

# NAME

Annenberg School for Communication  
3620 Walnut Street  
Philadelphia, PA 19104

C: number  
email  
website

## EDUCATION

**University of Pennsylvania, Annenberg School for Communication, Philadelphia, PA**

Ph.D. in communication, degree expected June 20XX

Dissertation: "Title"

Committee: Name (chair), Name, Name

**University of Pennsylvania, Annenberg School for Communication, Philadelphia, PA**

Master of Arts, communication, 20XX

**Program in Comparative Media Law and Policy, University of Oxford, Oxford, UK**

Participant in the Oxford/Annenberg Global Media Policy Institute, Summer 20XX

**The Pennsylvania State University, Schreyer Honors College, University Park, PA**

Bachelor of Arts in Advertising; Business minor, with honors and highest distinction, 20XX

Marshal of the College of Communications (first in class)

## PUBLICATIONS

### Books

Name & Name Eds. (20XX). *Key Readings in Media Today: Mass Communication in Contexts*. New York: Routledge.

### Peer-Reviewed Articles

Name\ (20XX). "Empowerment through Endorsement? Polysemic Meaning in Dove's User-Generated Advertising." *Communication, Culture, and Critique*, 3(1), 26-43.

Name (20XX). "Shopping with Friends you've Never Met: Social Shopping in the Age of E-tailing." *Rocky Mountain Communication Review*, 6(1), 92-97.

### Book Chapters

Name (20XX). "Designing Women: Interactivity and (Re)Invention in 21st Century Promotional Culture." In Name & Name, Eds. *The Routledge Companion to Advertising and Promotional Culture*. New York: Routledge.

Name (20XX). "Time Ahead: Digital Challenges Facing Print Magazines." In Name & Name, Eds. *Key Readings in Media Today: Mass Communication in Contexts* (pp. 160-165). New York: Routledge.

## **PUBLICATIONS (continued)**

### **Articles under Review**

Name, Name, and Name. "Domestic Goddesses in the Corporate Pantheon: Oprah Winfrey, Martha Stewart, and Rachael Ray as Celebrity Brands." *Critical Studies in Media Communication* (accepted with minor revisions).

## **RESEARCH EXPERIENCE**

**Research Fellow**, Annenberg School for Communication, Fall 20XX-Summer 20XX. Worked under Name's supervision on a qualitative study of TV depictions of the advertising and media industries. Data collection included in-depth interviews with key producers/executives, textual analyses of five contemporary series, and an analysis of the trade press.

**Research Fellow**, Annenberg School for Communication, Spring 20XX. Assisted Name with the organization of a conference on the performative aspects of scientific knowledge.

**Research Fellow**, Annenberg School for Communication, 20XX-20XX. Assisted Name with a number of book-length projects including *Media Today: An Introduction to Mass Communication* and *Thinking Critically about Advertising and Consumer Culture* (with Name).

## **TEACHING EXPERIENCE**

**Invited Seminar Leader**, "From Gutenberg to Twitter: Understanding New Media," December 20XX. Led a three-hour seminar on print media in the digital age as part of Exploritas's Day of Discovery on Campus program.

**Instructor**, College of Liberal and Professional Studies, University of Pennsylvania, Summer 20XX. Communication 130: Mass Media and Society. Developed syllabus, prepared and presented class lectures, administered two exams, graded papers, and assigned final grades.

**Teaching Fellow**, Annenberg School for Communication, Fall 20XX. Assisted Name with Comm 130: Mass Media and Society. Created and taught a lecture on the magazine industry, helped write course examinations, graded exams and essays.

**Teaching Fellow**, Annenberg School for Communication, Fall 20XX. Assisted Name with Comm 130: Mass Media and Society, a survey course with 180 undergraduates.

## **CONFERENCE PAPERS**

Name (20XX). "The Newsstand of the Global Economy: Mapping the Fields of Women's Magazines in Canada, India, and the US." Accepted for presentation at the International Communication Association, Boston, MA.

Name (20XX). “New You, Only Better: Ideology, Identity, and Interactivity in the Virtual Makeover.” National Communication Association, San Francisco, CA; November, 20XX.

Name, Name, Name (20XX). “Producing Production: Televisual Depictions of the Creative Industries.” National Communication Association, San Francisco, CA; November, 20XX.  
**\*Most Innovative Poster Award**

Name (20XX). “Manufactured Authenticity: The Rhetoric of the Real in Women’s Magazines.” Blowing Up the Brand II: Critical Perspectives on Promotional Culture seminar, Cultural Studies Association, Berkeley, CA, March 20XX.

Name (20XX). “Not Just a Magazine: The Changing Organizational Identity of 21st Century Magazines.” National Communication Association, Chicago, IL; November 20XX.

Name (20XX). “Empowerment through Endorsement? Polysemic Meaning in Dove User-Generated Advertising.” International Communication Association, Chicago, IL; May 20XX.

Name (20XX). “Shopping with Friends You’ve Never Met: Social Shopping in the Age of the E-tailing.” Eastern Communication Association, Philadelphia, PA; April 20XX.

Name (20XX). “Advertising, Ritual, and Language: An Analysis of the Advertising Industry’s Construction of Christmas.” National Communication Association, San Diego, CA; November 20XX.

Name, Name, and Name (20XX). “Domestic Goddesses in the Corporate Pantheon: Oprah Winfrey, Martha Stewart, and Rachael Ray as Celebrity Brands.” National Communication Association, San Diego, CA; November 20XX.

Name (20XX) “Marketing’s Influence on Contemporary Halloween Rituals.” International Communication Association, Montreal; May 20XX.

Name (20XX) “From Christ to Santa Claus to Yours Truly: How Advertisers Are Constructing Christmas in the 21st Century.” Mid-Atlantic Popular/American Culture Association, Philadelphia, PA; November 20XX.

Name (20XX) “Pushing Time Ahead: An Exploratory Study of Time Construction in Women’s Magazines.” Eastern Communication Association, Providence, RI; April 20XX.

Name (20XX) “The Apprentice in Cyberspace: Exploring the Tension Between Individual and Collective Identities in a New Media Environment.” Eastern Communication Association, Providence, RI; April 20XX.

## **ACADEMIC AND VOLUNTEER SERVICE**

Reviewer, *Feminist Media Studies*, 20XX

Graduate Student Organizer, Performing Science Conference, July 20XX

Representative, Annenberg School for Communication Graduate Council, 20XX-20XX

Volunteer, Fair Acres Geriatric Center, 20XX-present

## HONORS/AWARDS

Most Innovative Poster Award, National Communication Association, 20XX  
Full tuition and research stipend, Annenberg School for Communication, 20XX-20XX  
Annenberg Summer Research Fellowship, 20XX, 20XX, 20XX, 20XX  
Top Scholar Award, Kappa Tau Alpha National Honor Society, 20XX  
Wayne J. Hilinski Advertising Scholarship, 20XX-20XX  
Class of 1922 Scholarship, 20XX  
The Honor Society of Phi Kappa Phi, inducted 20XX  
Juanita M. and Tony Decillis Scholarship, 20XX-20XX  
The Golden Key National Honor Society, inducted 20XX  
Phi Eta Sigma National Honor Society, inducted 20XX  
The National Society of Collegiate Scholars, inducted 20XX

## PROFESSIONAL EXPERIENCE

**Assistant Director of Donor Relations**, School of Arts and Sciences, University of Pennsylvania, 20XX-20XX  
Developed and executed annual stewardship plan for individual, corporate, and foundation donors to the School. Prepared annual reports, acknowledgements, and gift announcements under the cover of the dean. Created development website content, lecture remarks, and faculty appointment announcements. Produced a regular feature for *Penn Arts & Sciences Magazine*.

**Media Relations Assistant**, Yale School of Management, New Haven, CT, 20XX-20XX  
Implemented publicity campaigns to enhance awareness of faculty research and to promote the mission of the School. Composed a wide range of public relations materials including press releases, pitches, and media alerts. Designed and oversaw production of a web and print version of the *Media & Communications Report*.

## PROFESSIONAL MEMBERSHIPS

International Communication Association  
National Communication Association  
Cultural Studies Association  
Pennsylvania State University Alumni Association

## REFERENCES

Dr. Name: email; phone  
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