

# GABRIEL C. STEPHEN

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## EDUCATION

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University of Florida | Gainesville, FL | 2014-2017 (*anticipated*)

- Ph.D. in Mass Communication
  - Emphasis in Public Relations
  - Research interests: intercultural/cross-cultural communication, nonverbal communication, and culture globalization

Maryville University of Saint Louis | St. Louis, MO | 2012-2014

- Master of Arts in Strategic Communication & Leadership

Southeast Missouri State University | Cape Girardeau, MO | 2007-2012

- Bachelor of Science in Public Relations
- Bachelor of Science in Advertising
- Bachelor of Arts in Philosophy
- Minor in Criminal Justice

## TEACHING EXPERIENCE

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Instructor of Record, Public Relations Writing (PUR 4100) | 2015-2016

- Lectured and facilitated discussions for public relations upperclassmen
- Researched and utilized best practices to create original course material

Teaching Assistant, Public Relations Research (PUR 3500) | Fall 2016

- Led course lectures on statistics, SPSS training, and content analyses
- Provided timely and detailed feedback on assignments
- Organized and updated course materials

Teaching Assistant, Public Relations Writing (PUR 4100) | Summer 2015

- Organized and updated course materials
- Assisted in designing, proctoring and grading quizzes
- Managed online course website (via Canvas)

Teaching Assistant, Public Relations Writing (PUR 4100) | Spring 2015

- Organized and updated course materials
- Proctored and graded quizzes
- Managed online course website (via Canvas)

Teaching Assistant, Public Interest Communication (PUR 4932) | Fall 2014

- Assisted in the course design
- Organized and updated course projects and materials
- Proctored and graded quizzes and tests
- Managed classroom technology

Presenter, The Agency | September 4, 2015

- Gave a training presentation on planning, conducting and evaluating focus groups
- Provided an overview of using Qualtrics, an online survey software program, in qualitative research

Guest Lecturer, Public Relations Research (PUR 3500) | November 10, 2016

- A review of the content analysis research method

Guest Lecturer, Public Relations Research (PUR 3500) | October 20, 2016

- Review of statistics
- SPSS training (i.e., data exploration, categorical statistics, and continuous statistics)

Guest Lecturer, Public Relations Writing (PUR 4100) | June 17, 2015

- Planning and writing speeches; planning and giving presentations

Guest Lecturer, Public Relations Writing (PUR 4100) | June 8, 2015

- Planning and writing newsletters & brochures

Guest Lecturer, Public Relations Writing (PUR 4100) | June 3, 2015

- Planning and writing news features

Guest Lecturer, Qualitative Research (MMC 6936) | March 10, 2015

- Article presentation:
  - Friedman, B. (2008). Unlikely warriors: How four US news sources explained female suicide bombers. *J&MC Quarterly*, 85(4).

Guest Lecturer, International Public Relations (PUR 6608) | March 17, 2015

- Cross-cultural communication training

Guest Lecturer, Mass Communication Teaching (MMC 6930) | Fall 2014

- Diversity in the 21<sup>st</sup> Century (November 10, 2014)
- Education Theories – Constructivism (October 10, 2014)

Coursework: Mass Communication Teaching (MMC6930) | Fall 2014

Training: Teaching Assistant Institute Training | December 2014

Training: Orientation for Graduate Teaching Assistants | August 19, 2014

## PROFESSIONAL EXPERIENCE

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Assistant to the Business Coordinator | The Agency | Gainesville, FL | Fall 2016-present

Account Supervisor | The Agency | Gainesville, FL | Summer 2015-Summer 2016

- Assisted in the design and execution of a situation and competitor market analysis - tactics included organizing and moderating focus groups and conducting interviews
- Developed original reference materials for- and led training sessions on procedures and best practices for conducting market research studies with human subjects
- Led campaign strategy and supervised the execution of tactics for Southern Sudan Healthcare Organization, a non-profit organization supporting displaced persons in war-torn regions

Graduate Assistant/Marketing Associate | Maryville University – Office of Marketing & Community Relations | St. Louis, MO | 2012-2014

- Contributed to day-to-day marketing operations, including design work, feature and news writing, photography and communication strategy
- Generated and facilitated original communication strategies affecting the on-campus and greater St. Louis communities
- Collaborated on the design and copy editing of the media book for the 2014 D-III NCAA National Champion Saint's Wrestling Team

Media Relations Specialist | Saint Bernard & Associates | St. Louis, MO | 2013-2014

- Event planning and fundraising for non-profit organizations in the greater St. Louis area, including *Safe Connections*
- Utilized public relations tactics to support the facilitation of community programming, including writing press releases

Public Relations Intern | American Red Cross | Cape Girardeau, MO | Spring 2012

- Assisted in the organizing and execution of the 95th Annual Red Cross Volunteer Banquet
- Organized and maintained social media presence via Facebook and Twitter
- Constructed student volunteer campaign
- Researched contacts and pitched business opportunities to industry professionals

Resident Assistant | Southeast Missouri State University | Cape Girardeau, MO | 2008-2010

- Managed, monitored and mediated residential environments of culturally-diverse undergraduate students
- Constructed original programs designed to engage a culturally diverse audience
- Organized and conducted meetings for co-educational floor of over 40 international, freshman, transfer, and upperclassmen students

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## RESEARCH EXPERTISE

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Research Assistant (Dept. of Public Relations) | University of Florida | Fall 2016

- Conducted non-theory based historical research
- Extensively researched secondary sources to extrapolate contextual meaning to societal inquiries

Account Supervisor | The Agency | Summer 2015

- Planned, organized, and conducted primary research for contracted clients – research methods included: focus groups, interviews, and surveys

Research Assistant (Dept. of Public Relations) | University of Florida | Summer 2015

- Assisted in the conceptual analysis, editing and writing of research studies
- Extensively edited department documents and academic manuscripts; wrote and contributed to various published academic project

- Managed and executed multiple projects - independently and with teams - in a fast paced work environment

Research Assistant (Dept. of Public Relations) | University of Florida | Spring 2015

Research Assistant (Dept. of Advertising) | University of Florida | Fall 2014

- Conducted extensive literature reviews, building a foundation of knowledge to inform future studies on social media's effects on intercultural audiences

Coursework: Qualitative Research (MMC6936) | University of Florida | Spring 2016

Coursework: Mass Communication Statistics (MMC6936) | University of Florida | Summer 2015

Coursework: Survey of Behavior Analysis (EAB6099) | University of Florida | Fall 2015

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## PUBLICATIONS

### *Book Chapters*

Molleda, J.C. & **Stephen, G.C.** (2016). When conflict shifts around: An analysis of Chiquita brands' transnational crisis in Colombia and Guatemala. In A.M. George & K. Kwansah-Aidoo (Eds.), *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives* (IEEE PCS Professional Engineering Communication Series) (1<sup>st</sup> Ed). Hoboken, NJ: John Wiley-IEEE Press.

**Stephen, G.** (2016a). Genesis Burson-Marsteller: Beyond the "hour". In J.C. Molleda & S. Kochhar (Eds.). *Global & Multicultural Public Relations*. Manuscript submitted for publication [Wiley-Blackwell].

**Stephen, G.** (2016b). Case study: Amnesty International. In J.C. Molleda & S. Kochhar (Eds.). *Global & Multicultural Public Relations*. Manuscript submitted for publication [Wiley-Blackwell].

**Stephen, G.** (2016c). Embraer. In J.C. Molleda & S. Kochhar (Eds.). *Global & Multicultural Public Relations*. Manuscript submitted for publication [Wiley-Blackwell].

### *Journal Articles*

Molleda, J-C., Moreno, Á., Navarro, C., & **Stephen, G.** (2016). *Professionalization of public relations in Latin America: A comparative longitudinal study*. Manuscript submitted for publication [Public Relations Review].

Molleda, J-C., Kochhar, S., Moreno, Á., & **Stephen, G.** (2015). An intertwined future: Exploring the relationship between the levels of professionalization and social roles of public relations professionals. *Research Journal of the Institute for Public Relations*. Retrieved from <http://www.instituteforpr.org/intertwined-future-exploring-relationship-levels-professionalization-social-roles-public-relations-professionals>.

Molleda, J.C. & **Stephen, G.** (n.d.). *Exploring the relationship between the levels of professionalism and social roles of public relations practitioners*. Manuscript submitted for publication.

### *Conference Papers*

Dohrman, R.L., **Stephen, G.**, Buck, K., & Coxon, S. (2016). The deciders: A pilot study of gendered parental beliefs & attitudes about children's participation in STEM extracurricular activities. Presented to the annual Organization for the Study of Language, Communication and Gender. Chicago, IL

Molleda, J-C., Moreno, Á., Navarro, C., & **Stephen, G.** (2016). Professionalization of public relations in Latin America: A comparative longitudinal study. Presented to the annual International Communication Association. Fukuoka, Japan.

#### Print Media

**Stephen, G.** (2013). Faculty trivia 102. *Maryville Magazine*, 30-31.

**Stephen, G.** (2013). Faculty trivia 102 [Photography]. *Maryville Magazine*, 30-31.

#### SERVICE EXPERIENCE

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Small Group Facilitator | Gator Global Initiative (GGI) | November 13-14, 2015

- Volunteer for annual social impact conference
- Led group discussions and active learning sessions to encourage critical social thinking

Graduate Student Mentor | College of Journalism & Communications | Summer/Fall 2015

- Mentor to first-year graduate student in the College of Journalism and Communications at the University of Florida

Ambassador/Huddle Leader | Frank<sup>2</sup> | February 25-27, 2015

- Volunteer for annual social change communications conference/seminar/gathering
- Moderator of group discussions on relevant social issues including: education and income disparity

Volunteer | Minds Abroad | May 2014

- Three-week immersive learning experience in Vietnam and Cambodia
- Service work included assignments in construction, agriculture, and education
- Partnered with non-profits New Hope Cambodia and Friendship Village

Member | Public Relations Student Society of America (PRSSA) | Fall-2015-present

Member | Black Graduate Student Organization (BGSO) | Spring 2015-present

Member | Gator Judo | Spring 2016-present

Disaster Relief Volunteer (DSHR System Member) | American Red Cross | 2012-present

Member | United States Judo Association (USJA) | Fall 2012-Summer 2013

Volunteer | Habitat for Humanity | Spring 2010

Member | Criminal Justice Association (CJA) | Fall 2007-Summer 2008

#### HONORS & AWARDS

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Grinter Fellowship | University of Florida | 2016-17

Grinter Fellowship | University of Florida | 2015-16

Doctoral Support Award | The Graduate School at the University of Florida | August 2015

Grinter Fellowship | University of Florida | 2014-15

Rick Arnold Scholarship | Maryville University | 2012-2013

Rick Arnold Scholarship | Maryville University | 2013-2014

First Community Credit Union Scholarship | Southeast Missouri State University | 2009-10

First Community Credit Union Scholarship | Southeast Missouri State University | 2007-08

Martin Luther King, Jr. Scholarship | Southeast Missouri State University | 2007-08

## SKILLS & PROFICIENCIES

### *Skilled*

#### Social Media & Emerging Technology:

- Facebook, Instagram, Twitter, Pinterest
- Wordpress, Weebly
- Prezi, Powerpoint
- Qualtrics
- Microsoft Office Suite

#### Intercultural Communication:

- Japan | June 2016
- China | December 2012-January 2013
  - One-month guided excursion in Shanghai, Beijing, and Tianjin
- Vietnam | May 2014
  - One-month studying abroad, with courses in Vietnamese culture, health issues, geology, and humanitarianism
- Cambodia | May 2014
  - One-month studying abroad, experiential courses in Cambodian history, culture, and social issues; service work in local villages

### *Proficient*

#### Adobe Creative Suite:

- Photoshop
- Illustrator
- InDesign
- Acrobat Pro

#### IBM SPSS Statistics

#### Content Management:

- Hootsuite, CisionPoint (certification), NASDAQ OMX MyMediaInfo, Canvas, Sakai