(AP)

ANTHONY
PALOMBA

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UNIVERSITY OF FLORIDA

PH.D. IN MASS COMMUNICATIONS, December 2015
COLLEGE OF JOURNALISM AND COMMUNICATIONS
Area of Specialization: Telecommunications (Media Management)
Outside Concentration: Marketing
GPA: 3.82/4.00

SYRACUSE UNIVERSITY

M.A. TELEVISION, RADIO & FILM, May 2012
S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS
Area of Specialization: Media Business
Outside Concentration: Research Methods
GPA: 3.95/4.00

MANHATTANVILLE COLLEGE

B.A. POLITICAL SCIENCE, HISTORY, May 2009
GPA: 3.96/4.00

PEER REVIEWED JOURNAL ARTICLES

10. **Palomba, A.** (Revise and Resubmit, 2021). Building SVOD brand loyalty and brand equity: Application of consumer based brand equity model to SVOD consumption. Under review at *Telematics and Informatics.* (CiteScore 2021: 6.128).

9. **Palomba, A.** (2021). Are consumer trade-offs predictive of SVOD subscriptions and SVOD account access? Using utility constant sums to predict SVOD subscriptions and SVOD accounts. *International Journal on Media Management*, 1-23. (CiteScore 2020: 2.6).

8. **Palomba, A.** (2020). High brand loyalty video game play and achieving relationships with virtual worlds and its elements through presence. *Journal of Media Business Studies*. (2018 Impact Factor: 1.54).

7. **Palomba, A.** (2020). Consumer personalities and lifestyles at the box office and beyond: How demographics, lifestyles and personalities predict movie consumption. *Journal of Retailing and Consumer Services*. (2020 Impact Factor: 7.135).

6. Bizen, Y., Sato, S., **Palomba, A.** (2020). A cross-cultural comparison of sports magazine covers between USA and Japan. *Asian Sports Management Review*. (2020 Impact Factor: N/A).

5. **Palomba, A.** (2019). Digital seasons: How time of the year may shift video game play habits. *Entertainment Computing*. Volume 30, 1-7. (2019 Impact Factor: 1.34).

4. **Palomba, A.** (2018). Virtual perceived emotional intelligence: How high brand loyalty video game players evaluate their own video game play experiences to repair or regulate emotions. *Computers in Human Behavior*. Volume 85, Issue 1, 34-42. (2018 Impact Factor: 4.306).

3. Shay, R. and **Palomba, A.** (2018). First-party success or first-party failure? A case study on audience perceptions of the Nintendo brand during the Wii U's product life cycle. *Games and Culture*. 1-26. (2018 Impact Factor: 1.574).

2. **Palomba, A.** (2016). The antecedents of interactive loyalty through a structural equation model. *Online Journal of Communication and Media Technologies*. Volume 6, Issue 2, 107-130. (2016 Impact Factor: N/A).

1. **Palomba, A.** (2016). Brand personalities of video game consoles. *American Communication Journal*. Volume 18, Issue 1, 63-82. (2016 Impact Factor: N/A).

BOOK CHAPTERS

3. **Palomba, A**. (2020). Gaming Industry. In Meghan Mahoney & Tang Tang (Eds). *The Handbook of Media Management & Business.*

2. Hedlund, D. P., **Palomba, A.**, Hanson L. C., Naraine, M., & Wear, H. (2020). Esports Marketing. In D. P. Hedlund, G. Fried & R. Smith (Eds.), *Esports Business Management*. Champaign, IL: Human Kinetics.

1. **Palomba, A.,** Rogers, R., Colaiacomo, A., Hedlund, D. P., Maloney J., & Scott, M. (2020). Esports Communications. In D. P. Hedlund, G. Fried & R. Smith (Eds.), *Esports Business Management*. Champaign, IL: Human Kinetics.

ARTICLES UNDER REVIEW OR IN PROGRESS

Palomba, A. How consumers' personalities, lifestyles, and demographics predict SVOD genre and SVOD platform consumption.

Palomba, A. Ingredient branding at the box office: How creative genre fit, and familiarity predict movie theater attendance.

Palomba, A. & Hedlund, D. How order of sports video game play and reality sports viewing impact consumer feelings of loss and gain.

Palomba, A. & Holmes, T. What makes a video game nostalgic?

Palomba, A. & Holmes, T. Drivers of video game nostalgia game play.

Palomba, A., Wu, L., & Pimento, D. Using artificial intelligence and friends to make digital product and service recommendations: A new type of audience measurement.

Franks, J., Viswanathan, V. & **Palomba, A.** What happens when audience attention no longer flows from media economy into the advertising economy: Introducing the I2MAC framework.

Shay, R. & **Palomba, A.** How much is too much? Audience response to day-and-date streaming prices during Covid-19.

CONCEPTUALIZATIONS IN PROGRESS

Palomba, A. & Shay, R. Dynamic movie pricing: A conjoint analysis examining how consumers make trade-offs on movie tickets.

Palomba, A. & Tefertiller, A. #NintendoYearinReview: How consumers played Nintendo Switch during COVID-19 pandemic, and its relationship to COVID-19 news.

CONFERENCE PRESENTATIONS

Shay, R. & **Palomba, A.** (2021). *How Much is Too Much? Audience Response to Day-and-Date Streaming Prices during Covid-19.* Paper presented at Association for World Media Economics and Management Conference (WMEMC). Luiss Business School. Rome, Italy (Remote).

Palomba, A. (2021). *How Consumer Personalities, Lifestyles, and Demographics Predict SVOD Genre and SVOD Platform Consumption.* Paper presented at Association for World Media Economics and Management Conference (WMEMC). Luiss Business School. Rome, Italy (Remote).

Palomba, A. (2021). *Building SVOD Brand Loyalty and Brand Equity: Application of Consumer Based Brand Equity Model to SVOD Consumption.* Paper presented at Association for World Media Economics and Management Conference (WMEMC). Luiss Business School. Rome, Italy (Remote).

Palomba, A. (2019). *Consumer Personality and Lifestyles at the Box Office and Beyond: How Demographics, Lifestyles, and Personalities Predict Movie Consumption.* Paper presented at Association for Education in Journalism and Mass Communication (AEJMC). Toronto, Canada.

Palomba, A. (2019). *Ingredient Branding at the Box Office: How Creative Genre Fit and Familiarity Predict Movie Theater Attendance*. Presented at the Association for Education in Journalism and Mass Communication (AEJMC). Toronto, Canada.

Palomba, A. (2017). *High Brand Loyalty Video Game Play and Achieving Relationships with Virtual Worlds and Its Elements Through Presence*. Presented at the Association for Education in Journalism and Mass Communication (AEJMC). Chicago, Illinois, USA.

Palomba, A. (2016). *Virtual Perceived Emotional Intelligence: How High Brand Loyalty Video Game Players Evaluate Their Own Video Game Play Experiences to Repair or Regulate Emotions*. Paper presented at the World Media Economics and Management Conference (WMEMC). Gabelli School of Business, Fordham University, New York, New York, USA.

Shay, R. and **Palomba, A.** (2015). *First-Party Success or First-Party Failure? A Case Study on Audience Perceptions of the Nintendo Brand During the Wii U's Product Life Cycle*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC). San Francisco, California, USA.

Palomba, A. and Shay, R. (2015). *Digital Seasons: How Time of the Year May Shift Video Game Play Habits.* Paper presented at the International Communication Association (ICA). San Juan, Puerto Rico.

Palomba, A. (2014). *Impact of Consumers' Perceived Emotional Intelligence, Regulation, and Repair on Media Brand Experiences and Brand Loyalty Toward Video Game Brands.* Paper presented at the European Media Management Association Doctoral Summer School in the Media Management and Transformation Centre at Jonkoping International Business School. Jonkoping, Sweden.

Palomba, A. (2014). *Brand Personalities of Video Game Consoles.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC). Montreal, Canada.

Palomba, A. (2014). *The Antecedents of Interactive Loyalty through a Structural Equation Model.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC). Montreal, Canada.

Hull, K. Alston, K. and **Palomba, A.** (2014). *Don't Worry, Be Happy: An Examination of Journalist Message Boards.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC). Montreal, Canada.

Palomba, A. (2014). *Brand Personalities of Video Game Consoles*. Paper presented at the Association for Education in Journalism and Mass Communication Southeast Colloquium (AEJMC-SC). Gainesville, Florida, USA.

Palomba, A. and Wurts, E. (2012). *Transmedia Storytelling: Viewers' Reactions to Extending the Narratives of ABC's Modern Family and NBC's Community into New Media.* Presented at the Broadcast Education Association (BEA). Las Vegas, Nevada, USA.

JOURNAL ARTICLE REVIEWER

International Journal of Media Management	**May 2021**
Journal of Communication Technology	**August 2020**
Computers in Human Behavior	**October 2019**
Journal of Cultural Economics	**August 2019**

INDUSTRY CONFERENCE & SEMINAR ATTENDANCE

Faculty Fellow, **National Association of Television Program Executives**. January 20-23 2019. Miami, Florida.

TV Fellow, **Television Academy Foundation**. November 6-10 2017. Los Angeles, CA.

Attendee, **Data Visualization with Donna Wong (Wall Street Journal).** Hosted by New York American Association of Public Opinion Research. November 1 2017. New York, NY.

Industry Attendee, **E3 Conference (Electronic Entertainment Expo)**. June 13-15 2017. Los Angeles, CA.

IN THE MEDIA

Richardson, R. (2021, April 29). COVID-19 changed what we watch and how . In *CPA Trendlines*. Retrieved April 29, 2021, from https://cpatrendlines.com/2021/04/27/covid-19-changed-what-we-watch-and-how/

Thill, M. (2021, April 27). Academy Awards - Future of movie theaters. In *ORF*. Retrieved April 29, 2021, from https://webmarco.orf.at/mARCoBasketsOnline/7580da93-9894-4da3-88b9-c2629e2b6840/start.htm

Hindmarch, T. (2021, March 10). How big game acquisitions can affect players. In *Lifewire*. Retrieved March 10, 2021, from https://www.lifewire.com/how-big-game-acquisitions-can-affect-players-5115827

Shevenock, S. (2021, January 28). Among Us surge in popularity. *Morning Consult*.

Head, L. (2021, January 26). Covid-19 and its impact on media. Television Interview. *CBS 19 Charlottesville.* https://www.cbs19news.com/story/43264235/covid19-changes-what-we-watch-and-how-we-watch-it

Collier, L. (2021, January 20). Hollywood and Covid-19 — At Issue: Will movie theaters return to profitability after the COVID-19 pandemic ends? *Congressional Quarterly Research*.

Hendrick, D. (2021, January 15). Q&A: How COVID-19 has changed what we watch and how we watch it. In *UVAToday*. Retrieved December 19, 2020, from https://news.virginia.edu/content/qa-how-covid-19-has-changed-what-we-watch-and-how-we-watch-it?utm_source=DailyReport&utm_medium=email&utm_campaign=news

Richards, S. (2020, December 17). The Netflix effect: The movie industry and new data. In *Darden Ideas to Action*. Retrieved December 19, 2020, from https://ideas.darden.virginia.edu/movie-industry-and-new-data

Hendrick, D. (2020, December 10). Streaming video and gaming grow as theaters hit pause: 5 questions on media amid the pandemic. In *Darden Ideas to Action*. Retrieved December 19, 2020, from https://ideas.darden.virginia.edu/streaming-video-and-gaming-grow

Palomba, A. (2020, November 23). PS5: is Sony's next-gen console taking a step towards semi-luxury?. In *Le Mag Jeux High-Tech*. Retrieved November 23, 2020, from https://lemagjeuxhightech.com/actualites/ps5-la-console-next-gen-de-sony-fait-elle-un-pas-vers-le-semi-luxe/53242/

Palomba, A. (2020, November 23). With the PS5, Sony sets itself apart from its competitors and takes a step towards a luxury video game market. In *Agence Francaise pour le Jeu Video*. Retrieved November 23, 2020, from https://www.afjv.com/news/10413_avec-la-ps5-sony-fait-un-pas-vers-un-marche-des-jeux-video-de-luxe.htm

Kelly, J. (2020, November 4). The greater disrupter: How TikTok is changing business practices and making new stars . In *UVAToday*. Retrieved from https://news.virginia.edu/content/great-disrupter-how-tiktok-changing-business-practices-and-making-new-stars?fbclid=IwAR2-Pt6gcCh0amJq6mmIyC8C5P_LNVm6FeFZ_r7SfgmiL6kVLr-PQAzTHN8

Linnane, C. (2020, November 3). Why cinema will survive the coronavirus pandemic. In *MarketWatch*. Retrieved from https://www.marketwatch.com/story/why-cinema-will-survive-the-2020-pandemic-2020-10-30?fbclid=IwAR0tIBVl6ZLVS7HC4O9g5jfiFb2jf60XZEHjkG4LNbtc-YX7cJ6xmahPUxo

Williams, J. (2020, October 28). Diversity in Hollywood: New Oscar rules, box-office profits driving change. In *S&P Global Market Intelligence*. Retrieved from https://www.spglobal.com/marketintelligence/en/news-insights/latest-news-headlines/diversity-in-hollywood-new-oscar-rules-box-office-profits-driving-change-60733184?fbclid=IwAR23xaPCQEL8Nb4_STNQjp2EO2

Allen, R. (2014, April 27). TV celebrates its 75th anniversary. *The Gainesville Sun*. Retrieved from https://www.gainesville.com/article/LK/20140427/Lifestyle/604135805/GS

ACADEMIC EXPERIENCE

Darden School of Business, University of Virginia   Charlottesville, VA
Visiting Assistant Professor in Communication   May 2020-Present
- Teach MBA-level classes in leadership communication
- Teach MS in Business Analytics-level class in management communication
- Create and teach MBA-level data visualization class with Tableau component
- Conduct research in Behavioral Research At Darden (BRAD) Lab

College of Professional Studies, St. John's University   Queens, NY
Assistant Professor of Communication Arts (Media Management)   July 2018 – July 2020
- Created and taught classes surrounding media management, communication research methods, media analytics, video games and gaming, introduction to mass communication and multimedia storytelling
- Worked to secure partnerships with companies for classroom collaborations and consulting opportunities, including Exelauno, WWE, Mission 305, and WPLR 99.1
- Conducted academic and industry research on the consumer behavior, branding and marketing behind video games, television, and film
- Advised students on curriculum and career options

CUNY La Guardia Community College   Queens, NY
Assistant Professor of Communication Studies   July 2016 – August 2018
- Created and taught classes surrounding media technology, public speaking, and business communication
- Worked to secure partnerships with companies for classroom collaborations and consulting opportunities, including Bravo
- Conducted academic and industry research on the consumer behavior, branding and marketing behind video games, television, and film

COURSES TAUGHT (TRUNCATED)

University of Virginia
Darden School of Business

Residential MBA (Spring 2021)
COM 8125 — Data Visualization (PowerPoint, Think-cell, & Tableau) (one section)(4.89/5.0)

- Effectively presenting to multiple types of audiences, including co-workers, managers, executives, and consumers
- Displaying univariate and multivariate statistical results for mass audience consumption
- Incorporating storytelling techniques, high definition images, and videos to create emotional connections to audiences
- Using Tableau to create charts, graphs, interactive dashboards, and stories
- Using Think-cell add-on to quickly produce charts, graphs, and scan external charts to re-write in application
- Presenting in consulting, finance, investment banking and consumer product goods industries

GBUS 721 — Leadership Communication (two sections)(4.80/5.0, 4.84/5.0)(Quantified Communications)

- Deploying persuasion in client presentations
- Constructing presenter voice and style for client presentations
- Communicating effectively to business leaders to act on recommendations

MS in Business Analytics (Fall 2020-Spring 2021)
GBAC 7200 Management Communication — Enterprise Analytics Mod 1 (N/A)(1 class)
- Displaying effective body language during presentations
- Finding group member core competencies and employing them during presentation construction
- Selecting precise and appropriate words to communicate necessary changes, maintenances, or other practices in business

GBAC 7206 Management Communication — Leadership Mod 2 (4.58/5.0)(3 classes)
- Understanding visual rhetoric, color schemes, and other visual elements that enhance connections to audience members
- Writing executive summaries and recommendations that spur action
- Learning how to treat the audience as the hero in a business presentation, and guide them toward change

GBAC 7221 Management Communication — Capstone (4.62/5.0)(3 classes)
- How to defend statistical methods to different audiences (e.g. management, employees, executives)
- How to create buy-in into research study from different stakeholders

- How to translate complex statistical techniques and research methods to audiences unfamiliar with these concepts

St. John's University
College of Professional Studies
Mass Communication Department

Comm 1001: Introduction to Mass Communication
Comm 1002: Multimedia Communication
Comm 2600: Seminar in Communication Research Methods
Comm 2570: Video Games and Gaming
Comm 2403: Management in Communication (Media & Entertainment Management)
Comm 2408: Media Analytics (SPSS, Google Analytics)

CUNY La Guardia Community College
Humanities Department

HUC 117: Communication and Technology
HUC 106: Public Speaking
HUC 108: Communication in a Professional Setting (Business Communication)

UNIVERSITY OF FLORIDA

College of Journalism and Communication
Telecommunications Department
MMC 6475: Audience Research Methods (Graduate class)
RTV 4930: Video Game Marketing
RTV 3405: TV and American Society

Warrington College of Business
GEB 3219: Speaking and Writing in Business

PAST COURSES TAUGHT (EXPANDED)

St. John's University
College of Professional Studies
Mass Communication Department

Comm 1001: Introduction to Mass Communication
Class Designer & Instructor
Class size range: 27-35 undergraduate students
Student Teacher Evaluations: Fall 2018 (4.92/5.0), Spring 2019 (4.92/5.0)
- Lectured on advertising, public relations, media theory, magazine and newspaper industries, television industry, video game industry, film industry, music industry, politics and media, social media, and global media among other topics
- Responsible for development and grading entertainment case studies, midterms, media use diaries, and finals

Comm 1002: Multimedia Communication

Class Designer & Instructor
Class size: 18 undergraduate students
Student Teacher Evaluation: Fall 2018 (4.86/5.0)

- Lectured on transmedia storytelling, basics of storytelling, body language, digital narratives, user-generated content, audiences, narrative branding, and timelines among other topics
- Responsible for development and grading audio journal recordings, stories through photography, midterms, storyboarding assignments, and final transmedia projects (original transmedia website, photos, + videos)

Comm 2600: Seminar in Communication Research Methods

Class Designer & Instructor
Class size range: 20-28 undergraduate students
Student Teacher Evaluations: Fall 2018 (4.94/5.0) (4.88/5.0), Spring 2019 (4.93/5.0) (4.58/5.0), Fall 2019 (4.94/5.0) (4.5/5.0), Spring 2020 (4.6/5.0) (Manually Deployed Teaching Evaluation Through Qualtrics)

- Conducted research for class clients including: Bravo (TV network) in exploring differences and similarities in content preferences and engagement across guilty pleasure viewers and non-guilty pleasure viewers; World Wrestling Entertainment (WWE) in exploring cord-cutting and account sharing among consumers; WPLR 99.1 in exploring the appeal of select genres and radio host pairings
- Lectured on entertainment psychology, academic research, experiment, content analysis, survey, focus group, in-depth interview, ethnography, case study, and data visualization among other topics
- Responsible for development and grading academic article reviews, literature reviews, midterms, client focus group analyses, and final market research PowerPoint presentations (Survey + focus group data collection and analyses)

Comm 2570: Video Games and Gaming

Class Designer & Instructor
Class size range: 14-16 undergraduate students
Student Teacher Evaluations: Spring 2019 (4.92/5.0), Spring 2020 (5.0/5.0) (Manually Deployed Teaching Evaluation Through Qualtrics)

- Conducted research for class clients including: Mission 305 (Video game publisher) in exploring consumer appeal of latest video game; Exelauno (Virtual reality) in exploring appeal of latest virtual reality 360 degree video series entitled *The Biznest*
- Lectured on marketing and economics behind the video game industry, including product sales, consumer decision-making, memory and learning, perception, nostalgia, attitude, persuasion, group situational effects, brand management, sex and race/ethnicity roles, and e-Sports among other topics
- Responsible for development and grading video game case studies, personal video game play evaluations, video game development for marketplace analyses, midterms, and final market presentations (Ethnography + Twitter data collection and analyses)

Comm 2403: Management in Communication (Media Management)
Class Designer & Instructor
Class size: 30 undergraduates
Student Teacher Evaluation: Fall 2019 (4.83)
- Lectured on media management, media economics, media branding, media finance and mergers and acquisitions, audience analysis, movie business, video game business, television business, radio and music business, social media and Internet business, and means end theory (product attributes, product benefits, customer values) among other topics
- Responsible for development and grading media brand audits, media finance audits, midterms, industry vertical case studies, and final group project introducing new entertainment product or service into marketplace (In-depth interviews + survey data collection and analyses)

Comm 2408: Media Analytics
Class Designer & Instructor
Class size: 15 undergraduates
Student Teacher Evaluations: Spring 2020 (4.85) (Manually Deployed Teaching Evaluation Through Qualtrics)
- Lectured on multivariate analytics across topics including audience evaluation (needs/wants and selecting appropriate measurements), descriptive statistics, pivot tables, correlations, T-tests, regressions, ANOVAs, MANOVAs, conjoint analyses, TURF analyses, decision-tree analyses, factor analyses, cluster analyses, and structural equation modeling
- Created appropriate television, video game, and film databases for student use each week
- Developed weekly statistics assignments, database analysis briefs, midterm, and client project surrounding consumer behavior (multivariate analyses across two data matrices)
- Partnered with Well Played LLC (video game research company) to participate as a class client

CUNY La Guardia Community College
Humanities Department

HUC 117: Communication and Technology
Class Designer & Instructor
Class size range: 22-25 undergraduate students
Student Teacher Evaluations: Spring 2017 (4.71/5.0), Fall 2017 (4.69/5.0)
- Conducted research for class clients including: Bravo (TV network) in exploring differences and similarities in content preferences and engagement across guilty pleasure viewers and non-guilty pleasure viewers
- Lectured on entertainment and psychology, entertainment management models, television industry, film industry, video game industry, and research methods
- Responsible for development and grading entertainment case studies, midterms, brand audits, and final marketing report (survey + focus group data collection and analyses)

HUC 106: Public Speaking
Class Designer & Instructor
Class size range: 25-29 undergraduate students
Student Teacher Evaluations: Fall 2016 (3 classes, 4.43/5.0, 4.63/5.0, 4.74/5.0), Spring 2017 (4.20/5.0), Fall 2017 (4.62/5.0)
- Updated all class lectures and adding a week of body language course content
- Responsible for development and grading of speech of self-introduction, speech to persuade, speech to inform, a midterm, and a final

HUC 108: Communication in a Professional Setting (Business Communication)
Class Designer & Instructor
Class size range: 8-undergraduate students
Student Teacher Evaluations: Winter 2017 (N/A), Spring 2017 (4.71/5.0), Fall 2017 (4.92/5.0)
- Lectured on networking, professionalism, and business communication in the workplace
- Responsible for development and grading of LinkedIn profiles, LinkedIn networking correspondences, reflections, mock interviews, business communication assignments, and industry reports

UNIVERSITY OF FLORIDA
College of Journalism and Communication
Telecommunications Department

MMC 6475: Audience Research Methods
Class Designer & Instructor Class size: 3 graduate
students **Student Teacher Evaluation: N/A**
- Created a brand-new class that focuses on audience research methods
- Recorded and posted lectures surrounding surveys, conjoint analyses, in-depth interviews, experiences, focus groups, and case study among other research methods.
- Responsible for development and grading of research proposals, midterms, and literature review

RTV 4930: Video Game Marketing
Class Designer & Instructor
Class size: 9 undergraduate students (Freshmen – Seniors)
Student Teacher Evaluation: Spring 2015 (4.5/5.0)
- Created a brand-new class that focuses on the consumer behavior implications and marketing strategies behind the video game industry
- Lectured to undergraduate students two times a week
- Classes covered the history of and business practices in the video game industry, including impact on representation of gender and ethnicities, brand management, consumer attention, consumer memory, consumer learning, and consumer perception among other subject areas
- Maintained weekly office hours and held requested individual student meetings
- Responsible for development and grading of video game case studies, midterms, brand audit assignments, and group marketing reports

RTV 3405: TV and American Society
Class Designer & Instructor
Class sizes: 256 undergraduate students, 186 undergraduate students, & 125 undergraduate students (Freshmen – Seniors)
Student Teacher Evaluation: Fall 2013, Spring 2013, & Fall 2014 4.14/5.0 (Average)
- Lectured to undergraduate students two to three times a week
- Classes covered television content effects on society from historical, societal, critical, theoretical, economical, and psychological perspectives
- Updated all previously taught lectures and added new content to cover how the film, radio, video game, and newspaper industries relate to the television industry
- Responsible for development and grading of three exams spread out over the course of the semester

UNIVERSITY OF FLORIDA

Warrington College of Business Administration

Business Communication Department

GEB 3219: Speaking and Writing in Business

Graduate Assistant

Class size: 23 online business students, 20 online business students, & 18 online business students

(Continuing education adults earning bachelor's degrees in general business)

Student Teacher Evaluation: N/A

- Maintained weekly office hours through Facebook, Adobe Connect, and Canvas
- Held requested individual student meetings
- Graded assignments such as submitted cover letters, business letters, resumes, emails, and speaking presentations
- Provided additional support for and maintained communications with supervisor Dr. Dorothy McCawley

GRANTS

Darden Faculty Fast Track Research Award ($6,260)   **September 2020**

Funded investigation into how consumers may be inclined to engage in sports consumption and gambling based on viewing sports highlights and playing Madden NFL football game

Darden School of Business

University of Virginia

Travel Award ($1,000)   **September 2019**

St. John's University

College of Professional Studies Faculty Report Recognition Award ($1,000)   **August 2019**

Recognized as an outstanding faculty member in entire college

Collins College of Professional Studies

St. John's University

Research Infrastructure ($7,000)   **May 2019**

Funded Qualtrics license to continue to pursue and execute intense research agenda and train students on software

Collins College of Professional Studies

St. John's University

IISR Internal Grant ($1,000)   **April 2019**

Funded investigation into how consumers may manage their moods and rewrite NFL viewing experiences through NFL Madden video game play

Collins College of Professional Studies

St. John's University

Travel Award ($1,000)   **May 2018**

Collins College of Professional Studies

St. John's University

PSC-CUNY Research Award ($3,400)   **April 2018**
Funded investigation into drivers behind streaming video on demand research,
optimal SVOD bundles, and brand personality traits behind streaming video on demand services
City University of New York at La Guardia

Travel Award ($700)   **May 2017**
City University of New York at La Guardia

Arts Research & Teaching Technology Equipment Grant Program ($6,370)   **April 2017**
One out of **six faculty members throughout the entire CUNY university system** to win this award
Create data visualization class for multivariate statistical and "big data" analyses of entertainment and media
industry data through usage of Tableau and Qualtrics
City University of New York at La Guardia

PSC-CUNY Research Award ($3,412)   **April 2017**
Funded investigation into drivers behind why consumers go to the movie theaters and how associated actors,
writers, producers, and directors spur consumers to go to movie theaters to see an upcoming movie
City University of New York at La Guardia
Travel Award ($150)   **January 2015**
College of Journalism and Communications, University of Florida

Dissertation Grant Fund Award ($500)   **January 2015**
College of Journalism and Communications, University of Florida

Travel Award ($400)   **September 2014**
College of Journalism and Communications, University of Florida

AWARDS AND NOMINATIONS

Faculty Member Selected for Grant Submission to
National Endowment for the Humanities Award   **October 2019**
St. John's University

Top Conference Reviewer Award   **August 2018**
Media Management, Economics, and Entrepreneurship Division
AEJMC

Fellow, Television Academy Foundation   **November 2017**
2017 Television Academy Foundation Faculty Seminar
One of twenty-five faculty members selected from a pool of one hundred and thirty
national candidates.

Nominated Candidate for Barry Sherman Teaching Award   **May 2017**
Media Management, Economics, and Entrepreneurship
AEJMC 2017

EMMA Doctoral Summer School Fellow   **August 2014**
Media Management and Transformation Centre
Jonkoping International Business School (JIBS), Jonkoping University
Jonkoping, Sweden

Catherine L. Covert Research Award   **May 2012**
S.I. Newhouse School of Public Communications, Syracuse University

Graduate Scholarship   **July 2011 – July 2012**
S.I. Newhouse School of Public Communications, Syracuse University

Gregg Reidy Award for Outstanding Achievement in American Economic History   **May 2009**
Manhattanville College

Best Criminal Law Concentration Student Award   **May 2009**
Manhattanville College

Treasurer, Pre-Law Society   **August 2007 – May 2009**
Manhattanville College

Board of Trustees Scholarship   **August 2005 – May 2009**
Manhattanville College

CONFERENCE SERVICE

Research Chair   **August 2020-Present**
Media Management, Economics, and Entrepreneurship Division
AEJMC

Research Co-Chair   **August 2019-August 2020**
Media Management, Economics, and Entrepreneurship Division
AEJMC
Panelist   **August 2019**
The Future of Magazines, Newspapers, and Journalism Across Platforms
Media Management, Economics, and Entrepreneurship Division
AEJMC

Conference Reviewer   **June 2019**
Innovation and Entrepreneurship Theory and Practice
Hawaii International Conference on System Sciences

Conference Reviewer   **January 2019**
Media Management, Economics, and Entrepreneurship Division
AEJMC Mid-Winter Conference

Conference Reviewer   **April 2018**
Media Management, Economics, and Entrepreneurship Division
AEJMC

Discussant   **January 2018**
Media Management, Economics, and Entrepreneurship Division
AEJMC Mid-Winter Conference

Academic Panel Moderator & Industry Panel Moderator   **May 2016**
12th Annual World Media Economics and Management Conference
Gabelli School of Business, Fordham University

Conference Coordinator   **February 2016 – May 2016**
12th Annual World Media Economics and Management Conference
Gabelli School of Business, Fordham University

Conference Reviewer   **December 2015**
12th Annual World Media Economics and Management Conference
Gabelli School of Business, Fordham University

Bateman Team (Public Relations Department)   **August 2013 – May 2015**
Research Consultant
College of Journalism and Communications, University of Florida
- Aided teams of five undergraduate public relations students in research design for national competition
- Lectured on strategic uses of quantitative research and qualitative research
- Brainstormed methods of sample size and sample acquisition for survey and focus group implementation
- Guided students' use of research results into the structure of campaigns
- Earned 1st place in the 2014 national competition and 2nd place in the 2015 national competition
- Provided additional support for and maintained communications with supervisor Professor Deanna Pelfrey

Senior Thesis Advisor
Matt Arnold (Spring 2013)
Boniswa Joseph (Fall 2014)
College of Journalism and Communications, University of Florida

Research Assistant   **August 2011– May 2012**
Navigate New Media
S.I. Newhouse School of Public Communications, Syracuse University

PROFESSIONAL EXPERIENCE

Independent Consultant   Greater New York City Area/Charlottesville, VA

Anthony Palomba, Ph.D.   February 2017 — Present
- Conduct SWOT analyses to figure out strategy for market strategy
- Consult on strategic marketing practices
- Conduct qualitative and quantitative research
- Clients include: **Bravo** (TV channel), **World Wrestling Entertainment** (WWE), **Mission 305** (Video game development company), **Exelauno** (Virtual reality content development company), and **99.1 WPLR** (radio station)

Ipsos   New York, NY

Media & Entertainment Account Manager   August 2015 — March 2016
- Designed survey-based and experiment-based research studies for media and entertainment clients including **CNN, Sesame Street, Fox Sports 1**, **HBO**, **NBC**, and **Facebook**
- Programmed research studies for advanced nested samples, looping, skip logic, and specific quotas
- Conducted multivariate statistics to unearth consumer insights
- Explained and presented results to clients
- Produced PowerPoint slide decks detailing design and method of research studies
- Maintained department knowledge of new scales and methods tested and proven in academic literature

College of Journalism and Communications, University of Florida   Gainesville, FL

UF-Arbitron, Inc./Nielsen Audio   August 2012 — August 2013

Lead Research Assistant/Project Manager
- Led multiple research projects from conception to completion within the required time frame
- Created itineraries, survey questions, and focus group guides for research projects
- Recruited study participants through email, personal interview, and phone interview screening methods
- Disseminated surveys via email to participants and monitored data collection
- Conducted six one-hour focus group sessions each with four to eight participants
- Produced quantitative and qualitative corporate reports for Arbitron, Inc./Nielsen Audio

Off the Fence   New York, NY

TV Distribution Intern   May 2012 — July 2012
- Conducted market research on rival television and film documentary firms
- Collated and packaged DVD screeners for submission to prospective clients
- Served as point of contact with other television firm

Law Office of Seth Eisenberger   Nanuet, NY

Legal Assistant   July 2010 — July 2011
- Assisted corporate attorney with litigation matters including drafted summons, answers, notices, motions, document requests, and settlement agreements
- Created investment structure spreadsheets for negotiating settlement agreements
- Liaised with investors and environmental agencies to effectively complete real estate acquisitions

Law Office of David Friedlander   Mt. Kisco, NY
Legal Assistant   October 2008 – April 2010

- Drafted transmittal letters and licensing agreements for an entertainment law firm
- Edited and catalogued contracts for Broadway theater and film production
- Edited and catalogued contracts for Broadway theater and film production

SPECIAL SKILLS

Statistical Analysis Software: R Studio, SPSS, SPSS AMOS, Google Analytics, Microsoft Excel, Qualtrics, Hootsuite

Graphic and Presentation Software: Tableau, Think-cell, Unsplash, and Pexels

Multivariate Techniques: Multivariate statistics with specific experience with Structural Equation Modeling, Multiple Linear Regression, Logistic Regression, Factor Analysis, Cluster Analysis, TURF Analysis, Conjoint Analysis, Latent Class Analysis, Decision-Trees, TURF analysis, and ANOVAs/MANOVAs

Research Skills: Survey, Experiment, Content Analysis, Focus Group, In-depth Interview, Thematic Analysis, and Multivariate Analyses in data sets

Maintenance Software: Blackboard, E-Learning, Canvas, Basecamp

Social Media: Facebook, Twitter, LinkedIn, Instagram

UCB Classes: Improv 1, Sketch writing 1