

# Arienne McCracken, Ph.D.

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Assistant Teaching Professor  
Department of Apparel, Events, and Hospitality Management  
Iowa State University

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## Education

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Ph.D. in Apparel, Merchandising and Design, December 2019  
Iowa State University  
Concentration: Socio-psychological Aspects of Dress/Consumer Behavior and Merchandising  
Minor: Women's and Gender Studies  
Dissertation: *Visibility, transgression, and community: An exploratory study of plus-size fashion YouTubers*  
Co-major Professors: Dr. Mary Lynn Damhorst and Dr. Eulanda Sanders

Master of Communication Management, 2009  
University of Southern California  
Concentration: Digital Social Media/Online Communities Program  
Capstone: Member of a four-person self-managed team that successfully launched a new social media site/online community in four months with a \$10,000 budget

Master of Arts, 1995  
The Ohio State University  
Two degrees: Slavic Studies and History of Art  
Thesis: *Correlations and harmonies: Similarities in the work and beliefs of Kazimir Malevich and Vasilii Kandinsky*  
Major Professor: Dr. Myroslava Mudrak

Bachelor of Arts, *summa cum laude*, 1988  
The Ohio State University  
Major in Russian, minor in German, member of the Honors Program

## Academic Experience

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Iowa State University, Department of Apparel, Events, and Hospitality Management

8/2019-present	Assistant Teaching Professor
8/2017-8/2019	Lecturer
1/2013-8/2017	Graduate Teaching and Research Assistant

## Research and Teaching Interests

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### Research

- Internet studies and dress
- Consumer behavior
- Socio-psychological aspects of dress
- Gender studies
- Scholarship of teaching and learning

### Teaching

- Retail merchandising
- Product development and manufacturing
- Styling
- Cultural and societal perspectives of dress

## Honors and Awards

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- 2021 Paper of Distinction Award (Pedagogy and Professional Development track). Jablon-Roberts, S., & **McCracken, A.** (2021, November). Virtual guest speakers in fashion courses: Student experiences and expectations. [Paper presentation]. *2021 International Textile and Apparel Association Virtual Annual Conference*. Abstract to be published on <http://itaaonline.org>.
- 2020 Paper of Distinction Award (Pedagogy and Professional Development track). Jablon-Roberts, S., & **McCracken, A.** (2020, November). Undergraduate student perceptions of industry guest speakers in the fashion classroom. [Paper presentation]. *2020 International Textile and Apparel Association Annual Conference Proceedings*, 77(1). <https://doi.org/10.31274/itaa.11963>
- 2020 Professional Development Award to attend the International Textile and Apparel Association Virtual Annual Conference (Iowa State University Senior Vice President and Provost's Office, \$500)
- 2019 Peter Rollins Travel Grant for early career faculty to attend the 2020 Popular Culture Association (PCA) National Conference (PCA Endowment, \$1000, 10 awarded) [2020 conference was cancelled due to COVID-19.]
- 2017 Alice Ford Family & Consumer Science Scholarship (Iowa State University, \$1000)
- 2016-2017 Named the second Agatha Huepenbecker Burnet Graduate Assistant for the Iowa State University Textiles and Clothing Museum
- 2015 & 2016 PAG Professional Development Grant (Iowa State University, \$180 per year)
- 2015 Kappa Omicron Nu Honor Society
- 2015 Phi Upsilon Omicron Honor Society

- 2014 College of Human Sciences Tuition Award for Study Abroad (Iowa State, \$800)
- 2014 Ed/Nancy Lewis International Scholarship (Iowa State University, \$300)
- 2014 Costume Society of America Midwest Region Student Travel Award (\$500, 1 awarded)
- 2013 Helen Easter FCS Graduate Scholarship (Iowa State University, \$4000)
- 1990 University Fellowship for Master's-level graduate study (The Ohio State University)
- 1988 Phi Beta Kappa Honor Society
- 1987 Phi Kappa Phi Honor Society
- 1987 Dobro Slovo (National Slavic Honor Society)
- 1985 Alpha Lambda Delta Freshman Honor Society
- 1985 Phi Eta Sigma Freshman Honor Society
- 1984 National Merit Scholarship (Ohio State University)
- 1984 Ohio Academic Scholarship

## **Publications**

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### **Submitted Publications**

**McCracken, A.**, Damhorst, M. L., & Sanders, E. A. Breaking cover: Plus-size transgressive dress on YouTube. *Fashion, Style, and Popular Culture*. (Submitted for a focus issue on *Historically Marginalized Identities, Social Justice, Fashion and Style – Under review*).

### **Refereed Publications**

Jablon-Roberts, S., & **McCracken, A.** (in press). Undergraduate student perceptions of industry guest speakers in the college classroom. *Journal of the Scholarship of Teaching and Learning*.

Jablon-Roberts, S., & **McCracken, A.** (2022). Virtual guest speakers in fashion courses: Student experiences and expectations. *Clothing and Textiles Research Journal*. Advance online publication. <https://doi.org/10.1177/0887302X221075765>

Dorie, A., Jablon-Roberts, S., **McCracken, A.**, Sadachar, A., Shane-Nichols, A., Fiore, A. M., & Curwood, S. (2021, April). Comparing perceptions of effectiveness of on-campus and hybrid apparel Ph.D. programs. *International Journal on E-Learning*, 20(2), 113-136. <https://www.learntechlib.org/primary/p/207288/>

## **Refereed Scholarly Presentations at Professional Meetings**

**McCracken, A.,** & Shane-Nichols, A. (2022, April). *Comparing textile and apparel majors' dress practices before, during, and moving out of the COVID-19 pandemic*. [Paper presentation]. To be presented at the Virtual Annual Meeting of the Popular Culture Association.

**McCracken, A.,** Damhorst, M. L., & Sanders, E. A. (2021, November). "People like me" in social media: Visibility, representation, and plus-size fashion vloggers on YouTube. [Paper presentation]. *2021 International Textile and Apparel Association Virtual Annual Conference*. Abstract to be published on <http://itaaonline.org>.

Jablon-Roberts, S., & **McCracken, A.** (2021, November). Virtual guest speakers in fashion courses: Student experiences and expectations. [Paper presentation]. *2021 International Textile and Apparel Association Virtual Annual Conference*. Abstract to be published on <http://itaaonline.org>.

*Paper of Distinction Award (Pedagogy and Professional Development track)*

**McCracken, A.** (2021, June). *Growing up fat with nothing to wear: Experiences of YouTube plus-size fashion "gurus"* [Paper presentation]. Virtual Annual Meeting of the Popular Culture Association. (This paper was originally accepted for the 2020 conference, which was cancelled due to COVID-19.)

**McCracken, A.,** Damhorst, M. L., & Sanders, E. A. (2020, November). Breaking cover: Plus-size transgressive dress on YouTube. *International Textile and Apparel Association Annual Conference Proceedings*, 77(1). <https://doi.org/10.31274/itaa.11808>

Jablon-Roberts, S., & **McCracken, A.** (2020, November). Undergraduate student perceptions of industry guest speakers in the fashion classroom. *International Textile and Apparel Association Annual Conference Proceedings*, 77(1). <https://doi.org/10.31274/itaa.11963>

*Paper of Distinction Award (Pedagogy and Professional Development track)*

**McCracken, A.,** Eike, R., McKinney, E., Zhang, L., Xiang, C., & Bennett-George, S. (2019, October). Product development competencies: Analysis of employer needs. *International Textile and Apparel Association Annual Conference Proceedings*, 76(1). <https://doi.org/10.31274/itaa.8435>

**McCracken, A.,** & Aultman, J. (2019, April). *The Hero of Tython: Design inspiration from a video game* [Paper presentation]. Annual Meeting of the Popular Culture Association, Washington, D.C.

**McCracken, A.,** Damhorst, M. L., & Sanders, E. (2017, November). Unapologetically fat online: Fat women, dress, and destigmatization on YouTube. In K. L. Reddy-Best, T. N. Ellington, & E. A. Sanders (Chairs), *Inequalities around fashioned bodies, style, and beauty: A seminar examining social injustices related to the apparel industry, discipline, and/or personal aesthetics* [Seminar session]. *International Textile and Apparel Association Annual Conference Proceedings*, 74(1). <https://www.iastatedigitalpress.com/itaa/article/id/1651/>

- McCracken, A.,** Stanley, A. E., Dong, H., & Marcketti, S. (2017, November). Survey of historic costume course redesign using Bloom's taxonomy. *International Textile and Apparel Association Annual Conference Proceedings*, 74(1).  
<https://www.iastatedigitalpress.com/itaa/article/id/1620/>
- Stanley, A. E., & **McCracken, A.** (2017, November). Methods for increasing student learning in an online undergraduate analysis of apparel and production course. *International Textile and Apparel Association Annual Conference Proceedings*, 74(1).  
<https://www.iastatedigitalpress.com/itaa/article/id/1562/>
- McCracken, A.** (2017, April). *Male gamers dress their avatars too: A content analysis of dress and appearance issues in a YouTube gaming video series*. Paper presented at the Annual Meeting of the Popular Culture Association, San Diego.
- McCracken, A.** Dong, H., Murphy, C., Hoyt, M., & Niehm, L. (2016, November). "The stories that come with the shoe": A qualitative study of male sneaker collector motivations, experiences, and identities. *International Textile and Apparel Association Annual Conference Proceedings*, 73(1). <https://www.iastatedigitalpress.com/itaa/article/id/3048/>
- Shane-Nichols, A., Jablon, S., Dorie, A., **McCracken, A.**, Curwood, S., Sadachar, A., & Fiore, A. M. (2016, November). Comparing perceptions of effectiveness of on-campus and hybrid apparel Ph.D. programs. *International Textile and Apparel Association Annual Conference Proceedings*, 73(1). <https://www.iastatedigitalpress.com/itaa/article/id/3058/>
- Ghalachyan, A., & **McCracken, A.** (2016, March). *Following in the footsteps of Cruella de Vil: Fashionable female villains in contemporary children's media* [Paper presentation]. Annual Meeting of the Popular Culture Association, Seattle.
- McCracken, A.**, (2015, November). Exploring the uses and importance of avatar dress in a multiplayer online game: A qualitative study of women gamers. *International Textile and Apparel Association Annual Conference Proceedings*, 72(1).  
<https://www.iastatedigitalpress.com/itaa/article/id/2413/>
- McCracken, A.**, Jablon, S., & Dorie, A., & Garrin, A. (2015, November). Integrating distance students into a graduate student organization. *International Textile and Apparel Association Annual Conference Proceedings*, 72(1).  
<https://www.iastatedigitalpress.com/itaa/article/id/2725/>
- McCracken, A.** (2015, April). *Women, their avatars, and dress in massively multiplayer online games* [Paper presentation]. Annual Meeting of the Popular Culture Association, New Orleans.
- McCracken, A.**, & Marcketti, S. B. (2014, May). "I really am so excited to wear these!" Exploring YouTube haul videos [Paper presentation]. 40th Annual Meeting and National Symposium of the Costume Society of America, May 28-31, Baltimore.
- McCracken, A.** (2014, April). *An undying icon of style: The uses and pleasures of dress in the life of the vampire Saint-Germain* [Paper presentation]. Annual Meeting of the Popular Culture Association, Chicago.

## **Book**

Weisz, J., Mohrman, S. A., & **McCracken, A.** (2013). *It's a great time to be a physician: Leading for change*. Bozeman, MT: Second River Healthcare Press.

*Book focused on sustainability and disruptive innovation in the healthcare industry. Much of my research prior to starting the PhD program was centered on organizational design for sustainable effectiveness, along with organizational leadership, organizational change management, and other topics in industrial-organizational psychology.*

## **Invited Book Chapters**

Mohrman, S. A., Vernon, C., & **McCracken, A.** (2013). Sustainability at Cleveland Clinic: A network-based capability development approach. In C. Worley & P. Mirvis (Eds.), *Organizing for sustainable networks and partnerships*. Emerald Publishing Group.

**McCracken, A.**, & Mohrman, S.A. (2012). Huron Hospital: Leading with sustainability to create a high-performing system. In D. D. Warrick & J. Mueller (Eds.), *Lessons in leading change: Learning from real world cases*. Rossi - Smith.

Mohrman, S.A., Shani, A.B., & **McCracken, A.** (2012). *Organizing for sustainable healthcare: The emerging global challenge*. In S. A. Mohrman & A. B. Shani (Eds.), *Organizing for sustainable healthcare*. Emerald Publishing Group.

Mohrman, S.A., & **McCracken, A.** (2011). A physician turned leader commits to building an award winning organization. In D. D. Warrick & J. Mueller (Eds.), *Lessons in leadership: Learning from real world cases*. Rossi - Smith.

## **Book Reviews**

**McCracken, A.** (2020). [Review of the book *Planet cosplay: Costume play, identity and global fandom*, by P. Mountfort, A. Peirson-Smith, & A. Geczy]. *Fashion, Style, and Popular Culture*, 7(1), 162-165. [https://doi.org/10.1386/fspc\\_00010\\_5](https://doi.org/10.1386/fspc_00010_5)

**McCracken, A.** (2018). [Review of the book *Street fashion Moscow*, by E. Siemens]. *Fashion, Style, and Popular Culture*, 5(3), 412-414. [https://doi.org/10.1386/fspc.5.3.405\\_5](https://doi.org/10.1386/fspc.5.3.405_5)

**McCracken, A.** (2016). [Review of the book *Killer fat: Media, medicine, and morals in the American "obesity epidemic,"* by N. Boero]. *Journal of American Culture*, 39(2), 235. <https://doi.org/10.1111/jacc.12553>

**McCracken, A.** (2016). [Review of the book *A stitch in time: The needlework of aging women in antebellum America*, by A. Newell]. *Journal of American Culture*, 39(2), 254-255. <https://doi.org/10.1111/jacc.12535>

## **Invited Scholarly Presentations**

**McCracken, A.** (2018, March 27). *Snapshots of Russian culture, art, and dress*. Presentation to Fashion Trends and Consumer Analysis Class, Kirkwood Community College, Cedar Rapids, Iowa.

## **Juried Exhibition**

Aultman, J., & **McCracken, A.** (2020, June). *Hero of Tython*. American Association of Family and Consumer Sciences National Virtual Conference. (Acceptance rate: 55%).

## **Invited Exhibition**

Aultman, J., & **McCracken, A.** (2019, January 10 – May 15). *Hero of Tython*. Creative Scholarship Through the Years, Barbara Weigand Gallery, Human Ecology, SUNY Oneonta, Oneonta, NY.

## **Gallery Exhibits Curated**

**McCracken, A.** (2017). *Winning Garments of the Fashion Show 2017 Exhibit*. Mary Alice Gallery, Morrill Hall, Iowa State University, April 26-August 25, 2017. Assistant curator.

**McCracken, A.** (2017). *Our Favorite Things: Celebrating 10 Years and 30+ Exhibits*. Mary Alice Gallery, Morrill Hall, Iowa State University, January 25-April 8, 2017. Lead curator.

## **Courses Taught**

\* I developed the course.

^ Existing courses where I have made major revisions to syllabus and assignments

Iowa State University		Credit Hours	Average Number of Students per Class	Number of Semesters Taught	Years Taught
Course Title	Catalog#				
Retail Merchandising	^AMD 275	3	100	7	2017 2018 2019 2020 2021
<ul style="list-style-type: none"> <li>• Introductory principles of retailing and merchandising</li> <li>• Course includes visits from industry professionals and a tour of a major retailer's ecommerce fulfillment center and corporate offices.</li> </ul>					

Product Development and Manufacturing	^ AMD 231	4	40-70	9	2018 2019 2020 2021 2022
<ul style="list-style-type: none"> <li>• Analysis of apparel product development and manufacturing processes with focus on specifications relative to quality, performance, and cost.</li> <li>• Lecture and lab</li> </ul>					
Styling Workshop	*AMD 288X	3	12	9	2019 2020 2021 2022
<ul style="list-style-type: none"> <li>• Workshop focusing on both the creative- and business-related aspects of styling.</li> <li>• Schedule industry contacts as face to face and virtual guest speakers</li> <li>• Eight-week long workshop offered in fall and spring, and online in summer</li> </ul>					
Cultural Perspectives of Dress	AMD 362	3	18	1	2021
<ul style="list-style-type: none"> <li>• Global focus on dress in selected societies, including technology, cultural identity, aesthetics, social organization, ritual, stability and change.</li> <li>• Applications to fair trade and social responsibility.</li> </ul>					
Digital Textile Printing	AMD 329	3	10	3	2017 2018
<ul style="list-style-type: none"> <li>• Undergraduates designed and produced ensembles with the department's Mimaki digital textile printer. Design projects focused on repeat prints, engineered prints, and engineered prints coupled with additional surface design work.</li> <li>• Used and demonstrated Photoshop, Illustrator, and Optitex.</li> </ul>					
Orientation for AESHM	AESHM 112	1	240	1	2017
<ul style="list-style-type: none"> <li>• Course for first-year and recent transfer students</li> </ul>					
History of European and North American Dress	AMD 354	3	16	1	2016
<ul style="list-style-type: none"> <li>• Taught one section of course, which was an overview of dress from ancient times to the mid-1800s.</li> <li>• Class was developed around team-based learning principles and features a flipped classroom with online lectures and in-class learning and discussion opportunities.</li> <li>• Worked collaboratively with the teachers of two other sections of course.</li> </ul>					
Dress and Diversity in Society	AMD 165	3	300	3	2015 2016
<ul style="list-style-type: none"> <li>• Course focused on the socio-psychological aspects of dress for individuals and society.</li> </ul>					



<ul style="list-style-type: none"> <li>Featured a flipped classroom and team-based learning</li> <li>Supervised 3 graduate student TAs</li> </ul>					
Textile Science	AMD 204	3	17	1	2014
<ul style="list-style-type: none"> <li>Taught lab section</li> </ul>					

## Courses TA'd

Iowa State University		Credit Hours	Average Number of Students per Class	Number of Semesters TA'd	Years TA'd
Course Title	Catalog#				
Dress and Diversity in Society	AMD 165	3	300	4	2013 2014 2015
Consumer Behavior	AMD 467	3	70	1	2014
University of Southern California		Credit Hours	Average Number of Students per Class	Number of Semesters TA'd	Years TA'd
Course Title	Catalog#				
Communicating Corporate Social Responsibility	CMGT 577	4	30	2	2009 2010
<ul style="list-style-type: none"> <li>Volunteered to serve as Teaching Assistant for Professor Susan Resnick West while working in a staff position at the University of Southern California.</li> <li>Course first offered in Fall 2009; I assisted with initial development of course.</li> <li>Ran class blogs and attended all classes. Managed guest speaker appearances and logistics.</li> </ul>					

## Teaching Practicums

Iowa State University		Credit Hours	Average Number of Students per Class	Semester
Course Title	Catalog#			
Retail Merchandising	AMD 275	3	150	Spring 2017
Entrepreneurship in Human Sciences	AESHM 474	3	140	Spring 2017
<ul style="list-style-type: none"> <li>Worked with supervisor and course instructor Dr. Linda Niehm</li> <li>Developed and taught new unit on social media entrepreneurs</li> <li>Worked with student consultants and liaised with local businesses</li> </ul>				

## Research Assistantships

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Iowa State University Department/Program/Grant	Semesters
Agatha Huepenbecker Burnet Endowed Graduate Assistantship, Iowa State University Textiles and Clothing Museum	Fall 2016 & Spring 2017
<ul style="list-style-type: none"> <li>• Worked with all aspects of the Museum. Curated exhibits, built and took down exhibits, assisted with accessioning items and collection inventory, researched individual pieces from the collection.</li> <li>• Researched and wrote blog and Twitter posts and created other social media marketing.</li> <li>• Used PastPerfect Museum software.</li> </ul>	
“Enhancing Women's Creative Thinking Potential at Iowa State” Program, Grant-Funded Research Assistantship	Fall 2013
<ul style="list-style-type: none"> <li>• Research done in conjunction with Creative Thinking and Problem Solving (AESHM 222) course</li> <li>• Conducted content analysis of student journal entries</li> <li>• Collected detailed notes and quotations from famous women on creativity and problem solving</li> </ul>	

## Professional Development

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2021	Center for Excellence in Learning and Teaching (CELT) Course Design Institute
2019	RESPOND Mental Health Training – <i>Student Counseling Services day-long training on effective response and support of students with mental health issues</i>
2018	Center for Excellence in Learning and Teaching (CELT) Teaching Partners Program
2015	Center for the Integration of Research, Teaching, and Learning (CIRTL) Associate
2014-15	Preparing Future Faculty (PFF) Associate (70 participants)

## Memberships in Professional Organizations

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2016-present	American Association of Family and Consumer Sciences
2015-present	Association of Internet Researchers
2013-present	Costume Society of America
2013-present	International Textile and Apparel Association
2013-present	Popular Culture Association/American Culture Association
2012-present	Textile Society of America

## Service

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- 2022 (Feb. 20) Judge, Iowa DECA State Career Development Conference
- 2021-present Finance Chair, Costume Society of America Midwest Region
- 2021-present Member, Evaluation Committee, 2022 Costume Society of America Symposium
- 2021-present Adviser, ISU Trend Magazine (undergraduate club)
- 2021-present Member, AESHM CASTLE Committee
- 2021 Presenter/Leader, “Behind the Scenes” academic program recruiting session
- 2020-21 Team Lead for the AMD Fashion Communications major option in department’s curriculum mapping process
- 2018-19; 2020-21 Member, ISU Department of AESHM Committee for scholarship allocation
- 2018-21 Abstract Submissions Reviewer, Association of Internet Researchers Annual Conference
- 2018-21 Abstract and Best Paper Submissions Reviewer, International Textile and Apparel Association Annual Conference
- 2020 Adviser, ISU Textile Exploration Club (undergraduate club)
- 2018-19 Member, ISU Department of AESHM, AMD Workgroup on product development and innovation curriculum development
- 2018-19 Member, ISU Department of AESHM, AMD Workgroup on digital merchandising
- 2016-17 President, Apparel, Merchandising, and Design Graduate Student Association, Iowa State University
- Oversaw all functions, plans, and activities of AMDGSA; developed calendar of events for academic year.
  - Presided over all meetings; represented AMDGSA on campus.
  - Ensured that AMDGSA operated in conformity with the standards set forth by Iowa State University and Student Activities Center.
- 2016 (Sept. 17) Iowa State WiSE STEM Fest
- One of three facilitators for ISU’s Apparel, Merchandising, and Design program at WiSE (Women in Science and Engineering) open house that focused on science and engineering learning activities for mostly K-12 students and their families. Approximately 600 attendees.
- 2014-2016 Treasurer, Apparel, Merchandising, and Design Graduate Student Association, Iowa State University

- Developed annual budget. Collected AMDGSA membership dues and maintained records of transactions. Prepared financial reports for Executive Committee and membership.

- 2014-2015     Abstract Submissions Reviewer, “*Bald Eagle & Panda*” U.S.-China Culture Exchange Virtual Conference, Iowa State University
- 2013-2014     Secretary, Apparel, Merchandising, and Design Graduate Student Association, Iowa State University

## **Honors and Awards Received by Students**

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- 2019             Blaze Best – 1st place in the Digital Printing category at the 37th Annual Iowa State University Fashion Show for the ensemble entitled *Tin Tin*, Ames, IA (created in AMD 329 taught by **A. McCracken**)
- 2019             Jennifer Zoutte – 1st place in the Childrenswear category at the 37th Annual Iowa State University Fashion Show for the ensemble entitled *Little Explorers - Puffin*, Ames, IA (created in AMD 329 taught by **A. McCracken**)
- 2019             Conner Angus – 1<sup>st</sup> place in the Accessories category at the 37th Annual Iowa State University Fashion Show for the collection entitled *Mesa*, Ames, IA (partially created in AMD 329 taught by **A. McCracken**)
- 2018             Courtney Nikkel – 1st place in the “Textiles and Clothing Museum Inspired” category at the 36th Annual Iowa State University Fashion Show for the collection titled *Nepal: Recycled and Reimagined*, Ames, IA (collection created in AMD 329 taught by **A. McCracken**)
- 2018             Tara Efobi – 1st place in Sleepwear and 2nd place in Digital Printing at the 36th Annual Iowa State University Fashion Show for the collection titled *For Ren*, Ames, IA (collection created in AMD 329 taught by **A. McCracken**)
- 2018             Yu-Ching Lin – 2nd place in Children’s Wear at the 36th Annual Iowa State University Fashion Show for the ensemble titled *Mola*, Ames, IA (partially created in AMD 329 taught by **A. McCracken**)

## **Supervision of Undergraduate Independent Study**

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- Fall 2020             Anna Grace Molinari, Apparel, Merchandising, and Design undergraduate
- Spring 2019             Sarah Paul & Grace Rosson, Apparel, Merchandising, and Design undergraduates
- Spring 2016-  
Spring 2017             Mason Hoyt, Apparel, Merchandising, and Design undergraduate

## Computer Skills

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- *MS Office*: Word, PowerPoint, Excel, Outlook, Access, Visio
- *Learning management systems and associated software*: Canvas, Studio, Blackboard
- *Videoconferencing*: Zoom, Skype, Webex
- *Content management systems*: Moveable Type, WordPress
- *Graphics*: Photoshop, Illustrator
- *Apparel design software*: Optitex
- *PLM*: Backbone PLM
- *Museum software*: PastPerfect
- *Statistics*: SPSS
- *Surveys*: Qualtrics, SurveyMonkey
- *PDF creation and editing*: Adobe Acrobat Pro
- *Email marketing services*: MyEmma, Mailchimp
- *Desktop publishing*: InDesign, Quark
- *Customer relationship management*: Microsoft CRM
- *Other*: Audacity, Base Camp
- Enthusiastic, casual MMO player (Star Wars: The Old Republic, Elder Scrolls Online, Lord of the Rings Online, Star Wars Galaxies Legends)

## International Study and Experience

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- 2018 Iceland. Reykholt, Bogarnes, Mosfellsbær, and Reykjavik. Visit focusing on Icelandic wool, knitting, and literary/cultural history (i.e., *Egils Saga* and the *Prose Edda*). June 7-11.
- 2015 Paris, France. Visited the Centre Georges Pompidou (modern/contemporary art), Notre Dame de Paris, Église de Saint-Germain-des-Prés, and other historic/cultural sites. July 21-28.
- 2014 As part of fashion/apparel student study tour, visited apparel and fashion companies in Shanghai and Beijing, China, to learn about current industry trends. Firms included Burberry, Even Penniless, CoBest/AsoBio, Aimer Intimates. In addition, visited DongHua University (Shanghai, China) and BIFT (Beijing Institute of Fashion Technology, Beijing, China), May 11-27.
- 2012 Co-managed international healthcare sustainability conference held in Como, Italy. Post-conference travel to Florence and Rome. May 14-28.
- 2009 Co-managed international healthcare sustainability conference held in Gothenburg, Sweden. Additional conference work in Stockholm. October 12-19.
- 2009 Moscow, Russia. Solo trip to Moscow to study the Muzeon Art Park sculptures, the State Tretyakov Gallery, BAHX/VDNKh exhibits and pavilions, and the art of the Moscow subway system. August 18-25.

- 1996 London, Bath, Cambridge, and Salisbury, UK. Staff supervisor on inaugural study tour for first-semester honors students. December 5-14.
- 1989 Travel to several cities in the USSR, primarily focusing on culture and history of Central Asia: Tashkent, Samarkand, and Bukhara, Uzbekistan; also visited Moscow, Leningrad, and Irkutsk (Siberia), Russia. July 1-22.
- 1987 Studied at Государственный институт русского языка им. А.С. Пушкина – Обучение русскому языку как иностранному (Pushkin Institute of Russian Language – Program in Teaching Russian as a Foreign Language), Moscow, Soviet Union. Also visited Helsinki, Finland; Yerevan, Armenia; Tbilisi, Georgia; Kiev, Ukraine; and Leningrad. Fall semester.

## Previous Work Experience

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Center for Effective Organizations (CEO), Marshall School of Business, University of Southern California, Los Angeles

*CEO is a research department in USC's Marshall School of Business. Its professors and research scientists consult with corporate executives to engage in action research. They study a variety of topics related to organizational effectiveness, organization design, and sustainability, with the dual goals of influencing management practice and contributing to academic research and theory.*

Throughout my years as a professional staff member at CEO, I consulted with fashion and other retail clients including Gap, Inc. and Mattel, as well as Sony Pictures Entertainment, Cleveland Clinic, and Kaiser Permanente, focusing on human resources, business sustainability/CSR, and health-care sustainability.

- 2004-2012 Research Associate, Web Content/Social Media Manager, and Events Program Manager
- 2001-2003 Events Program Manager and Executive Secretary

### Sustainability Program

- Main research associate and program manager for Center's ongoing sustainability research activities and conferences. Focus areas included healthcare system sustainability and organization design for sustainability. Researched, wrote, and edited chapters, casebooks, and books. Worked with Gap, Mattel, Sony Pictures Entertainment, Cleveland Clinic, and Kaiser Permanente.

### Electronic Communications

- Oversaw all aspects of the Center's internet presence, including website, email campaigns, webinars, webcasts, intranet, social media, wikis, and online communities.
- Webmaster. Acted as liaison between Center, programmers, and business school IT department to ensure smooth functioning of site.
- Instituted quarterly e-newsletter to stakeholders with a goal of communicating useful news, articles and information. Wrote, edited and designed issues.
- Wrote and sent email campaigns for all upcoming workshops, book releases, & webinars.

#### Print Communications

- Wrote, copyedited, formatted, and proofed popular and academic books, book chapters, journal articles, brochures and reports.
- Served as assistant to Director to edit, proof, and submit his articles, blog posts, and chapters; duties also included transcription and typing drafts of his writing.
- Designed marketing postcards, brochures, and other advertising deliverables.
- Communicated with in-house event managers, printing companies, university bid process officials, and mail house.
- Partnered with Development Officer and Director in creating corporate sponsorship recruiting materials and assisted with current and potential corporate sponsors. Sponsors were a primary source of funding for the department.

#### Events

- Managed short-term workshops/conferences, including logistics planning, hotel and vendor interface, speaker and participant correspondence, registration process, day-of-seminar logistics, and preparation and coordination of supporting materials. Managed events in Los Angeles, New York, Gothenburg (Sweden), and Como (Italy).

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#### Getty Conservation Institute, The Getty, Los Angeles

*Operated by the J. Paul Getty Trust, the Getty Conservation Institute is dedicated to the preservation of the world's cultural heritage.*

2003-2004 Senior Staff Assistant

- Project support for the Wall Paintings Conservation Program at Mogao Grottoes, China, and the Iraq Cultural Heritage Conservation Initiative.
- Primary point of contact for Conservator/Principal Project Specialist, who was typically working *in situ*, frequently abroad, for several weeks at a time.
- Edited manuscripts, articles, and other documents.
- Managed Conservator's email and calendars; submitted expense reports; arranged meetings, mailings, and other communications.

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#### University Honors & Scholars Center, The Ohio State University, Columbus

*The University Honors & Scholars Center is charged with the recruitment and retention of some of Ohio State's most talented undergraduates. It oversees special courses, programming, housing, and other opportunities for its honors and scholars students.*

1990-2001 Office Manager and Project Coordinator/Webmaster

1995-2001 Advisor to undergraduate student arts and literature group, *Mosaic*

- Produced department's first website; served as webmaster.

- Conducted individual recruitment meetings with prospective students; assessed scholarship applications.
- Partnered with Director to develop inaugural international study tour and class for incoming first-year honors students.
- Advised Mosaic, an undergraduate student group that published annual art and literary journal
- Supervised production of Honors marketing publications, including quarterly newsletter and brochures.
- Coordinated semi-annual freshmen honoraries selection process.
- Produced statistical reports on student populations served by department.
- Supervised undergrad student workers (approximately 5-10 per quarter)