for advertising and public relations program and campaign management—planning, monitoring and evaluating.

Course Migration to an Online Curriculum

Digital Campaigns (Comm 450A), Penn State: *Fall 2022*

- Working in collaboration with an instructional designer to translate the Search Engine Marketing in-person curriculum to online.

Pedagogical Training

- Accessibility Academy (Spring 2025): Half semester course administered through the Center for the Advancement of Teaching at Temple University.
- First Year Faculty Teaching Academy (Spring 2024): University of Florida.
- Public Interest Communications Summer Institute (June 22–24, 2022): Summer institute for practitioners and scholars to collaboratively define the field of public interest communications for research and pedagogy at Howard University in Washington, D.C. Sponsored by the University of Florida
- Ethical Pedagogy (Spring 2022): Month-long Ph.D.-level course focused on developing ethical pedagogical practices through the Schreyer Institute of Teaching Excellence at Penn State.
- Graduate Student Online Teaching Certificate (Spring 2021), Online Faculty Development, Penn State World Campus
- Comm 502, Pedagogy (*Fall 2020*): Semester-long Ph.D.-level course focused on the philosophy of teaching undergraduate students and understanding current challenges and trends in the undergraduate academic climate at Penn State.

- "Motivating and Engaging Students" workshop (Spring 2020) and "Handling Challenging Situations in the Classroom" workshop (Fall 2019), administered through the Schreyer Institute for Teaching Excellence at Penn State.
- New Instructor Orientation Course (Fall 2018): Half semester course administered through Schreyer Institute for Teaching Excellence at Penn State.

Invited Guest Lectures

- "Organizational Approaches for Social Media and Crisis and Social Media Ethics", Comm 373: Crisis Communications in Public Relations, *October 18 & 20, 2022*: Course taught by Dr. LaShonda Eaddy at Penn State.
- "Master's Thesis Tips", Comm 515: Proseminar, *December 2, 2020*: Course taught by Dr. Patrick Plaisance at Penn State.
- "Master's Thesis Tips", Comm 515: Proseminar, *November 4, 2019*: Course taught by Dr. Matthew McAllister at Penn State.
- "Public Relations in Practice", Comm 420: Research Methods in Advertising and Public Relations, *November 16, 2018*: Course taught by Jason Freeman at Penn State.

RELATED INDUSTRY EXPERIENCE

Sanky Communications Inc., New York City, June 2013 – July 2017

Account Manager

- Managed and implemented multi-million integrated online marketing campaigns for local and national nonprofits
- Developed multi-channel strategies to acquire new constituents and cultivate current constituents
- Constructed analytical reports, and provide in-depth analyses of fundraising benchmarks
- Contributed to client relations and retention
- Conducted market research to augment creative and strategic direction

Previous roles:

- **Project Coordinator, Feb 2015 – Aug 2015**
- **Project Assistant, Jun 2013 – Feb 2015**

MarcoPolis (Remote), October 2012 – March 2013

Copywriter/Development Consultant

- Wrote and edited articles, drafted questionnaires for interviews, and contributed content to social media accounts
- Contributed to profiles on Bahrain tourism and politics, Libyan banking, Kurdistan culture and tourism

SERVICE

Profession

- **Editorial Board Member, Journal of Media Ethics, 2025- current**

- **Grant Reviewer:**
 - 2026 Arthur W. Page Center Page / Johnson Legacy Scholar grant competition on *Social Responsibility, Advocacy, and Activism in an Age of Political and Cultural Polarization*, 2026
 - 2025 National Science Foundation – Ad hoc reviewer, *Science of Learning and Augmented Intelligence Program (SL/AI)*
- **Ad hoc reviewer**
 - *Journal of Public Relations Research*, 2025-current
 - *Nonprofit and Voluntary Sector Quarterly*, 2025-current
 - *The Electronic Journal of Communication*, 2025-current
 - *Journal of Applied Communication Research*, 2025-current
 - *International Journal of Strategic Communication* 2024-current
 - *Journal of Communication Management*, 2023–current
 - *Journal of Media Ethics*, 2023–current
 - *Journal of Product & Brand Management*, 2020–current
- **Academic association appointments**
 - Co-Chair, Professional Freedom & Responsibility Co-Chair, Public Relations Division, Association for Education in Journalism and Mass Communication (AEJMC), 2025-26
 - Steering Committee, Public Interest Communications Summer Institute, 2025-26
 - Programming Committee, Public Interest Communications Summer Institute, 2024-25
 - Committee Member, Inez Kaiser Graduate Student of Color Award, Public Relations Division, Association for Education in Journalism and Mass Communication (AEJMC), 2024-25
 - 2023-2024 Graduate Student Committee Faculty Advisor
 - 2022-2023 Graduate Student Committee Co-Chair
 - 2020-2021 Social Media Committee Member
 - Annual Giveback Event, PF&R Committee, 2023, 2022
- **Conference Panel Moderator**
 - Co-Moderator, “From Zoom to in the Room: Demystifying the Academic Interview Process” Public Relations Division Virtual Conference, AEJMC 2024
 - Co-Moderator, “Emerging Ethical Issues in PR” PRD & PRSA Educators Academy PREthics panel, AEJMC 2020
- **Conference Discussant**
 - Competitive Poster Session, Communication Technology, Crises, and Activism, Communication Technology Division (CTEC), AEJMC 2023
- **Conference Reviewer**
 - Public Relations Division, 108th Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference, August 2026
 - Good Ideas for Teaching (GIFT) competition, August 2026
 - 28th International Public Relations Research Conference, March 2025
 - Public Relations Division, 106th Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference, August 2024
 - Public Relations Division, 74th Annual International Communication Association (ICA) Conference, June 2024
 - 27th International Public Relations Research Conference, March 2024
 - Public Relations Division, 105th Annual Association for Education in Journalism and

- Mass Communication (AEJMC) Conference, August 2023
 - Good Ideas for Teaching (GIFT) competition, August 2023
- 26th International Public Relations Research Conference, March 2023
- Public Relations Division, 104th Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference, August 2022
- Public Relations Division, Activism, Communication and Social Justice (ACSJ) Division, 72nd Annual International Communication Association (ICA) Conference, May 2022
- Public Relations Division, 103rd Annual Association for Education in Journalism and Mass Communication (AEJMC) Conference, August 2021
- Public Relations Division, 68th Annual International Communication Association (ICA) Conference, May 2018

Department/College

- Media and Communication Doctoral Program Faculty, 2025-2026
- KleinGo Committee, Temple University, *Spring 2026*
- Advertising and Public Relations Department Bylaws Committee, 2025-2026
- Technology Committee, University of Florida, 2024-2025
- Spring Graduation Marshal, University of Florida, *Spring 2024, Spring 2025*
- Moderator, *A Think-In on Graduate Education with Bellisario Graduate Faculty, Penn State, September 2022*
- Panelist, Graduate Student Orientation, Penn State, *August 2021, 2020, 2018*
- Panelist, Graduate Student Orientation, Penn State, *August 2020*
- Student Volunteer, Arthur W. Page Center Awards Ceremony, *February 2019 & 2020*
- Graduate Student Liaison, Carnegie Building Renovation Project, Penn State, *2019*
- Vice President, Graduate Students in Communications (GSIC), Penn State, *January 2018–May 2019*
- Panelist, Graduate Program Open House, Penn State, *February 2020*
- Guide, Graduate Program Open House, Penn State, *February 2018 & 2019*

Public

- Board Member and Chair of Marketing and Communications committee, State College Area School District Education Foundation, *2020–2025*.
 - Consult on communication strategies for social media, cultivation materials, and fundraising appeals
 - Review and approve educators' grant proposals
 - Contribute to the development of the foundation's mission
 - Select leaders in the public education community for awards
- Association for Education in Journalism and Mass Communication (AEJMC), Public Relations Division Community Giveback Day volunteer consultant, 2021
- Screening Committee member, Peabody Awards, *2019*
- Volunteer, Social Media Team, Fundraising Day New York, *2014, 2015, 2016*
- Volunteer, The Met Cloisters | The Metropolitan Museum of Art, *November 2015–June 2017*
 - Assisted with production of the MetCloisters Concert Series
 - Advised on local outreach for events

CERTIFICATIONS & MEMBERSHIPS

Certifications

- Google Analytics, Google Ads Search & Google Ads Display Certifications

Professional Memberships

- **Member**, Association for Education in Journalism and Mass Communication (AEJMC), *2018–current*
 - Member, Public Relations Division
- **Member**, International Communication Association, *2018–current*
 - Member, Activism, Communication and Social Justice Division
 - Member, Public Relations Division
- **Member**, Association for Computing Machinery, *2017–2018*
- **Member**, Association of Fundraising Professionals, *2014–2017*
- **Member**, Direct Marketing Fundraising Association, *2014–2017*
- **Member**, NonProfit Technology Network, *2014–2017*