

CONTACT

916-704-5137

misscmcd@ufl.edu

2220 SW 34th St., Apt. 240
Gainesville, Florida 32608

EDUCATION

Ph.D. in Mass Communications

University of Florida
2016 — Present

M.S. in Communications

Brigham Young University
2012 — 2014

Thesis: *We're Friends Right? Dialogical Strategy Effects in CSR Facebook Posts on Perceived Organizational Trust and Authenticity*. Chair: Dr. Christopher Wilson; Committee: Dr. Mark Callister and Dr. Clark Callahan.

B.S. in Communications/Advertising

Brigham Young University Idaho
2003 — 2007

Double Minor, Business (Marketing) & Art
(Graphic Design)

SKILLS

SPSS

9

MS OFFICE

10

QUALTRICS

10

QUANTITATIVE METHODS

8

QUALITATIVE METHODS

7

SURVEY RESEARCH METHODS

10

STATISTICAL DESIGN AND ANALYSIS

7

PUBLIC SPEAKING

10

R

3

GEPHI

3

Casey J. McDonald

DOCTORAL CANDIDATE (ABD)

UNIVERSITY OF FLORIDA
DEPARTMENT OF ADVERTISING • COLLEGE OF JOURNALISM AND COMMUNICATIONS

Conceptually and methodologically rigorous Ph.D. trained researcher practiced in designing, executing, and analyzing customized primary market research to draft actionable recommendations and articulate complex data in a meaningful and engaging way. She is a Social Science Ninja.

RESEARCH EXPERIENCE

Doctoral Researcher

- Conducted primary quantitative and qualitative research and running statistical modeling and cross-sectional or longitudinal analyses by synthesizing from multiple sources, ad hoc or large syndicated data sets to compose 16 scholarly comprehensive papers.
- Examined the psychology of media, consumers, organizational-public relationships, social media platforms, and psychographic consumer analysis

Research Assistant

- Efficiently devised and prepared works for a collective 9 academic papers (2 in process) focusing on public relations and social media practices.
- Acted as team leader to manage roles, make sure accountabilities were set and understood by all parties on cross-functional teams (2-15 person teams) training and developing coding forms, analyzing data for statistical analysis and review

Professional Research

- Acquired knowledge of a broad range of topics to write informative, search engine optimized specializing in web content and strategy for clients in various industries.
- Conducting extensive research on the ground and online to counsel account representatives and business owners on their current digital situation analysis.

PROFESSIONAL EXPERIENCE

Digital Social Media Marketing

- Specialized in the rollout of the digital advertising and marketing programs, developing and implementing internet marketing strategies and tactics
- Copywriter for social media, advertising, press releases, web content, and training guides and implemented strong creative marketing/advertising/PR campaigns to a target audience harmonizing a web of personal and internet social mediums and researched new technology to attain business initiatives

Sales Support

- Mentored best practices, and optimizing online offers and business profiles for local B2C audiences including working with Google to pilot their latest offer-centric mobile and web technology products
- Monitored artwork, ad data entry, phone support, generating reports, etc. and developed all in-house paperwork, forms, procedures, announcements, street sheets, promotional materials, schedules, reports, and presentations
- Compiling Keynote and PowerPoint decks for various presentations to filmmakers, team leads, and outside organizations as needed

Administrative

- Organized teams of 30+ members for large media corporations including Disney Studios and ValPak Los Angeles managing individual projects from start to finish, including all internal communication updates to external stakeholders.
- Ran point on office management, communication and scheduling, prioritizing the large influx of meeting requests, appointments, and screenings

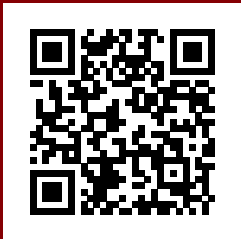
RESEARCH DESIGN EXPERIENCE

- Experimental
- Cross-sectional and longitudinal survey
- Social networking analysis
- A-B Testing
- Factorial experiment
- Focus groups
- Content analysis
- Ethnographic/observational
- Q-sort
- Secondary analysis
- Personal interview
- Systematic Review
- Ethnography/observational

RESEARCH INTERESTS

Public Relations, Advertising,
Digital Marketing, YouTube,
Authenticity, Consumer Psychology,
Paradox of Choice, Social Media, E-Sports,
Consumer Trust, Facebook,
Twitch, Instagram, Asian American Media

Visit SocialScienceNinja.com for an extended resume and example case studies.



TEACHING EXPERIENCE

Undergraduate Professor

- Instructed over 300 undergraduate students in primary and secondary research tactics and strategy, advertising, and public relations
- Engaging oral communication effectively facilitated learning by getting student buy-in and developing practical professional skill
- Trained critical thinking and the ability to think outside the box in terms of project deliverables and how to engage effectively with audiences

Japanese-English Teacher

- Taught advanced English after school and in an immersion class for over 40 Japanese Junior High to College aged students preparing for the TOFEL exams and upcoming college applications
- Proved flexible and adaptive to tailor to the students needs in group classroom settings, interactively living, as well as tailored one-on-one lectures

Technology Instructor

- Designed and taught basic and advanced technology workshops, video and print tutorials to sales associates, scholars, and administrators to increase productivity, productivity, and communicative goals
- Provided backend website article maintenance such as proofreading, best practice SEO, codes/keywords, tags, links, excerpts, and other SEO identifications

WORK HISTORY

Undergraduate Professor

University of Florida
2017 – Current

Research Assistant

University of Florida
2016 – Present

Teaching Assistant

University of Florida
2016 – 2016

Adjunct Professor

College of Communications, BYU, UT
2016 – 2016

Research Assistant

BYU, UT
2014 – 2016

Secretary IV to VP of International Marketing

Walt Disney Studios, CA
2014 Jan – 2014 Jun

Digital/Marketing Process Admin

Valpak of Los Angeles (Cox Multimedia), CA
2011 – December

Social Media Manager

CosplayPhotographers.com
2011 – 2013 Aug

Project Manager/ Executive Assistant

GRN Manhattan Beach, CA
2009 Feb – 2011 Oct

Event Planner/Marketing Director

AniMaid Cafe, Orange County, CA
2009 Mar – 2012 Jul

Japanese-English Teacher

Mikuni International, Abiko, JAPAN
2015 – 2015

Jr. Campaign Manager and Admin Assist.

PointRoll Advertising, LA., CA
2008 Sep – 2009 Feb

SELECT SCHOLARLY WORKS (5 out of 16)

- **Hearing the Organizational Human Voice: Testing a Theoretical Model of Conversational Human Voice and Perceived Trustworthiness.** Presented at International Public Relations Research Conference (IPRRC), March, 2020.
- **Asian Me and YouTube: A Psychographic Analysis of Asian Acculturation Using Pew Research and Focus Groups.** Presented at International Communications Association Conference (ICA), July, 2019.
- **We're Friends Right? Dialogical Strategy Effects in CSR Facebook Posts on Perceived Organizational Trust and Authenticity,** Presented at American Academy of Advertising Global Conference in Japan, July, 2017.
- **Influencers with #NoFilter: How Mirco-Celebrities Us Self-Branding Practices on Instagram.** First author Dr. Eunice Kim. Poster presented Association for Education in Journalism and Mass Communication (AEJMC) National Conference, 2017.
- **Much Too Much Media; An Explication of a Multiplicity of Content on Social Media Resulting in Anomie as Explained by The Paradox of Choice.** Poster presented at CJC Symposium, December, 2016.