

Curriculum Vitae
Gabriela I. Morales

Department of Communication Studies
New Mexico State University
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Las Cruces, NM 88003-8001

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EDUCATION

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| PhD | University of New Mexico, Albuquerque, NM Emphasis: Culture and Health Communication Dissertation title: <i>“Juntas”</i> : A narrative analysis on social support among Hispanic/Latina breast cancer survivors Advisor: Dr. Judith McIntosh White Committee: Dr. David Weiss, Dr. Jaelyn deMaria, & Dr. Holly Jacobson | 2017 |
| MA | University of Texas at El Paso, El Paso, TX Emphasis: Communication Studies Thesis title: <i>Photovoice with pediatric cancer parents: Understanding difficulties and communicative behaviors for coping effectively</i> Advisor: Dr. Arvind Singhal Committee: Dr. Stacey Sowards & Dr. Lucia Dura | 2012 |
| BA | University of Texas at El Paso, El Paso, TX Electronic Media | 2009 |
| Language Proficiencies | Spanish: fluency in speaking, writing, reading | |

RESEARCH INTERESTS

My research focuses on health disparities and social determinants of health, intersections of culture and health, and underrepresented populations and their health-related narratives.

ACADEMIC EXPERIENCE

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| 2020 – Present | Assistant Professor of Communication Studies New Mexico State University Communication Studies Department Las Cruces, New Mexico |
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- 2017 – 2020 **Assistant Professor of Health Communication & Director, Community Health Worker Training Program**
Manchester University
Communication Studies Department
North Manchester, IN
- 2013 – 2017 **Instructor of Record**
University of New Mexico
Communication and Journalism Department
Albuquerque, NM
- 2011 – 2012 **Graduate Research Assistant**
University of Texas at El Paso
Communication Studies Department
El Paso, TX

LEADERSHIP POSITIONS

- Spring 2021 **Basic Course Director: COMM 1115G Introduction to Communication – Department of Communication Studies, New Mexico State University**
- Supervised 11 Graduate Teaching Assistants that teach 30 sections of COMM 1115G each semester

ACADEMIC MANUSCRIPTS

- Morales, GI.**, Lee, SW., Bradford, A., De Camp, A., & Tandoc, E. (2022). Exploring vaccine hesitancy determinants during the COVID-19 pandemic: An in-depth interview study. *Sciences & Medicine (SSM): Qualitative Health Research*. 2. 1-6. <https://doi.org/10.1016/j.ssmqr.2022.100045>
- Morales, GI.**, White, JM., German, L., Dozal, M., Bentley, J., & Weiss, D. (2021). Binge drinking prevention campaigns targeting Hispanic/Latino college students: Importance of individual attitudes and peer support. *Cogent Social Sciences*, 7(1). 1-12. <https://doi.org/10.1080/23311886.2021.1929681>
- Dozal, MA. & **Morales, GI.** (2019). “I’ve been in the danger zone!”: Botchamania as a site of cultural convergence for the modern internet-savvy wrestling fan. In C.D. Reinhard & C.J. Olson (Eds.), *Convergent Wrestling: Participatory Culture, Transmedia Storytelling, and Intertextuality in the Squared Circle* (pp. 178-190). New York: Routledge.
- Morales, GI.** & Dozal, MA. (2018). “I learned most of my anatomy from WWE”: A health communication argument for health-related studies of professional wrestling. *The Popular Culture Studies Journal*. 6(1). 155-172.
- Morales, GI.**, Bender, J., Clubbs, B., & Abrar, S., Cerjas, C. (2021). Cracking the cracked-up system: An autoethnographic analysis of faculty health narratives in academia. Manuscript under revise and resubmit to *Gender and Education*.

- Collier, MJ., **Morales, GI.**, Watley, E. (2021). How race, gender, and other cultural identification matter: Discourse of women/nonbinary persons of color about veterinary medicine. (manuscript in progress).
- Flora, J., Paik, E., **Morales, GI.** (2021). Shared family identity and adaptation of family rituals during the COVID-19 pandemic. (manuscript in progress).
- Morales, GI.** (2020). “Juntas”: A narrative analysis on social support among Hispanic/Latina breast cancer survivors, (manuscript in progress).
- Morales, GI.** (2020). “*Dime lo que dice*”: Border kids’ experience in healthcare translation and interpretation, (manuscript in progress).

CONFERENCE PRESENTATIONS

- Morales, GI,** Romero, D., Cheng, V., Means, B., & Wiley, K. (2022). (Presenter). Digital justice faculty learning circle: An equity focused community of practice. DREAM 2022 Achieving the Dream Annual Convening. Panel presented virtually.
- Bender, J., Clubbs, B., **Morales, GI.**, & Abrar, S. (2021). (Presenter). Transforming “the ideal worker”: What is “women’s work” in higher education? Panel Discussion through Women’s Caucus. National Communication Association (NCA). Seattle, WA.
- Basnyat, I., **Morales, GI.**, Magsamen Conrad, K., Hinosoja Hernandez, L., Dhillon, A. (2021). (Presenter). Spotlight panel: Engaging diversity, equity and inclusion conversations in Health Communication Division. Panel Discussion through Health Communication Division at the National Communication Association (NCA). Seattle, WA.
- Morales, GI.** (2020). "So, are you going to tell him about me?": Examining the representation of mental illness manifestation in entertainment media. Abstract accepted to the Eclectica Division at the Southwest Popular/American Culture Association (SWPACA). Albuquerque, NM.
- German, L. & **Morales, GI.** (2019). (Co-Author and Co-Presenter). Celebrity suicide: Fan reactions in the age of social media. Paper accepted by the Popular Culture Interest Group at the Central States Communication Association (CSCA), Omaha, NE.
- Morales, GI.** (2018). (Presenter). “...A disorder I might want to look up”: Implied Autism Spectrum Disorder in mainstream media. Paper presented through Performing Gender/Disability Activism, Community, and Awareness/East to West, Gender Studies/Disability and Popular Culture/Asian American Pop Culture at the Midwest Popular Culture Association/American Culture Association Conference (MPCA/ACA), Indianapolis, IN.
- Dozal, MA. & **Morales, GI.** (2017). (Co-Presenter). We can rebuild him: Fan funding, health care for professional wrestling performers. Presented at Midwest Popular Culture/American Culture Conference (MPCA/ACA) 2017. St. Louis, MO.
- Morales, GI.** (2017). (Presenter). If I Could Kneel Like Kaepernick: The Modern Professional Athlete as a Role Model for Youth. Round Table Discussion Panel presented at the Summit of Communication and Sport (SCS), Phoenix, AZ.

- Morales, GI.** (2017). (Presenter). *"Así sobrevivimos el cáncer"*: Social support among Hispanic/Latina women diagnosed with breast cancer. Cancer Control (CoC). Work in Progress Series 2017. Albuquerque, NM.
- Morales, GI.** (2017). (Chair/Facilitator). Cultural taxation among graduate teaching assistants of color. Round Table Discussion presented through the Communication and Instruction Interest Group at Western States Communication Association (WSCA), Salt Lake City, UT.
- Morales, GI. & Dozal, MA.** (2017). (Presenter). When Superhuman becomes human: Daniel Bryan and the communicative convergence of health promotion and professional wrestling. Paper presented through the Eclectica Division at the Southwest Popular/American Culture Association (SWPACA), Albuquerque, NM.
- Morales, GI.** (2016). "Don't worry about it then": (Re)framing the representation of mental health in the Netflix Original Series, Derek. Paper presented through the Disabilities Issues Caucus at the National Communication Association Conference (NCA), Philadelphia, PA.
- Morales, GI.** (2016). This is how we cope: Using PhotoVoice with parents of pediatric cancer patients. Paper accepted through the Health Communication Group at International Communication Association Conference (ICA), Fukuoka, Japan.
- Morales, GI.** (Presenter). (2016) Collaborating with non-traditional students: Possibilities and challenges. Discussion Panel presented at Western States Communication Association (WSCA), San Diego, CA.
- Morales, GI.** (2016). "Derek was meant to be different": Reframing mental health in the Netflix Original Series Derek. Paper presented through the Representations of Disability in Film and Television Group at Southwest Popular/American Culture Association (SWPACA), Albuquerque, NM.
- Morales, GI., German, L., Dozal, MA., White, J., Weiss, D., Shields, J., & Hoffman, J.** (2015). Binge-Drinking prevention campaigns targeting Hispanic/Latino college students: Importance of individual attitudes and peer support. Paper presented through La Raza Group at the National Communication Association Conference (NCA), Las Vegas, NV.

GRANT FUNDED PROJECTS & RESEARCH

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| 2021 – Present | <p>H.E.A.L. Medicine: Humanities Education and Anticolonial Learning for the Transformation of Medical Curriculum and Healthcare Diversity in Canada – Awaiting Response New Frontiers in Research Fund</p> <ul style="list-style-type: none"> • Co-Applicant |
| 2021 – Present | <p>Every Learner Everywhere Digital Learning Equity Research-Practice Partnership New Mexico State University, Las Cruces, NM</p> <ul style="list-style-type: none"> • Co-PI |

- 2021 – Present
- HSI STEM Hub**
National Science Foundation
 New Mexico State University, Las Cruces, NM
- Senior Communications Specialist
- 2018 – 2019
- Community Health Worker Training Development**
Lily Endowment Fund
 Manchester University, N. Manchester, IN
 Indiana Community Health Workers Association
- PI
- 2018
- Community Health Work Training**
Lily Endowment Fund
 Manchester University, North Manchester, IN
- PI
- 2016 – 2017
- Hispana/Latina Survivor Voice: Partnering to Improve Breast Cancer Care**
PCORI Funded Project
 Albuquerque, NM
- Board Member
- 2016 – 2017
- Comadre a Comadre**
PCORI & Susan G. Komen Funded Project
 University of New Mexico, Albuquerque, NM
- Social Support Coordinator
 - Social Media Consultant
 - Data analyst
- 2016
- “Cultured Scholars: Worldviews and the Biomedical Scientist”**
NIH Funded Project
 Department of Biology, University of New Mexico, Albuquerque, NM
- PREP@UNM is one of several federally funded programs managed at UNM whose goals are to increase the participation of under-represented individuals in research and PhD programs
- 2016
- Interpreters in the Medical Field (Linguistics)**
NIH Funded Project
 University of New Mexico, Albuquerque, NM
- Research assistant
- 2015
- Cancer Prevention**
 American Cancer Society, Albuquerque, NM
- Data analyst Spanish-speaking family member data
- 2014 – 2015
- HIV Services Needs Assessment in Ryan-White Funded Clinics in New Mexico**
New Mexico Department of Health Funded Project
 Communication & Journalism Department, University of New Mexico, Albuquerque, NM

- Data analyst
- Wrote focus study reports
- Translated Health Department questionnaire from English to Spanish
- Conducted and led a Spanish focus group

HONORS AND AWARDS

- 2017 **Hank Trewhitt Departmental Service Award**
Communication & Journalism Department
University of New Mexico, Albuquerque, NM
- Recognition for the service provided to the department and university at large
- 2014 **Outstanding Teaching Honor**
Communication & Journalism Department
University of New Mexico, Albuquerque, NM
- Mention by President Frank for Outstanding Teaching
- 2012 **YWCA Racial Justice Ambassador Award for the Social Justice Initiative**
University of Texas at El Paso, El Paso, TX
- Recognized as an organization for promoting peace, justice, freedom, and dignity for all people in the communities at large

WORKSHOPS/TRAININGS/CERTIFICATIONS:

- 2021 **Context Diversity Workshop Program**
New Mexico Alliance for Minority Participation
- 2021 **Critical Approaches to Place**
NEH-Funded Workshop
New Mexico State University
- 2020 **Certified Contact Tracer**
Johns Hopkins Bloomberg School of Public Health
- 2019 **Diversity Training**
Manchester University
- 2019 **QPR Suicide Prevention Training Certification**
Bowen Center
Manchester University

- 2019 **Mediating Interpersonal Conflict with Education for Conflict Resolution (32-hour course)**
Manchester University Peace Studies Institute & Program in Conflict Resolution
- 2018 **Community Health Worker Certification (40-hour course)**
Indiana Community Health Worker Association

TEACHING EXPERIENCE

Assistant Professor of Communication Studies

Department of Communication Studies
New Mexico State University, Las Cruces, NM

- Fall 2021 COMM 1115G (M01-M10): Introduction to Communication
- Spring 2021 COMM 1115G (M01-M20): Introduction to Communication
COMM 576 (M01): Communication and Culture Graduate Seminar
- Fall 2020 COMM 265G (M21-M30): Principles of Human Communication
COMM 376 (M01): Communication and Culture

Assistant Professor of Health Communication

Department of Communication Studies
Manchester University, North Manchester, IN

- Spring 2020 COMM 110-F: Foundations of Human Communication
COMM 241-A: Community Health Work
COMM 327-A: Cultural and Health Disparities
- Fall 2019 COMM 110-D & G: Foundations of Human Communication
COMM 220-A: Introduction to Health Communication
COMM 256-A: Intercultural Communication
- Spring 2019 COMM 110-E: Foundations of Human Communication
COMM 241-A: Community Health Work
COMM 335-A: Advanced Public Relations (Health Campaigns)
- January Term 2019 COMM 212-A: Small Group Communication
- Fall 2018 COMM 110-F: Foundations of Communication
COMM 220-A: Introduction to Health Communication
COMM 233-A: Health Literacy
COMM 256-A: Intercultural Communication
- Spring 2018 COMM 110-C & B: Foundations of Communication
COMM 220-A: Introduction to Health Communication
COMM 385-A: Cultural and Health Disparities

January Term 2018

COMM 212-A: Small Group Communication

Fall 2017

COMM 110-E: Foundations of Communication

COMM 220-A: Introduction to Health Communication

COMM 256-A: Intercultural Communication

Job Responsibilities:

- Creation and development of health communication major and minor for the Communication Studies Department
- Teaching twenty-four semester hours per academic year (may include other functions in addition to teaching, such as administrative responsibilities).
- Maintain professional effectiveness, which include but are not limited to, high quality of scholarship; intellectual integrity; professional currency; cooperation of all phases of the academic program; openness to learn about and adopt improved methods of teaching; and above all, a vital interest in student learning.
- Meeting assigned classes at the scheduled locations and for the scheduled durations
- Directing and attending non-class activities, as appropriate
- Participating in faculty governance, including attending meetings - full faculty, college, department, and committee - and fulfilling attendant responsibilities
- Developing course syllabi
- Administering examinations and assessing student learning
- Working in a professional, collegial and team-oriented manner with the University community
- Maintaining compliance with policies and procedures in the Faculty Manual
- Maintaining office hours, as appropriate

Job Responsibilities

Director, Community Health Worker Training

- Serve as community subject matter expert, technical advisor, and liaison to community health partners
- Screen students prior to enrollment to ensure that they exhibit the personal qualities and attributes of a successful community health worker
- Provide quality training throughout certification term measured by pass rates, Indiana Community Health Workers Association (INCHWA)-administered student evaluations, trainer evaluations, and/or class observations by INCHWA
- Representative for organization to participate in biannual meetings with the INCHWA to provide feedback on successes, challenges, and a vision for the future of certified community health workers
- Maintain status as a well-respected training vendor who continually provides avenues for CHWs to advance in their careers measured by relationships formed with and feedback

from student internship, externship, or capstone sites and educational partners

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| Instructor | Communication and Journalism Department University of New Mexico, Albuquerque, NM |
| Summer 2017 | CJ 101-003: Introduction to Communication (Online) |
| Spring 2017 | CJ 101-028: Introduction to Communication (Online) CJ 221-003: Interpersonal Communication CJ 300-001: Communication Theories (Online) |
| Fall 2016 | CJ 130-605: Public Speaking and Population Health (Freshmen Learning Community) CJ 450-002: Health Communication |
| Summer 2016 | CJ 300-001: Communication Theories (Online) (Grader) |
| Spring 2016 | CJ 469-002 & WMST 469-002: Multiculturalism, Gender, & Media CJ 323-004: Nonverbal Communication (Online) |
| Fall 2015 | CJ 130-605: Public Speaking and Population Health (Freshmen Learning Community) CJ 323-008: Nonverbal Communication (Online) CJ 450-002: Health Communication |
| Spring 2015 | CJ 130-008: Public Speaking CJ 221-002: Interpersonal Communication |
| Fall 2014 | CJ 130-026: Public Speaking CJ 130-029: Public Speaking |
| Summer 2014 Spring 2014 | CJ 130-006: Public Speaking CJ 130-024: Public Speaking CJ 130-025: Public Speaking |
| Fall 2013 | CJ 130-026: Public Speaking CJ 130-029: Public Speaking |
| Co-Facilitator | Communication Department University of Texas at El Paso, El Paso, TX |
| Summer 2011 | Summer Leadership Course |
| Guest Lecturer | Communication and Journalism Department University of New Mexico, Albuquerque, NM |

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| Fall 2015 | CJ 326: Gender and Communication CJ 220: Communication for Teachers |
| Fall 2014 | CJ 130: Public Speaking |
| Tutor | ESL, Bowie High School El Paso Independent School District, El Paso, TX |
| 2007 – 2008 | Tutored 11th and 12th grade ESL students in reading, writing, and test-taking skills Assisted in leadership courses |

ADVISING

New Mexico State University

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| 2020 – Present | Thesis Committee Chair <ul style="list-style-type: none">• Fallon Murphy |
| 2020 – Present | MA Project Committee Chair <ul style="list-style-type: none">• Glorianna Yee |
| 2020 – 2021 | MA Project Committee Member <ul style="list-style-type: none">• Angela Meyer• Raquel Andujo |
| 2020 – Present | Comprehensive Exams Chaired <ul style="list-style-type: none">• Eva Videla |
| 2021 – Present | Comprehensive Exams Question Writer <ul style="list-style-type: none">• Jacqueline Vela• Adam De Camp |

UNIVERSITY SERVICE

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|----------------|---|
| 2021 – Present | Femtoring/Mentoring – Chicano Programs and Hispanic/Latinx Faculty Staff Caucus New Mexico State University <ul style="list-style-type: none">• Junior Hispanic/Latinx faculty/staff femtoring/mentoring Latinx femtees/mentees |
| 2020 – Present | Discovery Scholars New Mexico State University <ul style="list-style-type: none">• Mentoring students in research areas of interest |

- 2020 – 2021
- Communication Studies Department Social Media Coordinator**
New Mexico State University
- Coordinator for department’s social media and website content including faculty projects, graduate student features, etc. in an effort to push recruitment
 - Coordinating graduate student assistants on both social media and website development
- 2019 – 2020
- Health Realignment Council**
Manchester University
- Restructured Health Communication & Global Health majors, & Health Promotion minor into a Population Health major
 - Population Health major was approved and will be offered in Fall 2020
- 2019 – 2020
- Liberal Arts Curriculum Committee (LARC)**
Manchester University
- Education and Social Sciences College Representative
 - Part of the committee responsible for the creation and development of the university’s new general education curriculum
- 2019 – 2020
- Diversity Training Committee**
Manchester University
- Received training in the understanding and implementation of diversity in higher education
 - Provided feedback on training materials
 - Diversity Training facilitator
- 2019 – 2020
- Faculty Advisor for Dare to Advocate for Social Health Club (DASH)**
Manchester University
- Provide faculty support to student health organization
- 2019 – 2020
- Faculty Advisor for Creators Club**
- Provide faculty support to student organization
- 2018 – 2020
- Communication Studies Department Faculty Ambassador**
Manchester University
- Liaison between department and potential Communication students
- 2018 – 2020
- Discussion Day Committee**
Manchester University
- Responsible for putting together Diversity Day Event for the university
 - Served as marketing coordinator for the event

- 2018 – 2020 **VP of Health Sciences Search Committee**
 Manchester University
- Committee member in charge of viewing and reviewing potential candidates resumes
 - Participated in phone interviews with candidates
- 2017 – 2020 **Health Communication & Community Health Work**
 Manchester University
- Created and develop the curriculum for the health communication major and minor
 - Worked on developing the community health worker training curriculum that met the Indiana Community Health Workers (INCHWA) 70+ learning objectives
 - Implemented the training and served as community liaison to provide students hands-on experience with community organizations such as Timbercrest Senior Living Community, Peabody Retirement Community, 85 Hope (free health clinic), Cancer Services of NE Indiana (support organization for those diagnosed with cancer – adults and children), YMCA of Wabash, Bowen Center (mental health and addiction recovery center)
- 2017 – 2020 **LEAD Celebration Faculty Table Host**
 Manchester University
- 2017 – 2020 **Center for Effective Teaching and Learning (CETL) Panelist Discussion on Student Feedback**
 Manchester University
- 2016 – 2017 **CommGrads PhD President**
 University of New Mexico: CJ Department
- 2016 – 2017 **Community Service Liaison**
 University of New Mexico: CJ Department
- 2016 – 2017 **Department Promotional Design and Distribution**
 University of New Mexico: CJ Department
- 2014 – 2015 **PhD Admissions Student Representative**
 University of New Mexico: CJ Department
- 2013 – 2015 **CommGrads Member**
 University of New Mexico: CJ Department

ACADEMIC REVIEWING

- 2021 – Present Journal of Health Communication
- 2021 – Present Qualitative Health Research Journal

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| 2020 – Present | The Health Literacy Solutions Center |
| 2019 – Present | American Public Health Association |
| 2018 | New Mexico Public Health Association |

PROFESSIONAL SERVICE

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| 2021 – Present | <p>Centers for Disease Control (CDC) – Cultural Health Consultant</p> <ul style="list-style-type: none"> • Consulting on various HIV-related projects that target Latine/x/Hispanic Communities |
| 2019 – Present | <p>PreventGEN Committee Member Prevent Cancer Foundation, Alexandria, VA</p> <ul style="list-style-type: none"> • Providing feedback on health campaigns and content • Creating/editing surveys using plain language • Posting select content from the Foundation on social media • Hosting and participating in event fundraisers • Partnership with leaders and experts in the field |
| 2019 – Present | <p>Feature Film Executive Planning Committee American Public Health Association (APHA)</p> <ul style="list-style-type: none"> • Co-Chair • Responsible for the event’s planning and organization • Responsible for reviewing public health films and contacting filmmakers, executive producers, & experts in public health topics for their participation at the annual APHA meeting • Responsible for social media marketing of the Feature Film Festival |
| 2019 – Present | <p>Health Communication Working Group, American Public Health Association</p> <ul style="list-style-type: none"> • Member |
| 2015 – 2020 | <p><i>Doll Purple Project</i></p> <ul style="list-style-type: none"> • Consultation on creation of Doll Purple – a doll brought up during my thesis research as helping children cope in hospital settings |
| 2016 | <p><i>Comadre a Comadre Program</i> Albuquerque, NM</p> <ul style="list-style-type: none"> • Social support liaison and community coordinator • Social media consultant |

- 2014 **Fathers Building Futures, PB&J NGO**
 Albuquerque, NM
- Media design
- 2012 **Social Media Consultant**
 Candlelighters of West Texas/Southern New Mexico, El Paso, TX
- Guns N’ Hoses Board Member
 - Co-created Guns N’ Hoses TV and radio spots
 - Directed TV Spot (Commercial)
 - Polo for Courage Board Member
 - Product facilitator and consultant
 - Social media consultant
- 2011 – 2017 **Social Justice Initiative**
 University of Texas at El Paso, El Paso, TX
- Facilitator and coordinator
 - Facilitated workshops
 - Product creator
- 2011 – 2012 **Nuestra Casa Initiative**
 University of Texas at El Paso, El Paso, TX
- Product Designer & Coordinator
- 2011 – 2012 **Media Changemakers**
 University of Texas at El Paso, El Paso, TX
- Director/Producer
 - Interviewer
 - Cameraperson
 - Photographer
 - Audio Engineer
 - Product Design Coordinator
 - Facilitator and coordinator

PROFESSIONAL WORK EXPERIENCE

- 2012 – 2013 **Social Media Marketing Consultant**
 Candlelighters of West Texas/Southern New Mexico, El Paso, TX
- Social media marketing communication consultant
 - Website consultant
 - Photographer
- 2010 – 2011 **Production Assistant**
 88.5 FM, KTEP – NPR Affiliate
 University of Texas at El Paso, El Paso, TX
- Producer and field reporter for local programming
 - Audio Engineer for local programming

- Co-creator and Executive Producer of bi-weekly student news magazine *Miner News Radio*
- Co-produced “*Chicken, Fat, Booze, and Two Cases of Pepsi: A Tribute to Steve Crosno*” radio program
- Trained students in audio engineering, interviewing skills, and producing
- Recruited students for student news magazine
- Created and managed social media outlets for student news magazine

PROFESSIONAL MEMBERSHIPS

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|----------------|--------------------------------------|
| 2021 – Present | New Mexico Public Health Association |
| 2020 – Present | Society for Health Communication |
| 2020 – Present | National Communication Association |
| 2020 – Present | American Public Health Association |
| 2020 – Present | Health Literacy Solutions Center |