

ROSEMARY CLARK-PARSONS

ASSOCIATE DIRECTOR

PERSONAL PROFILE

Communication specialist with expertise in social marketing for mission-driven organizations and a passion for higher education, teaching, and organization

EDUCATION

University of Pennsylvania

PhD, Communication, 2018

Graduate Certificates in College and University Teaching and Gender, Sexuality, and Women's Studies

Ursinus College

BA, Media and Communication Studies; English, 2013

CONTACT INFORMATION

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EXPERIENCE IN HIGHER EDUCATION

Associate Director

Center on Digital Culture and Society,
University of Pennsylvania (Sept. 2019 - Present)

- Oversee strategic planning and day-to-day operations
- Plan and execute conferences and speaker workshops
- Manage social media accounts and newsletter
- Edit and produce *The Digital Radical*, CDCS' online magazine
- Promote affiliates' research and facilitate collaborations
- Develop grant proposals and manage budget

University Instructor

University of Pennsylvania (2016 - Present)
Saint Joseph's University (Fall 2019)
Temple University (Summer 2019)

- Design new and update existing courses
- Lead seminars in communication, social policy, and gender studies
- Advise continuing adult learners and undergraduate, graduate, and high school students

Community Outreach Specialist

Gender, Sexuality, and Women's Studies, University of Pennsylvania (2019)

- Developed mission-driven public relations strategies and toolkits
- Revamped newsletter, logo, and social media branding

Editorial Assistant

Communication and the Public (2014 - 2017)

- Managed manuscript submissions and peer review
- Coordinated manuscript decision process
- Interfaced with authors, editors, and reviewers

Research and Teaching Fellow

Annenberg School for Communication, University of Pennsylvania (2013-2018)

- Assisted faculty in the research projects at the planning, data collection, analysis, and writing stages
- Led lectures and recitation sections, developed and graded assignments, and advised students

SKILLS AND ABILITIES

- **Marketing:** Canva, Emma, MailChimp, Tweetdeck, Wordpress, social media branding, Microsoft Office, InDesign
- **Events:** Conference planning, budgeting, and promotion
- **Writing:** Research reports for expert and general audiences
- **Research:** Qualitative and quantitative data collection and analysis
- **Communication:** Effective communicator and presenter
- **Teaching:** Student advising; in-person and online teaching
- **Organization:** Highly organized and systems-oriented team player
- **Expertise:** Expert knowledge of communication research