

EMILY S. KEATS

Education

Ph.D., Public Communication and Technology

Department of Journalism and Technical Communication
Colorado State University, Fort Collins, CO

Expected December 2015

Graduate Teaching Certificate

The Institute for Learning and Teaching
Colorado State University, Fort Collins, CO

Expected May 2015

M.S., Public Communication and Technology

Department of Journalism and Technical Communication
Colorado State University, Fort Collins, CO

August 2012

Master's Thesis: *"Exploring Haul Videos on YouTube: A Collective Case Study Approach"*

- Dr. Joseph Champ – Chair
- Dr. Donna Rouner – Inside Member
- Dr. Jennifer Ogle – Outside Member

Graduate Certificate in Women's Studies

Center for Women's Studies and Gender Research
Colorado State University, Fort Collins, CO

May 2011

B.A., Journalism and Mass Communication *Cum Laude

Greenlee School of Journalism and Communication
Iowa State University, Ames, IA

December 2008

- Spanish Minor
- Concentration in English and Women's Studies Courses

Related Experience and Accomplishments

Instructor, JTC 300—Professional and Technical Communication

Department of Journalism and Technical Communication
Colorado State University, Fort Collins, CO

August 2012-Present

- Lead a bi-weekly lecture as well as a weekly recitation
- Create, facilitate, and administer lecture presentations and in-class activities
- Grade quizzes, exams, assignments, papers and presentations
- Hold weekly office hours to help students needing assistance
- Communicate and collaborate with graduate teaching assistants and faculty members

Communication Outreach Manager, EcoCAR 2

August 2012-Present

Department of Mechanical Engineering – College of Engineering
Colorado State University, Fort Collins, CO

- Compose technical reports, press releases and related documents to promote and educate the public about EcoCAR
- Write blog posts and utilize social media sites to report EcoCAR 2's competitive accomplishments and promote EcoCAR 2's involvement within the university environment and extended communities
- Attend local community events to engage in outreach and education about EcoCAR 2's progress and goals involving advanced vehicle technology
- Work with EcoCAR 2 team members to promote EcoCAR 2 in the media, on campus and at the local level
- Attend professional conferences to network with other EcoCAR 2 teams and industry leaders and to learn how to strengthen EcoCAR 2's communication outreach team
 - Fall Workshop, Boston, MA September 2013
 - Final Competition Conference, San Diego, CA May 2013
 - Winter Workshop, Austin, TX January 2013
 - Fall Workshop, Boston, MA September 2012

Graduate Student Board Member

August 2012-Present

Center for Women and Gender Studies Research (CWGR)
Colorado State University, Fort Collins, CO

- Attend monthly meetings to interact with colleagues and make decisions regarding the advancement of CWGR and its recent affiliation with the Department of Ethnic Studies
- Serve as a member of the curriculum committee collaborating with other members to make decisions regarding curriculum for a prospective major in Women's Studies
- Serve as a member on the search committee by reviewing application materials submitted by prospective Women's Studies instructors

Academic Conference Paper Presentations

- *"Pinterest and Romance Novels: What's the Connection?"*

Paper to be presented at Western Social Science Association 56th Annual Conference
Albuquerque, New Mexico

April 2014

- *"Pinterest and Life Longings? An Experimental Study: High and Low Interest Images"*

Presented at Hawaii University International Conference on Arts and Humanities
Honolulu, Hawaii

January 2014

- *"The Circuit of Culture: A Useful Theoretical Model for Studying Social Media"*

Presented at Association of Internet Researchers Conference – "Resistance & Appropriation"
Denver, Colorado

October 2013

- *"Exploring Haul Videos on YouTube: A Collective Case Study Approach"*

Presented graduate research at Hawaii University International Conference on Arts and Humanities
Honolulu, Hawaii

January 2012

- *"Exploring Haul Videos on YouTube: A Constant Comparison Analysis"*

Presented at Fashion in Fiction: The Dark Side of Fashion Academic Conference
Drexel University, Philadelphia, Pennsylvania

October 2010

Graduate Teaching Assistant

January 2011-May 2011

Center for Women's Studies and Gender Research
Colorado State University, Fort Collins, CO

- Worked as graduate teaching assistant for Women's Studies 200—Introduction to Women's Studies
- Graded weekly reflection papers and exams
- Assisted instructor with managing class activities
- Prepared material to lead several class sessions
- Held weekly office hours to help students needing assistance

Graduate Teaching Assistant

August 2009-May 2011

Department of Journalism and Technical Communication
Colorado State University, Fort Collins, CO

- Taught two 300-level recitations on a weekly basis to approximately 25 students
- Graded all quizzes, exams, assignments, papers and presentations
- Held weekly office hours to help students needing assistance
- Planned lesson plans for each recitation
- Worked collaboratively with other graduate teaching assistants and course instructor

Guest Lecturer

Spring 2011, Fall 2011

Colorado State University, Fort Collins, CO

- Served as a guest lecturer in Women's Studies 200 course
- Presented research concerning *Maxim* and *Cosmopolitan* magazine's reinforcement of gender stereotypes through their portrayal of the sexes
- Facilitated class activity and discussion following presentation

Conference Organizer and Speaker

August 2010

American Educators in Journalism and Communication, Scholastic Division
Mile High Teach-In, Rock Canyon High School, Highlands Ranch, CO

- Worked with Iowa State University professor to organize and promote a day-long conference devoted to educating high school journalism teachers about creating a First Amendment Day
- Spoke to teachers about how to publicize this event at high school level
- Provided insight about how to encourage student participation

Guest Lecturer

July 2009

"Exploring Your Talents:" Summer Pre-college Camp
University of Wisconsin – Stevens Point, Stevens Point, WI

- Presented a lecture to a summer school class about writing for popular press and trade magazines
- Engaged students by leading a group activity

Undergraduate Teaching Assistant

August 2007-May 2009

Greenlee School of Journalism and Communication
Iowa State University, Ames, IA

- Assisted journalism professor with research projects and grading
- Performed assigned teaching exercises, such as proctoring class activities and exams

First Amendment Day Committee Member

August 2007-May 2009

Greenlee School of Journalism and Communication

Iowa State University, Ames, IA

- Attended weekly meetings to brainstorm for the annual First Amendment Day (FAD) celebration: developed advertising strategies, chose guest speakers, panel topics and the schedule of events
- Acted as the public relations officer for the committee by promoting the event as well as contacting guest speakers and potential attendees
- Served on a student panel to educate prospective students about how to succeed at the collegiate level and the advantages of earning an education in the Greenlee School

Curriculum Committee Member

Fall 2006

Greenlee School of Journalism and Communication

Iowa State University, Ames, IA

- Attended monthly meetings as a representative of the student body to assist faculty members in making decisions regarding curriculum requirements for the School

Professional Experience**Reporter and Copy Editor**

August 2007-December 2008

Ethos Magazine, Greenlee School of Journalism and Communication

Iowa State University, Ames, IA

- Reported student interest topics
- Wrote articles for quarterly magazine
- Collaborated with students by copy editing articles prior to publication

Editorial Intern

May 2008-August 2008

Allured Business Media

Carol Stream, IL

- Interned at four different publications devoted to the fragrance, flavor, spa, salon and cosmetic industries
- Wrote, edited and proofread technical articles
- Updated an editorial log and researched topics related to designated industries to write news items for print and online

Intern Book Editor

May 2007-August 2007

Allured Business Media

Carol Stream, IL

- Acted as primary technical editor for an organic chemistry book for cosmetic chemists
- Edited and proofread books related to the cosmetic and fragrance industries
- Compiled magazine articles for use in a compilation book on fragrance in personal care products
- Assisted supervisor with organizational tasks and recordkeeping

FYI Reporter

Spring 2007

Iowa State Daily, Greenlee School of Journalism and Communication

Iowa State University, Ames, IA

- Attended biweekly reporter meetings to enhance reporting and writing skills
- Interviewed sources in a professional manner; met with editors and other staff members to discuss story ideas
- Wrote student-interest stories on a biweekly basis

Special Skills

- Spanish, conversational
- Qualified in using InDesign, Illustrator, Photoshop and InCopy
- Skilled in magazine and online writing
- Excellent communication skills
- Strong public speaking and large group lecture skills

Awards and Accomplishments

- Graduate Research Assistantship, EcoCAR 2 National Competition (through Colorado State University, Fall 2012-Spring 2013, \$5,000 per semester)
- Graduate Teaching Assistantship, Colorado State University, Fall 2012-Spring 2013
- Awarded \$100 from the Center for Women's Studies and Gender Research at Colorado State University to present research at the Hawaii University International Conference, January 2012
- Awarded \$500 from the Department of Journalism and Technical Communication at Colorado State University to present research at the Hawaii University International Conference, January 2012
- Harriet Patsy Boyer Scholarship, Colorado State University, Center for Women's Studies and Gender Research, Fall 2010-Spring 2010, \$3,000
- Graduate Teaching Assistantship, Colorado State University, Fall 2009-Fall 2010
- PRSE Fellowship, Colorado State University, Fall 2009-Spring 2010, \$8,000
- Louis & Grace Champlin Scholarship, Iowa State University, Fall 2008, \$500
- Undergraduate Teaching Assistant, Iowa State University, Fall 2007-Spring 2009
- Undergraduate Honors Program, Iowa State University, Spring 2007-Fall 2009