

JULIE A. CAJIGAS

August 1, 2014

CURRICULUM VITAE

College Lecturer, Public Relations
Interim Director, Social Media Learning Lab
School of Communication
The University of Akron

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EDUCATION

2011: Masters of Applied Communication Theory and Methodology, Cleveland State University
G.P.A: 4.0

Cognate area: New Media Technologies
Advisor: Dr. Paul Skalski

2006: B.A. in Communication (Cum Laude), Cleveland State University
BMus in Music Education (Cum Laude), Cleveland State University
Cognate area: Survey of Communication, K-12 Music Education
Advisor: Dr. Rita Klinger

ACADEMIC EMPLOYMENT HISTORY

08/26/2013 – current: College Lecturer, School of Communication, The University of Akron

08/22/2011 – 05/30/2013: Visiting Lecturer, School of Communication, The University of Akron

07/11/2011 – 08/22/2011: Adjunct Faculty, School of Communication, The University of Akron

08/2009 – 01/2010: Teaching Assistant, School of Communication, Cleveland State University

TEACHING EXPERIENCE

2014 Summer **Primary Instructor, COM 235-401, Interpersonal Communication**
Primary Instructor, COM 309-401, Public Relations Publications

2013 Fall **Primary Instructor, COM 403-002, Public Relations Strategies**
Primary Instructor, COM 403-801, Public Relations Strategies
Primary Instructor, COM 309-001, Public Relations Publications
Primary Instructor, COM 309-002, Public Relations Publications

2013 Spring **Primary Instructor, COM 403-001, Public Relations Strategies**
Primary Instructor, COM 406-001, Contemporary Public Relations
Primary Instructor, COM 309-001, Public Relations Publications
Primary Instructor, COM 309-003, Public Relations Publications

2012 Fall **Primary Instructor, COM 303-002, Public Relations Writing**
Primary Instructor, COM 309-001, Public Relations Publications
Primary Instructor, COM 309-801, Public Relations Publications
Primary Instructor, COM 226-001, Interviewing

2012 Summer **Primary Instructor, COM 403-401, Public Relations Strategies**
Primary Instructor, COM 309-401, Public Relations Publications

2012 Spring **Primary Instructor, COM 303-001, Public Relations Writing**
Primary Instructor, COM 309-001, Public Relations Publications
Primary Instructor, COM 309-002, Public Relations Publications
Primary Instructor, COM 309-003, Public Relations Publications
Primary Instructor, COM 420-001, Magazine Writing

2011 Fall **Primary Instructor, COM 235-001, Interpersonal Communication**
Primary Instructor, COM 309-001, Public Relations Publications
Primary Instructor, COM 309-801, Public Relations Publications
Primary Instructor, COM 403-002, Public Relations Strategies

2011 Summer **Primary Instructor, COM 303-481, Public Relations Writing**

2010 Fall **Teaching Assistant, COM 221, Intro to Film**
Dr. Paul Skalski, Instructor

2009 Fall **Teaching Assistant, COM 101, Intro to Communication**
Dr. Patricia Burant, Instructor

INVITED LECTURES

2014 Spring Publications, Cleveland State University PRSSA Group
Topic: Graphic Design Basics for PR Majors

2013 Fall Public Relations, Cleveland State University PRSSA Group
Topic: Landing Your First Job

2012 Spring Public Relations, The University of Akron PRSSA Group
Topic: Landing Your First Job

2010 Fall Public Relations, Ohio Northern University PRSSA Group
Topic: Freelance Public Relations

2008 Fall Public Relations, Ohio Northern University PRSSA Group
Topic: Finding a Position in Public Relations

SERVICE ACTIVITIES

- 2013 - 2014 **Curriculum Subcommittee Coordinator** – Multiplatform Course, School of Communication.
- 2013 - 2014 **Curriculum Subcommittee Member** – Introduction to Communication Course, School of Communication.
- 2013 **Search Committee**, Visiting Lecturer Positions for the 2013-2014 school year in the School of Communication.
- 2014 **Reader** – Honors Project for Lewis (Gail) White (in progress)
- 2014 **Reader** – Honors Project of Anna Tultz (in progress)
- 2012 **Reader** – Honors Project of Victoria Barrientos (May 2013)
- 2012 **PRSA Pro-Bono Day**, advised the PRSSA student social media group as they created and implemented a successful social media campaign at PRSA Pro-Bono Day.
- 2012 **Volunteer Marketing Collateral and Annual Report Design** for Community Legal Aid in Akron. Four hours of design work donated to PRSSA to raffle off at PRSA Pro-Bono Day.
- 2012 **Volunteer Brochure Design**, completed for The University of Akron School of Communication to promote the undergraduate programs.
- 2012 **Display Design**, completed for The University of Akron School of Communication to promote the undergraduate programs at University of Akron on Display.
- 2011-2012 **Resume Workshop & Headshot Services**, for The University of Akron's Public Relations Student Society of America Chapter. Met with several students individually to provide resume assistance and with others to take, edit and provide professional headshots.
- 2003-current **Volunteer Musician**, The Cleveland Orchestra Chorus
- 2011 **Public Relations** assistance provided to Cleveland non-profit Adoption Network Cleveland.
- 2010 **Volunteer Sectionals Leader**, Cleveland State University Choral Program
- 2003 – 2006 **Public Relations Director**, Ohio Collegiate Music Educators Association (OCMEA).

PROFESSIONAL EXPERIENCE

- 2008 – 2013 **Owner: Inspired Copy & Communications, LLC, Copley OH.**
Duties included: Writing feature articles and sections as a contributor to multiple publications on a monthly basis, ghostwriting articles and sections for clients, marketing or ad copywriting for multiple clients, providing social media, social networking, media relations and public relations consulting to clients, implementing and managing e-marketing solutions for clients, and successfully running a small business.
- 2011 – 2012 **Regional Bureau Chief, CoolCleveland.com, Lakewood, Ohio**
Duties include: Recruiting and managing a cadre of writers to cover the Greater Cleveland region, editing submissions for topic, style and grammar and prepping them for publication.
- Spring 2010
(2004-2006) **Marketing Graduate Assistant (2010) and Marketing Assistant (2004-2006), Cleveland State University Marketing, Cleveland, OH.**
Duties included: writing 140 content panels for “Engage Wall,” an Addy Award-Winning project, writing press releases, contributing copy to various projects including Perspective Magazine, the alumni magazine of Cleveland State, contributing copy to On Campus, a faculty/staff publication, writing catalog and calendar copy, compiling media kits, fielding media calls.
- 2007 – 2008 **Manager of Public Relations, Proforma, Cleveland OH.**
Duties included: Managing public relations activities for corporate office and 650 franchised offices throughout North America, placing and writing short stories, editorials, advertorials and features in multiple leading industry publications, serving as editor for monthly company newsletter, writing, editing and coding weekly electronic newsletter, and handling all media opportunities.
- Spring 2007 **Senior Project Manager, DecisionPoint Marketing & Research, Fairlawn, OH.**
Duties included: Coordinating and recruiting focus group participants for national clients, writing screeners for phone recruitment, managing recruitment staff of ten employees, designing company brochure and marketing materials, and creating, designing and planning a marketing weblog.
- Winter 2006 **Public Relations Intern, Whelan Communication, Cleveland, OH.**
Duties included: Coordinating Cleveland Innerbelt Public Meeting for ODOT, coordinating Urban Core Advisory Committee Meeting on the Cleveland Innerbelt Project, writing and editing marketing copy and press releases, monitoring and cataloging media for ODOT, Euclid Corridor and The McGregor Foundation.

- Summer 2006 **Marketing and Development Intern, The Cleveland Museum of Natural History through the Cleveland Foundation Internship Program, Cleveland, OH.**
 Duties included: Creating and producing a 12-minute video presentation to market the museum to donors, drafting press releases and public service announcements, writing a sponsorship grant, and assisting in the coordination of the 2006 Donor Appreciation Dinner with 300 high-level donors in attendance.
- 2005-2007 **Art/Scene Editor, Copy Editor for The Vindicator Magazine at Cleveland State University, Cleveland, OH.**
 Duties included: Determining content and focus of the Art/Scene section for 18 issues, recruiting and managing 10-15 contributing writers for the section, editing section and assisting with layout and photo editing, contributing stories, photos and reviews to the section.
- 2005-2006 **Event Coordinator, The Cleveland State University Ambassadors, Cleveland State University, Cleveland, OH.**
 Duties Included: Coordinating 20-member student ambassador group, responsible for attending presidential events, coordinating fundraising for local charity project (raised over \$1,000), designing marketing materials for recruitment, administrating ambassador selection process and training.
- 2001 – 2003 **Peer Advisor, Cleveland State University Arts & Sciences Advising, Cleveland, OH.**
 Duties included: Meeting with students to review their General Education Requirements and to assist them in planning for graduation, assisting students with college and university petitions, managing clerical work and filing associated with the petition process, fielding calls from students and seeing walk-in appointments.

ENCYCLOPEDIA ENTRIES

- Skalski, P. & Cajigas, J. (2011). Stalking. In G. Barnett (Ed.), *Encyclopedia of Social Networking*. Sage Publications.
- Skalski, P. & Cajigas, J. (2012). Violent content in cyberbullying. In M. Eastin (Ed.), *Encyclopedia of media violence*. Thousand Oaks, CA: Sage Publications.

INSTRUCTOR RESOURCES (TEXTBOOK)

- Cajigas, J. (2013) Uniquely in Common (An instructor resource activity). In McCornack, Steven. *Reflect & Relate, Instructors Annotated Edition*. 3rd ed. New York, New York: Bedford/St. Martin's, 2013.

Cajigas, J. (2013) "Feed back illustration: a drawing activity. (An instructor resource activity). In McCornack, Steven. *Reflect & Relate, Instructors Annotated Edition*. 3rd ed. New York, New York: Bedford/St. Martin's, 2013.

INVITED BOOK CHAPTERS

Neuendorf, K.A., Skalski, P., & Cajigas, J. (in preparation). Resource 1: CATA--Computer Aided Text Analysis. In Kimberly A. Neuendorf (author), *The content analysis guidebook* (2nd edition). Thousand Oaks, CA: Sage Publications.

Skalski, P. D., Neuendorf, K.A., & Cajigas, J. (in preparation). Content analysis in the interactive media age. In K.A. Neuendorf (author), *The content analysis guidebook* (2nd edition). Thousand Oaks, CA: Sage Publications.

CONFERENCE PAPERS

Cajigas, J., & Contreras, J. (2013, November). *Updating Latino Stereotypes in Primetime Programming: A Content Analysis*. Paper presented at the annual National Communication Association Conference in Washington, DC (Competitive paper).

MANUSCRIPTS BEING PREPARED FOR SUBMISSION

Cajigas, J, Skalski P., Neuendorf K.A., Babin, B. *Facebook Anonymous Information Seeking Behaviors: Emerging Definitions and Conceptual Relationships*. To be submitted to journal.

OTHER PUBLICATIONS (a selection)

NEWSPAPER

Powell, Julie A., (2005). With many occupants, this bookstore runs as the owner likes it. *The Cleveland Plain Dealer*. Section Arts and Life, pp. 1.

PRINT MAGAZINE

Cajigas, Julie A., (2012). LookBook (multi-feature monthly section). *Stitches Magazine*, January 2012 – July 2012.

Cajigas, Julie A., (2008 - 2012). Apparel Hot Sheet (multi-feature monthly section). *Counselor Magazine*, December 2008 – July 2012.

Cajigas, Julie A., (2009). Cultural Celebrations: Promoting Ethnic Celebrations Year-round. *Advantages Magazine*.

Cajigas, Julie A. (2009). Feeling Twitterpated? Get the Lowdown On Twitter. *Promotional Products Business (PPB) magazine*.

Cajigas, Julie A., (2009). Stitches State of the Industry 2009, Social Media (published and recorded as an mp3). *Stitches Magazine*.

Cajigas, Julie A. (2009). Harnessing the Power of PR: Prepare Your Business for Media Opportunities. *Corporate Logo Magazine*.

Cajigas, Julie A. (2009). Becoming Your Client's Eco Expert: All You Need to Know About Promoting Green. *Corporate Logo Magazine*.

Cajigas, Julie A., (2009). It's Time for Change: How Promotional Products Needs are Changing in Five Top Markets. *Advantages Magazine*.

ONLINE PUBLICATIONS

Cajigas, Julie A. (2009-2011) Various pieces written as contributor to CoolCleveland:
<http://www.coolcleveland.com/blog/category/writers/cajigas/>

Cajigas, Julie A. (2010). Building Unity. *Ohio Authority magazine*. Retrieved from:
<http://Ohioauthority.com/articles/health-and-education/building-unity>

RESEARCH ACTIVITIES

Summer 2011 **Research Associate, Cleveland State University Faculty Project**

2011 **Research Assistant for Dr. Paul Skalski**

GRANTS, AWARDS, AND RECOGNITION

2011 **Nomination**, Thesis nominated for MAGS competition by School of Communication at Cleveland State University.

2004-2006 **Exceptional Service Award**, For service as an officer and member of the Cleveland State University Ambassadors.

1999 **Presidential Scholarship Award**, Cleveland State University