

Melissa D. Dodd

EDUCATION

University of Miami *Doctor of Philosophy* Coral Gables, Fla.
Communications/Public Relations

- Cumulative GPA: 3.8
- Anticipated graduation date: May 2012

Ball State University *Master of Arts, Public Relations* Muncie, Ind.

- May 2009
- GPA: 3.8
- Thesis: “Corporate Social Responsibility and Consumer Purchase Intention”
(2010 IPRRC Brigham Young Top Ethics Paper Award Recipient)

Indiana University Kokomo *Bachelor of Arts, English* Kokomo, Ind.

- May 2007
- Minor: Sociology
- Cumulative GPA: 3.2

EXPERIENCE

Aug. 2010-Current School of Communication University of Miami

Instructor of Public Relations

Public Relations and Social Media

- Designed this graduate and upper-level undergraduate course with the aim of students learning about the practice of public relations as it relates to the strategic use of new media technologies
- Students conduct research and gather relevant public relations best practices and case studies as well as gain technical, “how-to” knowledge through class exercises
- Conclude course with a social media integration project where students are required to

utilize the knowledge gained through the course to integrate social media into existing organizational public relations activities

Public Relations Campaigns

- Senior capstone course offering students experience in using public relation concepts that span a range of topics (theories, principles, strategies, research, teamwork, planning, etc.) aimed at the professional development of students
- Recruit class clients for semester-long campaigns that are planned and executed by student teams
- Oversee campaign project and provide feedback throughout, serving as the campaign advisor

Research Methods for Public Relations

- Junior-level public relations research course focusing on applications of strategic planning, message evaluation, opinion research, and theory testing of public relations programs
- Emphasis on both qualitative and quantitative methods and data analysis
- Conclude course with primary research projects for a class client, and students present results to client

Introduction to Public Relations

- Introductory course providing freshman and sophomore students with an overview of the public relations function including history, organization, ethics, legal, etc.
- Students conduct mini-campaigns for University organizations

Aug. 2009-Current

International Public Relations
Research Conference (IPRRC)

Miami, Fla.

Conference Coordinator

- Premier public relations conference celebrating its 15th year of facilitating dialogue among scholars and practitioners
- Serve as the primary communicator to academics and practitioners, i.e. participants
- Communicate and organize with Institute for Public Relations (co-organizer) personnel
- Communicate and organize with Advisory Committee and reviewers
- Send out calls, acceptance/rejection notices and corresponding communications
- General event planning and organization such as maintaining and organizing listserv and scheduling paper presentations

Aug. 2011-Current

Journal of the Association for
Communication Administration (JACA)

Miami, Fla.

Editorial Assistant

- Scholarly, peer-reviewed journal sponsored by the Association for Communication Administration that seeks to publish academic research making a significant contribution to knowledge in the field of communication
- Report directly to Editor and serve as primary communicator to Editorial Board
- Coordinate manuscripts to be sent for review
- Send blind manuscripts and receive reviewer feedback

Oct. 2011-Current

Emergency Management
Department, University of Miami

Miami, Fla.

Consultant

- Consult the Director of Emergency Management in integrating social media initiatives into university crisis communication efforts
- Perform primary research on behalf of the department to gain insight into student and faculty/staff perceptions, expectations and reactions to campus crises
- Assist with the implementation of social media efforts on behalf of the department

June 2011-Aug. 2011

Bacardi USA, Inc.

Miami, Fla.

External Consultant

- Worked with the Senior Manager of the Corporate Communication department on a variety of public relations projects, both strategic and tactical
- Assisted with the recruitment (RFI, RFP) and selection of a representative public relations agency
- Attended global communication conference, gaining top-level insight into Bacardi's international strategic planning
- Used Consumer Insights department research initiatives for public relations measurement and assessment

May 2009-Aug. 2009

Real Time Solutions, LLC

Ft. Myers, Fla.

Project Manager

- Conducted a large-scale research project relevant to a new client (Bed, Bath & Beyond) the company had acquired
- Identified and contacted key stakeholders
- Recorded and reported data

Dec. 2008-March 2009

Ball State University V-DAY

Ball State University

Publicity Coordinator

- Implemented publicity campaign for Eve Ensler's award-winning play "The Vagina Monologues"
- Created publicity materials including banners, posters, booth materials and programs
- Produced media impressions
- Oversaw the publicity, "street team" and VDAY Fair activities
- Two of three performances sold out
- Proceeds donated to Muncie's domestic violence shelter were more than doubled from the previous year

Aug. 2007-May 2009

Journalism Writing Center

Ball State University

Head Writing Coach, Graduate Assistant

- Assist students with a variety of projects, primarily focusing on AP writing style
- Host journalism writing workshops for students
- Administer the Department of Journalism Entry Skills Test to approximately 150 students per semester
- Analyze students scores each semester and produced both individual and class reports
- Perform general research activities focused on improving coaching techniques

June 2008-May 2009

Ascent Marketing Group

Various locations in Ind.

Brand Ambassador

- Increased brand awareness and maximized consumer impressions through promotional marketing efforts
- Drove sales

Jan. 2007-May 2007

Kokomo Downtown Association

Kokomo, Ind.

Public Relations Intern

- Attended major board meetings and made strong connections with community leaders
- Interviewed downtown business owners and wrote more than 20 articles for publication in a variety of media outlets
- Assisted with the development of the association's Web site and general event planning
- Developed a working knowledge of public relations' daily operations

Jan. 2007-May 2007

Leadership Kokomo

Kokomo, Ind.

Public Relations, Marketing Intern

- Assisted with the development of the program's marketing plan
- Performed environmental scanning and surveying
- Independently re-implemented an Alumni Association for graduates of the program

GRADUATE COURSEWORK

Structural Equation Modeling

- A conceptually-oriented introduction to structural equation modeling for multivariate data and related data-analytic techniques

Regression

- Conceptual introduction to regression and execution of data-analytic techniques in an applied public relations project

Measurement and Psychometric Theory

- Introduction to the theory and application of measurement and psychometric models used in the behavioral sciences with an emphasis on item response theory and analyses

Applied Research Methods

- Communication research methods with a focus on publication strategies and techniques

Advanced Communication Research Methods

- Advanced examination of the problems and methods found in quantitative communication research

Qualitative Research Methodologies

- Research methods and theories for participant-observation, phenomenology, symbolic interactionism, ethnomethodology, content analysis and historical-critical interpretation

Methods of Communication Research

- A comprehensive survey of communication research methods; qualitative and quantitative approaches explained and practiced

Individual and Interpersonal Processes

- Overview and critical analysis of many topics relevant to studying individuals and dyads in organizations

Persuasion

- A review of theory, research, and practice of the intentional use of symbols to influence others' attitudes, beliefs, and actions.

Religion, Culture, and Communication

- The historical, political, economic and social dynamics of the convergence of religion, communication and culture in society with an emphasis on public relations

Social Psychology

- Survey of major substantive areas of social psychology with an emphasis on experimental methods

Public Relations Management

- Organizational structures, management styles, leadership issues and challenges commonly encountered in the management of public relations

Public Relations Evaluation Techniques

- Scientific research methods for a variety of public relations activities

Public Relations Case Studies

- Survey of public relations case studies and execution of case study writing project

Public Relations Theories and Applications

- Theories and principles applicable to the practice of public relations

Theories of Communication

- Comparison of theories dealing with the processes and effects of communication

Studies in Journalism and Communications Research

- Survey of mass media research methods and strategies

Studies in Journalism and Communication Theory

- Identifying and applying major theories in communication

ACADEMIC RESEARCH & PUBLICATIONS

Publications

Dodd, M.D., & Supa, D.W. (in-press). Examining reasonable actions: Understanding the effect of corporate social responsibility on consumer purchase intention, *Public Relations Journal*, 2011.

Beatty, M.J., Feeley, T.H., & Dodd, M.D. (in-press). Journal impact factors or intellectual influence? A content analysis of citation use in *Communication Monographs* and *Human Communication Research* (2007-2009). *Public Relations Review*, 2011.

Stacks, D.W., Dodd, M. D. & Men, Linjuan. (in-press). Corporate reputation, measurement and evaluation in Carroll, C. (Ed.) *Handbook of Communication and Corporate Reputation*. Wiley-Blackwell Publishers: New Jersey.

Stacks, D.W., Dodd, M.D., & Men, Linjuan. (2011). Public relations research and planning in Gillis, T. (Ed.) *International Association of Business Communicators Handbook (2nd Ed.)*, pp. 287-300. Jossey-Bass: San Francisco, CA.

Stacks, D.W., Men, L., Dodd, M. D. & Yamamura, K. (2010). *Primer of Public Relations Research Instructor's Manual*. Guilford Press: New York.

- Companion to Dr. Don W. Stack's *Primer of Public Relations Research (2nd Ed.)*

Conference Papers

Dodd, M.D. & Campbell, S.B. (2011). The strategic use of social media in managing relationships with the Net Generation: A Longitudinal Examination. National Communication Association, November 17-20, 2011, New Orleans, LA.

Dodd, M.D. (2011). Organizational trust and social media use: An exploratory examination via Generation Y. Florida Communication Association, October 15-18, 2011, Orlando, FL.

Dodd, M.D. (2011). Emotional intelligence for excellent public relations: A pilot examination. International Public Relations Research Conference, March 10-13, 2011, Miami, FL.

Dodd, M.D. (2011). Body esteem and Dove's Campaign for Real Beauty. Eastern Communication Association Conference, April 13-17, 2011, Arlington, VA.

Dodd, M.D. & Campbell, S.B. (2011). The strategic use of social media in managing relationships with the Net Generation. International Communication Association Conference, May 26-30, 2011, Boston, MA.

Spaulding, C. & Dodd, M.D. (2011). A historical account of the public relations activities and artful devotion of Hildegard Von Bingen. International History of Public Relations Conference, July 6-7, 2011, Bournemouth, England.

Dodd, M.D. (2010). Who really cares about ethics? Corporate social responsibility and consumer purchase intention.” International Public Relations Research Conference, March 10-13, 2010, Miami, FL.

- Winner of the Brigham Young University Top Ethics Paper Award

Research In-progress

Dodd, M.D. Emotional intelligence and social capital for effectiveness in public relations.

Dodd, M.D. Emotional intelligence for excellent public relations.

Dodd, M.D. & Men, L. Big Five predictors of behavior and leadership effectiveness of public relations practitioners.

Dodd, M.D. Social media and media choice per public relations manager and technician roles: An examination via Media Richness Theory

GRANTS & FELLOWSHIPS

- Public Relations Society of America
 - Access to membership for the purposes of research approved March 2011
- Ketchum Excellence in PR Research Award, New York City, NY
 - Runner-up, 2011
- Grunig PRIME Research Fellowship, United Kingdom
 - Runner-up, 2010

MEMBERSHIPS & ACTIVITIES

- Assistant Coordinator for University of Miami Practice to Professional: Public Relations Exhibition, 2011 and 2010
- Faculty advisor to University of Miami chapter of Public Relations Student Society of America for National Conference in Washington, D.C., 2010
- National Communication Association, Member
- International Communication Association, Member
- Public Relations Society of America, Member
- National Scholars Honor Society, Member
- The Phoenix, Ball State University’s Department of Journalism alumni publication, Assistant Editor 2007-2009

- Indiana University Kokomo's newspaper, The Correspondent, Contributing writer 2005-2007
- Indiana Coalition Against Domestic Violence, Former member
- Take Back the Night, annual campaign to end domestic violence, Former organizer

REFERENCES

- Dr. Don W. Stacks, Professor of Public Relations, University of Miami
 - #305.284.2358
 - don.stacks@miami.edu
- Dr. Dustin W. Supa, Assistant Professor of Public Relations, Boston University
 - #786.280.9650
 - supa@bu.edu
- Dr. Shannon B. Campbell, Assistant Professor of Public Relations, University of Miami
 - #305.284.5012
 - scampbell@miami.edu
- Additional references available upon request.