

Curriculum Vitae

Education

University of Florida

Ph.D. in mass communication, emphasis in advertising, May 2014 (projected)

Advisor: Dr. Robyn Goodman

4.0 gpa

University of Kansas

M.S. in journalism, emphasis in strategic communication, December 2010

Thesis: *A Brand News World: Examining Brand Personality in Top-circulating U.S. Newspapers*

Advisor: Michael Williams

Graduated with honors, 4.0 gpa

Abilene Christian University

B.S. in integrated marketing communication, minor in graphic design, May 2005

Graduated summa cum laude, 4.0 gpa

Teaching Experience

Graduate Assistant, College of Journalism and Communications, University of Florida, Summer 2012 – present

Mobile Media, ADV 4930 (undergraduate level), 40 students

Responsibilities: exploring mobile media's influence on journalism, examining usability, data visualization, wireframing and app development

Introduction to Advertising Design and Graphics, ADV 3203 (undergraduate level), 25 students

Responsibilities: introducing students to basic design principles and theory, teaching software programs (Adobe Photoshop and Adobe InDesign)

Pedagogy Course, College of Journalism and Communications, University of Florida, Fall 2011

Mass Communication Teaching, MMC 6930 (graduate level), Dr. Julie Dodd

Class Material: exploring various teaching/learning theories, creating a course (syllabus, lesson plans, assignments, etc.), teaching a class session

Adjunct Professor, Journalism and Mass Communication, Abilene Christian University, Spring 2011

Visual Media, JMC 201 (undergraduate level), 16 students

Responsibilities: introducing students to the influence of visual media in journalism, teaching software programs (Final Cut Pro and Adobe Photoshop), managing lab assistant

Interactive Media, JMC 310 (undergraduate level), 16 students

Responsibilities: exploring interactive media's influence on journalism, teaching Adobe Illustrator

Publication Design, JMC 342 (undergraduate level), 16 students

Responsibilities: working with students to understand modern publishing, introducing basic graphic design techniques, furthering students' knowledge of design software (Adobe InDesign, Photoshop and Illustrator), managing lab assistant

Graduate Assistant, School of Journalism, University of Kansas, 2008 – 2010

Visual Communication, J 310 (undergraduate), 90 students

Teaching Assistant, Spring 2010 / Fall 2010

Responsibilities: introducing students to basic design principles, lecturing, assisting in the classroom, grading assignments (including tests and other visual exercises)

Research & Writing, J 301 (undergraduate), 150 students (large lecture) & 18 students (lab)

Instructor, Fall 2009

Responsibilities: honing students' writing skills, preparing and giving occasional large lectures, managing lab section daily, grading written assignments, coordinating with a team of teachers and working closely with students

Financial Basics for Communicators, J 574 (undergraduate)

Teaching Assistant, Fall 2008 / Spring 2009

Responsibilities: completing scholarly research, aiding with technology, assisting in the classroom

Guest Lectures, School of Journalism, University of Kansas, 2009 – 2010

Adobe Photoshop Tutorials

Responsibilities: providing supplemental Photoshop lectures and tutorials for professors teaching a variety of classes, introducing students to basic graphic design principles, instructing both whole classes and individual students

Adobe Illustrator Workshops

Responsibilities: creating and teaching Illustrator workshops, introducing students to basic graphic design principles, providing students with the software skills necessary for their work in journalism classes

Web Design

Responsibilities: researching and presenting information on web design (focused on non-profit websites), introducing basic graphic design skills, critiquing current websites

Lab Instructor, Journalism and Mass Communication, Abilene Christian University, 2004 – 2005

Publication Design

Responsibilities: teaching Quark Xpress and Adobe Photoshop, creating lab assignments, critiquing student work in process, grading student design projects, managing the lab

Research Experience

Research Interests

Visual Communication, Branding, Brand Personality, Newspaper Branding, Semiotics

Research Assistant, College of Journalism and Communications, University of Florida

Dr. Debbie Treise, Assistant Dean of Graduate Students, Fall 2011 – Summer 2012

Responsibilities: assisting Dr. Treise as the incoming president of the American Academy of Advertising (AAA), managing AAA correspondence/calendar/etc.

Dr. Robyn Goodman, Associate Professor of Advertising, Spring 2012

Responsibilities: assisting Dr. Goodman in academic visual communication research, conducting content analysis, examining minimally invasive cosmetic surgery websites

Dr. Lu Zheng, Assistant Professor of Advertising, Fall 2011

Responsibilities: assisting Dr. Zheng in academic advertising research, conducting experiments, gathering information on Flow Theory

Professional Experience

Freelance Designer, 2005 – present

Responsibilities: collaborating closely with clients, researching client needs, producing effective design solutions

Clients include: Milsoft Utility Solutions, Charles Lynn Jewelers, Abilene Christian University

Marketing Coordinator, Milsoft Utility Solutions, 2005 – 2008

Responsibilities: designing and implementing company marketing, creating and placing advertising, updating the company website, handling promotional materials, organizing an annual conference, maintaining vendor relations, managing the company brand, overseeing a marketing assistant

Published Papers

Jewett, A. & Reinardy, S. (Submitted 2011). Seeing what you get: A comparison of newspapers' visual brand personalities and consumer perceptions. *Visual Communication Quarterly*.

Conference Papers

Jewett, A., DiPasquale, D. & Bowe, K. (Submitted 2012). What's black and blue and read online: An analysis of newspaper website aesthetics and the influence of circulation size. Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL, August 9-12.

Jewett, A. (Submitted 2012). Branding the great divide: Examining the consistency of newspaper visual brands across print online and mobile platforms. Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL, August 9-12.

Jewett, A. (Submitted 2012). A brand news world: Examining brand personality in top-circulating U.S. newspapers. Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL, August 9-12.

Jewett, A. & Reinardy, S. (Submitted 2012). Getting impersonal: Newspaper brands fail to connect with young consumers. Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL, August 9-12.

Jewett, A. (2012). Branding the great divide: Examining the consistency of newspaper visual brands across print online and mobile platforms. Association for Education in Journalism and Mass Communication Mid-Winter Conference, Norman, OK, March 2-3.

Jewett, A. & Reinardy, S. (2011). Seeing what you get: A comparison of newspapers' visual brand personalities and consumer perceptions. Association for Education in Journalism and Mass Communication Annual Conference, St. Louis, MO, August 10-13.

Academic Service

Graduate Committee, University of Kansas, 2009 – 2010

Served as the only student member. Reviewed graduate applicants for admission. Chose scholarship recipients. Discussed graduate program issues.

Stauffer Chair Search Committee, University of Kansas, 2009 – 2010

Served as the only graduate student member. Reviewed applicant credentials and references. Interacted with visiting professors. Participated in final hiring decision.

American Advertising Federation, Abilene Christian University, 2001 – 2005

Served as president (one year), vice president (two years) and communication officer (one year) for ACU's student chapter.

Abilene Ad Club, Abilene Christian University, 2004 – 2005

Served as the only student board member for the local American Advertising Federation chapter in Abilene, Texas.

Professional Memberships

Association for Education in Journalism and Mass Communication (AEJMC), Fall 2011 – present

American Academy of Advertising (AAA), Fall 2011 – present

Honors & Awards

Trivadi Award, University of Kansas, 2010

Chosen by journalism faculty to receive a \$500 award for exceptional writing.

Callahan Creek Scholarship, University of Kansas, 2009

Received a \$2,500 KU journalism scholarship.

Kappa Tau Alpha, Abilene Christian University, 2005

Inducted into the national journalism and mass communication honor society.

Addy Awards, Abilene Christian University, 2004 – 2005

Received a Gold Addy in the 10th district student competition, a special judges award in the Abilene professional competition, a Gold Addy in the Abilene student competition and two Silver Addys in the Abilene student competition.

Best in Advertising Award, Abilene Christian University, 2004

Named best in advertising by the ACU student newspaper.

Dean's List, Abilene Christian University, 2001 – 2005

Named to the Dean's Academic Honor Roll each semester at ACU.

Presidential Scholarship, Abilene Christian University, 2001 – 2005

Received a four-year, full-tuition scholarship to ACU.

Additional Skills**Digital**

Software: Adobe (Photoshop, Illustrator, InDesign, Dreamweaver, Director, Captivate and Flash), Final Cut Pro, HTML, CSS, WordPress and Microsoft Office

Hardware: Mac & PC, Video Cameras, Still Cameras

Research

Brand Personality, Visual Communication, University Branding, General Branding, Newspapers (print, online & mobile), Semiotics

Practical

Marketing, Design (packaging, web, advertising, etc.), Branding, Identity Development, Typography