

Curriculum Vitae

Amanda Mabry-Flynn

Charles H. Sandage Department of Advertising
College of Media
University of Illinois at Urbana-Champaign
21 Gregory Hall
810 S. Wright St., Urbana, IL 61801
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amabry@illinois.edu

EDUCATION

The University of Texas at Austin, Austin, TX

Doctor of Philosophy, Advertising, 2016

Moody College of Communication

Stan Richards School of Advertising and Public Relations

Dissertation: *Understanding the Target Audience: Using Demographics and Theory to Develop Communication Campaign for Bystander Intervention Initiatives*

Committee: *Michael Mackert (advisor), Jay Bernhardt, Matthew Eastin, Erin Donovan, Chris Brownson*

The George Washington University, Washington DC

Master of Public Health, 2012

Milken Institute School of Public Health

Department of Prevention and Community Health, Marketing and Communication track

Thesis: *An exploration of the relationship between descriptive norms and sexual assault prevention campaigns on males' intent to change behavior*¹

Thesis Advisor: *Monique Mitchell Turner*

University of Oregon, Eugene, OR

Bachelor of Arts, 2007

Charles H. Lundquist College of Business & The College of Arts and Sciences

Major in Business and International Studies

ACADEMIC APPOINTMENTS

2016-present *Assistant Professor*

Charles H. Sandage Department of Advertising

University of Illinois at Urbana-Champaign

2016-present *Graduate Faculty*

Institute for Communications Research

University of Illinois at Urbana-Champaign

¹ Please note, the School of Public Health and Human Services refers to a thesis as a “culminating experience.”

- 2015-2016 *Teaching Assistant*
Bridging Disciplines Program
The University of Texas at Austin
- 2013-2014 *Graduate Assistant*
Counseling and Mental Health Center, Voices Against Violence
The University of Texas at Austin
- 2012-2014 *Teaching Assistant*
Stan Richards School of Advertising and Public Relations
The University of Texas at Austin
- 2012 *Graduate Student Assistant*
Department of Prevention and Community Health
The George Washington University

GRANT EXPERIENCE: EXTERNAL FUNDING

UT Austin|Portugal International Collaboratory for Emerging Technologies, CoLab (2015-2017). “Improving Prenatal Health Communication: Engaging Men via e-Health.” \$40,000. Principal Investigator: Mackert. Role: Graduate Research Assistant.

GRANT EXPERIENCE: UNIVERSITY OF TEXAS FUNDING

The University of Texas at Austin Health Communication Scholars Program (2015-2016). “The Role of Food in the Self-management of Pain: How Teens with Juvenile Arthritis Communicate About Chronic Pain and Food.” \$2,000. Principal Investigator: Mabry.

The University of Texas at Austin Center for Identity (2015). “Health Literacy, Stigma, and Health Information Privacy: Barriers and Risks to Health Information Technology Adoption.” \$58,195. Principal Investigator: Mackert. Role: Graduate Research Assistant.

REFEREED JOURNAL PUBLICATIONS

Turner, M.M., **Mabry-Flynn, A.**, Shen, H., Jiang, H., Boudewyns, V., & Payne, D. (2017). The Effects of Guilt Appeal Intensity on Persuasive and Emotional Outcomes: The Moderating Role of Sponsor Motive. *Journal of Nonprofit & Public Sector Marketing*, 1-17. doi: <http://dx.doi.org/10.1080/10495142.2017.1326345>

Mackert, M., Koh, H., **Mabry-Flynn, A.**, Champlin, S., & Beal, A. (2017). Domestic and International College Students: Health Insurance Information Seeking and Use. *Journal of International Students*, 7(3), 542-561. doi: <http://doi.org/10.5281/zenodo.570016>

Mackert, M., Champlin, S., & **Mabry-Flynn, A.** (2017). Exploring College Student Health Literacy: Do Methods of Measurement Matter? *Journal of Student Affairs Research and Practice*, 1-11. doi: 10.1080/19496591.2017.1289095

Pounders, K.R., Rice, D.H., & **Mabry-Flynn, A.** (2017). Understanding How Goal-Striving, Goal Orientation, and Shame Influence Self-Perceptions After Exposure to Models in Advertising. *Psychology & Marketing* 34(5), 538-555. doi: 10.1002/mar.21004

Pounders, K.R. & **Mabry-Flynn, A.** (2016). Consumer Response to Gay and Lesbian Imagery: How Product Type and Stereotypes Affect Consumers' Perceptions. *Journal of Advertising Research*, 56(4):426-440. doi: 10.2501/JAR-2016-047

Mackert, M., **Mabry-Flynn, A.**, Champlin, S., & Donovan, E. & Pounders, K.R. (2016). Health Literacy and Health Information Technology Adoption: The Potential for a New Digital Divide. *Journal of Medical Internet Research*, 18(10):e264. doi: 10.2196/jmir.6349

Cicchirillo, V. & **Mabry, A.** (2016). Advergaming and Health Involvement: How Healthy Eating Inclinations Impact Processing of Advergame Content. *Internet Research*, 26(3), 587-603. doi: <http://dx.doi.org/10.1108/IntR-04-2014-0091>

Mabry, A. & Turner, M.M. (2016). Do Sexual Assault Bystander Interventions Change Men's Intentions? Applying the Theory of Normative Social Behavior to Predicting Bystander Outcomes. *Journal of Health Communication*, 21(3), 276-292. doi:10.1080/10810730.2015.1058437

Eastin, M.S., Cicchirillo, V. & **Mabry, A.** (2015). Extending the Digital Divide Conversation: Examining the Knowledge Gap through Media Expectancies. *Journal of Broadcasting & Electronic Media*, 59(3), 416-437. doi:10.1080/08838151.2015.1054994

Mackert, M., Lazard, A., Liang, M., **Mabry, A.**, Champlin, S., & Stroeve, S. (2015). Saving Time and Resources: Observational Research to Support Adoption of a Hand Hygiene Promotion Campaign. *American Journal of Infection Control*, 43(6), 656-658. doi:10.1016/j.ajic.2015.02.020

Mackert, M., **Mabry, A.**, Hubbard, K., Holleran Steiker, L., & Grahovac, I. (2014). Perceptions of Substance Abuse on College Campuses: Proximity to the Problem, Stigma, and Health Promotion. *Journal of Social Work Practice in the Addictions*, 14(3), 273-285. doi:10.1080/1533256X.2014.936247

Mackert, M., Lazard, A., Champlin, S., Liang, M., **Mabry, A.**, Guadagno, M., Stroeve, S., & Watkins, L. (2014). "Take Time. Save Lives. Clean Hands Protect.": Encouraging Hospital Hand Hygiene Through Health Promotion. *American Journal of Infection Control*. 42(5), 530-532. doi:10.1016/j.ajic.2014.01.017

Mackert, M., Donovan, E., **Mabry, A.**, Guadagno, M., & Stout, P. (2014) Stigma and Health Literacy: An Agenda for Advancing Research and Practice. *American Journal of Health Behavior*, 38 (5), 690-698. doi:<http://dx.doi.org/10.5993/AJHB.38.5.6>

Mabry, A., & Mackert, M. (2014). Advancing use of norms for social marketing: extending the theory of normative social behavior. *International Review on Public and Nonprofit Marketing*, 11(2), 129-143. doi:10.1007/s12208-013-0109-5

Mackert, M., Guadagno, M., **Mabry, A.**, & Chilek, L. (2013). DTC drug advertising ethics: laboratory for medical marketing. *International Journal of Pharmaceutical and Healthcare Marketing*, 7(4), 374-390. doi:http://dx.doi.org/10.1108/IJPHM-04-2013-0018

REFEREED JOURNAL PUBLICATIONS: IN PROGRESS

Mackert, M., **Mabry-Flynn, A.**, Champlin, S., & Donovan, E. & Pounders, K.R. (in submission). Health Literacy and Perceptions of Stigma. *Stigma & Health*

Pounders, K.R. & **Mabry-Flynn, A.** (in submission). Consumer Response to Shifting Female Beauty and Body Ideals in the Mainstream Media. *Journal of Consumer Behavior*

SELECT WORKING MANUSCRIPTS

Mabry-Flynn, A., Smith, W., Zhang, A., & Burrows, E. (in preparation). “No One's Asking For It.” Student Perceptions of a Sexual Consent Social Marketing Campaign. Targeting *Journal of American College Health*

Mabry-Flynn, A. & Burrow, E. (in preparation). Developing an Integrated Bystander Intervention Initiative. Targeting *Journal of American College Health*

Mabry-Flynn, A., Burrows, E., Batanova, M. & Donde, S. (in preparation). When will college students intervene in harmful situations? Baseline data from a campus-wide bystander intervention initiative. Targeting *American Journal of Public Health*

Mabry-Flynn, A., Pounders, K.R., & Balakrishnan, P. (in preparation). The Role of Communication in Sexual Violence Research: A Scoping Review. Targeting *Journal of Communication*

Turner, M.M., Xie, X., Cai, D., & **Mabry-Flynn, A.** (in preparation). A Cross-Cultural Examination of Appeals to Anticipated Guilt. Targeting *Journal of Health Communication*

INVITED ARTICLES AND SPECIAL SECTIONS

Close, A., Krishen, A.S., Kachen, A., **Mabry-Flynn, A.**, & Ridgway, N. (forthcoming). Mommy Blogs: Sacrifices, Cognitions, and Emotions of Working Mothers. In Close, A. (Ed.) *Online Consumer Behavior: Theory and Research, Second Edition*. Routledge.

Mabry, A. & Turner, M.M. (2013). Effects of Media Violence on Attitude. In Eastin, M. (Ed.) *Encyclopedia of Media Violence* (pp. 45-48). SAGE Publications, Inc.

Mabry, A. & Turner, M.M. (2013). Theory and Psychology of Arousal and Aggressive Content. In Eastin, M. (Ed.) *Encyclopedia of Media Violence* (pp. 39-42). SAGE Publications, Inc.

REFEREED CONFERENCE PRESENTATIONS

Koh, H., **Mabry-Flynn, A.**, Li, X., Ahn, J., & Mackert, M. (2017, August). *What is there? What is not?: A thematic analysis of social norms campaigns about binge drinking for college students*. To be presented at the Association for Education in Journalism and Mass Communication 2017 Annual Conference in Chicago, IL.

Close, A., Krishen, A.S., Kachen, A., **Mabry-Flynn, A.**, & Ridgway, N. (2017, May). *Thankfulness, Hope, and Fun as Driving Emotions in Mommy Blogs: An Abstract*. Presented at 2017 Academy of Marketing Science Annual Conference in Coronado, CA.

Chilek, L., **Mabry, A.** & Koh, H. (2016, December). *Normative Influence and the Anti-Vaccine Movement: A Test of the Theory of Normative Social Behavior*. Presented at Australian & New Zealand Marketing Academy 2016 Conference, Christchurch, New Zealand.

Pounders, K.R. & **Mabry, A.** (2016, October). *Perceptions of Changing Beauty Norms: An Exploratory Study*. Presented at the Association for Consumer Research Conference in Berlin, Germany.

Mackert, M., **Mabry, A.** Champlin, S., Donovan, E., & Pounders, K. (2016, August). *Health Literacy and Health Information Technology Adoption: The Potential for a New Digital Divide*. Presented at the Association for Education in Journalism and Mass Communication Annual Conference, Minneapolis, MN.

Pounders, K.R., Rice, D.H., & **Mabry, A.** (2016, May). *For Shame! How Goal-Attainability, Goal Orientation, Model Size and Emotions Shape Female Consumers' Self-Perceptions*. Presented at the Academy of Marketing Science Annual Conference in Orlando, FL.

Chilek, L. & **Mabry, A.** (2015, December). *Normative Influence in the Anti-Vaccine Movement*. Presented at the Australian & New Zealand Marketing Academy 2015 Conference in Sydney, Australia.

Mabry, A. (2015, November). *Bystander Intervention for Sexual Assault Prevention: Magic Bullet or Methodological Dilemma?* Presented at the National Communication Association 101st Annual Convention in Las Vegas, NV.

Pounders, K.R. & **Mabry, A.** (2015, August). *How Product Type and Sexual Orientation Schema Affect Consumer Response to Gay and Lesbian Imagery*. Presented at the Association for Education in Journalism and Mass Communication 2015 Conference in San Francisco, CA.
Second Place, Top Research Papers, Advertising Division

Mackert, M., **Mabry, A.**, Donovan, E., Champlin, S., Pounders, K.R., & Stout, P. (2015, May). *Public Perceptions of Health Literacy and Associated Stigma*. Presented at the International Communication Association 2015 Annual Conference, San Juan, Puerto Rico.

Mabry, A. & Eastin, M.S. (2015, May). *Do the Points Matter? Examining the Effect of Sexualized Violence Toward Women in Video Games on Rape Myth Acceptance Beliefs*. Presented at the ICA Games Studies Pre-Conference, San Juan, Puerto Rico.

Mabry, A., Burrows, E., Batanova, M. & Donde, S. (2015, April). *When will college students intervene in harmful situations? Baseline data from a campus-wide bystander intervention initiative*. Presented at the Society for Public Health Education 66th Annual Meeting, Portland, OR.

Mackert, M., Koh, H., **Mabry, A.**, Champlin, S, & Beal, A. (2015, April). *The Factors Distinguishing Health Insurance Information Seekers from Non-Seekers among College Students*. Presented at the DC Health Communication Conference, Fairfax, VA.

Mackert, M., **Mabry, A.**, Donovan, E., Champlin, S., Pounders, K.R., & Stout, P. (2015, April). *Health Literacy and Stigma: A Research Agenda to Improve Practice and Outcomes*. Presented at the McComb's School of Business 6th Annual Healthcare Research Symposium, Austin, TX.

Chilek, L.A. & **Mabry, A.** (2015, April). *Normative Influence in the Anti-Vaccine Movement*. Presented at the McComb's School of Business 6th Annual Healthcare Research Symposium, Austin, TX.

Mabry, A., Ahn, J., Greenwell, M., Koh, H., Li, X., & Mackert, M. (2015, April). *Social Norms and Stigma: The Unintended Consequences for College Students with Addiction*. Presented at the 2015 St. David's Center for Health Promotion & Disease Prevention Research in Underserved Populations Conference, Austin, TX.

Mackert, M., Koh, H., **Mabry, A.**, & Champlin, S. (2015, April). *The Factors Distinguishing Health Insurance Information Seekers from Non-seekers Among College Students*. Presented at the 2015 St. David's Center for Health Promotion & Disease Prevention Research in Underserved Populations Conference, Austin, TX.

Mabry, A. (2015, March). *Do Sexual Assault Prevention and Survivor Services at Predominantly White Institutions Fail Black Women?* Presented at the 22nd Annual Emerging Scholarship in Women's and Gender Studies Graduate Student Conference, Austin, TX.

Mackert, M., Champlin, S. & **Mabry, A.** (2014, November). *Exploring College Student Health Literacy: Do Methods of Measurement Matter?* Presented at the National Communication Association 100th Annual Convention, Chicago, IL.

Mabry, A., Pounders, K., & Balakrishnan, P. (2014, November). *The Role of Health Communication in Sexual Violence Research: A Scoping Review*. Presented at the National Communication Association 100th Annual Convention, Chicago, IL.

Mabry, A. & Burrows, E. (2014, November). *“No One's Asking For It.” Student Perceptions of a Sexual Consent Social Marketing Campaign.* Presented at the American Public Health Association 2014 Annual Meeting, New Orleans, LA.

Mabry, A. (2014, April). *“Kill the Hooker!” Effects of Violence Against Women in Video Games.* Presented at the McComb's School of Business 5th Annual Healthcare Research Symposium, Austin, TX.

Mackert, M., Champlin, S., & **Mabry, A.** (2014, April). *Understanding College Health Literacy.* Presented at the 2014 St. David's Center for Health Promotion & Disease Prevention Research in Underserved Populations Conference, Austin, TX.

Mabry, A. & Burrow, E. (2014, April). *“No One's Asking For It”: Student Perceptions of a Sexual Consent Poster Campaign.* Presented at the 2014 St. David's Center for Health Promotion & Disease Prevention Research in Underserved Populations Conference, Austin, TX.

Mackert, M., Champlin, S., **Mabry, A.**, & Hochman, S.R. (2013, October). *Health Literacy Among College Students: Examining a Non-Traditional Population and Challenging Assumptions.* Presented at the San Antonio Health Literacy Initiative's 9th Annual Health Literacy Conference, San Antonio, TX.

Mabry, A., Eastin, M.S., & Cicchirillo, V. (2013, August). *Beyond the Digital Divide: A Look at Media Expectancies Across Seven Media and Three Racial Subgroups.* Presented at the Association for Education in Journalism and Mass Communication 2013 Conference, Washington, DC.

Cicchirillo, V. & **Mabry, A.** (2013, August). *Advergaming and Health Involvement: How Healthy Eating Inclinations Impact Processing of Advergame Content.* Presented at the Association for Education in Journalism and Mass Communication 2013 Conference, Washington, DC.

Mabry, A., Turner, M.M., & McDonnell, K. (2013, June). *Do Sexual Assault Bystander Interventions Change Men's Intentions? Applying the Theory of Normative Social Behavior to Predicting Bystander Outcomes.* Presented at the International Communication Association 2013 Annual Conference, London, England.

Mackert, M., **Mabry, A.**, Guadagno, M., Stout, P. & Donovan-Kicken, E. (2013, April). *Health Literacy Stigma: A Framework for Advancing Research and Practice.* Presented at the Society for Public Health Education 64th Annual Meeting, Orlando, FL.

Mabry, A. (2013, April). *A Content Analysis of Gender Stereotypes in Advertisements on Web Sites Frequented by Adolescent Boys.* Presented at the McComb's School of Business 4th Annual Healthcare Research Symposium, Austin, TX.

Mackert, M., Lazard, A., Champlin, S., Liang, M., **Mabry, A.**, Guadagno, M., Stroever, S., & Watkins, L. (2013, March). *“Take Time. Save Lives. Clean Hands Protect.”: Encouraging Hospital Hand Hygiene Through Health Promotion.* Presented at the 2013 St. David’s Center for Health Promotion & Disease Prevention Research in Underserved Populations 2013 Conference, Austin, TX.

Mabry, A. & Mackert, M. (2013, March). *Extending the Theory of Normative Social Behavior: Direct and Indirect Effects of Mass Mediated Persuasive Communication.* Presented at the 2013 St. David’s Center for Health Promotion & Disease Prevention Research in Underserved Populations Conference, Austin, TX.

INVITED CONFERENCE PRESENTATIONS AND PANELS

Athas, C., Duckett, K, Goodman, J., **Mabry, A.**, Mackert, M., & Champlin, S. (2015). “College Student Health Literacy: Measuring the Issue and Changing Practice.” presented at the National College Health Association Annual Meeting in Orlando, FL, June, 2015.

Mackert, M., Lazard, A., Guadagno, M., Donovan, E., Rochlen, A., Garcia, A., **Mabry, A.**, & Damásio, M. (2015) “Improving Prenatal Health Communication: Engaging Men via e-Health” presented to the UT-Austin|Portugal International Collaboratory for Emerging Technologies e-Health Research Symposium in Lisbon, Portugal, February.

Mabry, A. (2014). “Emerging Research in Sexual Violence and Society.” Panel Moderator, 21st Annual Emerging Scholarship in Women’s and Gender Studies Graduate Student Conference, Austin, TX, March.

GRANT EXPERIENCE: NOT SUPPORTED

National Institutes of Health R21 PA13288 “Men as Health Advocates in Prenatal Health Care Among Underserved Populations.” \$275,000. Principal Investigator: Mackert. Role: Graduate Research Assistant.

AWARDS AND HONORS

2015-2016 W. Gordon Whaley Fellowship, Office of Graduate Studies,
The University of Texas at Austin

2015-2016 Jesse H. Jones Fellowship, Moody College of Communication,
The University of Texas at Austin.

2015-2016 Tracy-Locke/Morris Hite Endowed Presidential Scholarship for Advertising
Studies, Moody College of Communication, The University of Texas at Austin

2015 Dissertation Research Funding, Counseling and Mental Health Center,
The University of Texas at Austin.

- 2015 Second Place, Top Research Papers in Advertising Award, Association for Education in Journalism and Mass Communication Advertising Division
- 2015 Graduate Student Travel Award, Graduate Student Assembly, The University of Texas at Austin
- 2014-2015 Texas Advertising Continuing Fellowship, Moody College of Communication, The University of Texas at Austin.
- 2014 Professional Development Award, Office of Graduate Studies, The University of Texas at Austin.
- 2013-2014 Texas Advertising Continuing Fellowship, Moody College of Communication, The University of Texas at Austin.
- 2013 Professional Development Award, Office of Graduate Studies, The University of Texas at Austin.

COURSES TAUGHT

University of Illinois at Urbana-Champaign

Fall 2016 ADV 283: Brand and Advertising Strategy

INVITED GUEST LECTURES

- Spring 2016 “Gender, Media & Health” presented at The University of Texas at Austin in BDP 101: Critical Issues in Social Inequality, Health and Policy (Prof. Brad Love)
- Fall 2015 “Media Influences on Health” presented at The University of Austin in HS 301/SOC 308S: Introduction to Health and Society (Prof. Emily Durden)
- Spring 2015 “Gender, Media & Health” presented at The University of Texas at Austin in BDP 101: Critical Issues in Social Inequality, Health and Policy (Prof. Brad Love)
- Spring 2015 “Advergaming” presented at The University of Texas at Austin in ADV 304: Advertising on the Internet (Prof. Sara Champlin)
- Spring 2014 “Advertising and Gender Roles” presented at The University of Texas at Austin in ADV 303: Advertising and Popular Culture (Prof. Jason Flowers)
- Spring 2013 “Health, the Media, and Persuasion” presented at The University of Texas at Austin in UGS 303: Young People and Drugs (Prof. Lori Holleran Steiker)
- Spring 2012 “Social Norms and Social Marketing” presented at Georgetown University in NURS 160: Health Promotion and Disease Prevention (Prof. Joan Riley)

Fall 2011 “Social Norms and Social Marketing” presented at Georgetown University in NURS 160: Health Promotion and Disease Prevention (Prof. Joan Riley)

STUDENT MENTORSHIP AND ADVISING

University of Illinois at Urbana-Champaign

Master’s theses

Shancer, Matthew. “Imagine This: A Test of Imagination, Message Framing and Reference-Level on Attitude, Self-Efficacy and Intention to Perform Exercise.” Committee member, spring 2017.

University of Texas at Austin

Undergraduate Research Mentorship

Balakrishnan, Preethi. “The Role of Health Communication in Sexual Violence Research: A Scoping Review.”

Smith, Wysonda & Zhang, Amy. “‘No One’s Asking For It.’ Student Perceptions of a Sexual Consent Social Marketing Campaign.”

Undergraduate Internship Mentor

Rosas, Elizabeth, Intellectual Entrepreneurship Pre-Grad Internship

UNIVERSITY AND DEPARTMENTAL SERVICE

University of Illinois at Urbana-Champaign

2017-present Member, College Programs Committee

2017-present Member, College Academic Disciplinary & Capricious Grading Committee

2017-present Member, MS Admissions Committee, Charles H. Sandage Department of Advertising, University of Illinois at Urbana-Champaign

2016-2017 Member, Advertising Department Lecturer Search Committee, Charles H. Sandage Department of Advertising, University of Illinois at Urbana-Champaign

University of Texas at Austin

2015-2016 Vice President, Advertising Doctoral Society, Stan Richards School of Advertising and Public Relations, University of Texas at Austin

2013-2016 Evaluation Subcommittee Chair, BeVocal: The Bystander Intervention Initiative of The University of Texas at Austin

2014-2015 Membership Coordinator, Advertising Doctoral Society, Stan Richards School of Advertising and Public Relations, University of Texas at Austin

2014 Train the Trainer Facilitator, BeVocal: The Bystander Intervention Initiative of The University of Texas at Austin

2013 Texas Advertising Group Travel Stipend Ad Hoc Award Committee

PROFESSIONAL ACADEMIC SERVICE

2017-present Board Member, *Journal of Global Scholars of Marketing Science*

2016 Reviewer, American Academy of Advertising Annual Conference

2016 Reviewer, *Media Psychology*

2016 Reviewer, *Journal of Business Research*

2015 Reviewer, *Journal of Broadcasting & Electronic Media*

2015-2016 Reviewer, *Violence and Victims*

2015 Reviewer, *Journal of Health Communication*

2015 Reviewer, Academy of Marketing Science Annual Conference, Integrated Brand Promotion & Marketing Communication Track

2014 Reviewer, International Communication Association Annual Conference, Game Studies Preconference

2014 Reviewer, *Substance Abuse*

2014 Reviewer, *Internet Research*

2014 Reviewer, *Journal of Advertising*

2014 Reviewer, Academy of Marketing Science Annual Conference, Consumer Targeted Communication Track

2013-2014 Reviewer, *International Journal of Pharmaceutical and Healthcare Marketing*

2013 Volunteer, International Communication Association Annual Conference

MEMBERSHIPS

2016 – present Member, American Academy of Advertising

2014 – present Member, National Communication Association

2014 – present Member, American Public Health Association

2013 – present Member, International Communication Association

2013 – present

Member, Association for Education in Journalism and Mass
Communication