

EDUCATION

Doctor of Education (Ed.D.) (in progress), *San Francisco State University*, San Francisco, CA
Research Focus Area: Digital Communication, including the impact of micro-inclusions on othering, feelings of belonging and academic persistence.

Master of Arts, Department of Communication, *Stanford University*, Stanford, CA.
Major Field: Media Studies. Research Interests: news media ethics, impact of corporate ownership on the news industry, influence of major corporations on news and sports coverage, nonprofit news, multimedia, availability of resources, first amendment law. Master's Thesis: *WNBA vs. ABL: Impact of Corporate Ownership on Women's Professional Basketball*. Advisors: Henry Breitrose & Ted Glasser.

Bachelor of Arts, Department of English, *University of California, Los Angeles*, Los Angeles, CA.
Major Field: English-American Studies. Emphases: History and Film Studies. *Cum Laude*.

WORK EXPERIENCE-ACADEMIC

- *San Francisco State University* *08/10-Present*
Lecturer (full time), Department of Broadcast & Electronic Communication Arts (BECA)
 - *Instruct students in radio production and history, and multimedia content delivery
 - *Co-manage department multimedia communications properties
 - *Assist in management of campus radio station and student staff
 - *Advise and mentor students in BECA department with radio & multimedia interests
 - *Provide opportunities in-class and at station for students to improve skills
 - *Facilitate creation of congenial team of student professionals**Faculty Advisor, KSFSmedia.net**
 - *Work with team of faculty on integrating KSFS video, radio, and multimedia properties
 - *Guide students in development of website to serve as online content delivery portal for BECA student content
 - *Develop opportunities for BECA faculty to utilize site for student work and communication
- *Santa Rosa Junior College* *01/16-Present*
Adjunct Faculty, Department of Communication Studies
 - *Instruct students in mass media trends, journalism, and digital media
 - *Mentor students of all ages and backgrounds, including high school learners
- *JFK University* *04/13-09/16*
Acting Chair, Curriculum Developer, Faculty, Journalism & Digital Communications Program
 - *Guide and lead development of upper-division multimedia journalism bachelor's program
 - *Conduct research on best practices for innovative convergence journalism program
 - *Develop course list, course descriptions, and program description
 - *Create a 12-15 person advisory board of diverse and influential members
 - *Complete documentation to be sent to WASC accrediting agency
 - *Participate in meetings and presentations to advance program accreditation
 - *Instruct students in journalism principles in online environment
 - *Create online journalism curriculum, including lectures, assignments, and discussions

- *Contra Costa College* 08/14-08/15
Adjunct Faculty, Department of Fine & Media Arts
 *Instruct students in media production, including Adobe Premiere Pro
 *Teach students the fundamentals of storytelling through video, audio, and graphics
 *Mentor students of all ages and backgrounds, including high school learners

WORK EXPERIENCE-PROFESSIONAL

- *KGO-AM 810* 11/12-09/13
Assistant/Acting News & Social Media Director
 *Managed newsroom staff of 40+
 *Oversaw all special projects and air on KGO Radio
 *Developed and nurtured partnerships with other content providers and sources
 *Oversaw maintenance of KGO news vehicle fleet and other logistics
 *Developed weekly schedules for staff
 *Worked closely with promotions and sales staff to ensure consistent communication
 *Wrote news stories, proposals, and other communications
- *The Institute for College Access & Success* 06/12-11/12
Communications Director
 *Work closely with media to educate them on TICAS priorities
 *Develop communications strategies to support TICAS mission and goals
 *Serve as project manager to move priorities forward
 *Oversee communication staff
 *Develop internal communications strategies to increase efficiency
- *California Forward* 09/10-7/12
Communications Manager; Managing Editor, cafwd.org
 *Collaborated on high-level communications strategies
 *Assisted in creation of nonprofit, governance-focused newsroom
 *Publisher and managing editor of daily blog and internal e-mail newsletter
 *Developed and oversee comprehensive events strategy and manage events
 *Project Manager for various complex strategies, including Forward Thinkers
 *Collaborated on development and execution of earned and paid media strategies
 *Serve as liaison between various internal departments
 *Managed relationships with external agencies, staff, and contractors
- *Baleria Creative* 7/09-Present
Founder, Principal
 *Conceive and produce interactive digital media projects for nonprofits and foundations
 *Consult on communications and digital media strategy
 *Oversee and manage public affairs projects
 *Contribute ideas on outreach, social media, and marketing plans
 *Write content, including website presentation, article, and promotional styles
- *The Commonwealth Club of California* 8/05-07/09
Program Director
 *Planned, produced and executed major programs involving high-level speakers
 *Supervised program staff, interns and volunteers

- *Developed and maintained relationships with publicists, publishers and vendors
- *Conducted targeted marketing campaigns for specific events
- *Project Manager for various grant series and club projects
- *Conducted interviews with speakers
- *Researched & compiled data reports on program, attendance & revenue trends

Director of Literary Events

- *Oversaw planning and execution of annual CA Book Awards
- *Managed CA Book Awards Book Jury and intern
- *Developed ongoing relationships with CA Book Award winners
- *Planned 25-30 literary programs annually as part of Good Lit/Food Lit series
- *Responsible for branding, marketing and increasing visibility of Good Lit
- *Creator of and staff liaison for Literary Advisory Committee
- *Managed Good Lit blog and other online marketing

- *KCBS-AM Radio (CBS) San Francisco* *8/00-8/05, 01/10-09/12*
Web Content Producer, Writer, Special Projects Producer
 *Researched, wrote and edited all reporter-generated stories for KCBS website
 *Oversaw site content, including national, international, local news and sports
 *Collaborated on development of KCBS News web polls and features
 *Followed developing and breaking news, generated relevant web stories
 *Conducted interviews, write on air segments, stories and teases for radio news.
- *KFBK-AM Radio (ABC), Sacramento* *6/99-8/00*
Segment and Talk Show Producer, Reporter
 *Enterprised and set up stories and interviews for all news shows
 *Assisted in organization of incoming news ideas, follow-up and analysis
 *Communicated with editor, anchors, reporters, supervisors
 *Produced The Tom Sullivan Show, a business oriented talk show
- *KXTV-TV (ABC), Sacramento* *8/98-6/99*
News Producer/Segment Producer
 *Produced morning, 5pm or weekend newscasts
 *Enterprised stories for morning and noon shows, conducted interviews
 *Presented news in a responsible, ethical, and thorough manner
- *KESQ-TV (ABC), Palm Desert* *7/97-8/98*
News Producer/Assignment Editor
 *Created, prepared, and oversaw completion of 6pm and 11pm newscasts
 *Communicated and coordinated with reporters, directors, producers, desk
 *Monitored wires and scanners, generated story ideas, checked facts
Radio News Anchor
 *Wrote, edited, and presented hourly local news updates on KESQ-AM radio
- *KCAL-TV (IND), Los Angeles* *1/95-9/96*
Field Producer/Assignment Editor/Planning Desk
 *Researched, set up, and gathered elements for news stories.
 *Enterprised original consumer, investigative, and topical news stories
 *Monitored scanners, wires, faxes, phones, and mail, oversaw weekend crews

PROFESSIONAL DEVELOPMENT

Lectures & Panels

- Guest Lecturer, SFSU, "Building a TV Series Website & Social Media," Nov. 3, 2016
- Presenter, Journalism Association of Community Colleges (JACC), "Storytelling with Visuals: FB Live, Periscope, Snapchat, & InstaStories," Oct. 15, 2016
- Panelist/Presenter (invited), BEA Super-Regional Conference, University of South Carolina, "Navigating the Social Media Wave: Teaching pivotal methods for research in the classroom and beyond," Oct. 13-15, 2016
- Panelist/Presenter, BEA Conference, "The New Age Storytelling Cocktail: Mix two-parts tradition, one part technology with a sprinkle of ingenuity," Apr. 19, 2016
- Panelist/Presenter, Broadcast Education Association Conference, "Leveraging Social Media," Apr. 15, 2015
- Moderator, Broadcast Education Association Conference, "Any Way You Run It: College Radio and the Future of the Industry," Apr. 13, 2015
- Presenter, Knight Digital Media Center, "Social Media for Content Creators Workshop: How to Use Video & Audio in Social Media to Engage Audiences," Feb. 28, 2015
- Panelist/Presenter, Broadcast Education Association Conference, "Social Media: Destroy or Enhance Your Credibility in the Classroom in 140 Characters or Less," Apr. 7, 2014
- Guest Lecturer, SFSU, "Building a TV Series Website & Social Media," Nov. 5, 2015
- Guest Lecturer, SFSU, "Building a Companion TV Series Website & Social Media," Apr. 2015
- Guest Lecturer, SFSU, "Building a Companion TV Series Website," Nov. 4, 2014
- Guest Lecturer, SFSU, "New & Social Media Distribution Strategies," Mar. 13, 2014
- Guest Lecturer, SFSU, "Building a Companion TV Series Website," Nov. 5, 2013
- Guest Lecturer, SFSU, "Social Media Reporting" SF, CA, Apr. 15, 2013
- Guest Lecturer (invited), SFSU "Writing for Radio News," 2013
- Guest Lecturer, SFSU, "Using Multimedia to Effectively Deliver Your Message," 2012
- Moderator, CA Economic Summit – "Issues facing the state of California," May 11, 2012
- Panelist, Commonwealth Club of California, "Week to Week News Discussion," Feb. 8, 2013
- Attendee, APTRA Convention 2013, 1996-2005
- Attendee, RTNDA Convention 2005, 2004, 2003, 2002, 2001, 2000, 1999, 1998, 1997, 1996
- Attendee, Book Expo America: 2009, 2008, 2007, 2006

Service

- BEA Radio News Division Awards Judge – 2014-Present
- BEA Interactive Media Division Awards Judge – 2014-Present
- Basketball Coach – JCC 2014
- Pro-Bono Marketing, Bay Area Brain Injury Network – 2014-Present
- BEA News Division Awards Judge – 2014-Present
- Society of Professional Journalists Awards Judge: 2005-Present
- Board, Development Committee, Theatre Bay Area: 2009-Present
- Board, PR/Events Chair, AtmosTheatre: 2000-Present
- Room to Read – SF Chapter Leader, 2009-2012
- Commonwealth Club Book Jury liaison: 2006-2009
- Commonwealth Club Literary Advisory Committee Chair: 2007-2009
- Girls on the Run Coach: 2005-2006
- Basketball Coach – YMCA, CYO, LA Community: 1994-2003;

VOLUNTEER

- *Theatre Bay Area* 5/09-Present
Board Member, Event Committee Chair
 - *Oversaw committee that planned major annual Glickman Award event
 - *Manage event, board, and committee volunteers at events
 - *Participate in monthly board meetings and strategic planning retreats
 - *Collaborate on board projects and development and fundraising efforts

- *AtmosTheatre* 1/00-11/14
Co-Founder, Board Member, Event & PR Committee Chair
 - *Collaborate on all aspects of media outreach for events and productions
 - *Assist in development and planning of events and productions
 - *Contribute to strategic planning, mission, and direction of company

- *Room to Read, SF Chapter* 7/09-01/12
Chapter Leader, Events
 - *Worked with team to oversee planning and implementation of events
 - *Coordinated vendors and guide subcommittees
 - *Implemented PR & Marketing, including news, social media & public outreach

COMPUTER SKILLS

XHTML	Blackboard	MS Office
CSS	Salesforce	MS Project
Drupal	Adobe InDesign CS6, CC	MS Visio
Wordpress	Adobe Audition CS6, CC	Razor's Edge
Weebly	Adobe Photoshop CS6, CC	Patron Edge
Wix	Adobe Premiere CS6, CC	Newsboss

HONORS & AWARDS

- BEA, Best of Competition, Faculty Interactive Multimedia: 2014
- RTNDA, Overall Excellence, KGO Radio, 2013
- APTRA Breaking News, KGO Radio 2013
- BEA, 1st Place, Student Interactive Multimedia Competition: 2013
- APTRA, Annual Website Award: 01, 02, 03, 04, 05
- RTNDA, Regional Edward R. Murrow Award (website): 01, 02, 03, 04, 05
- RTNDA, National Edward R. Murrow Award (website): 2005
- Internet Ink, A+ for coverage of 9/11 attacks and aftermath

RESEARCH

- Documentary: 30 Seconds Over Tokyo – the Chinese Perspective, UCLA
- Study: Bias in the OpEd Pages of the San Jose Mercury News
Stanford University & The Society of Professional Journalists

PUBLICATIONS

- Co-Author, *Writing & Reporting the News for the 21st Century*, Cognella, 2017.
- CA Fwd blog – daily, September 2010 to August, 2012
- The Working Group – Overtime Blues
- The Working Group – How the Eight-Hour Workday was Won
- Consumer Action: Mortgage Financing, Online Dating Pitfalls, Interest Rates
- KCBS.com – daily, August, 2000 to August, 2005