

Sandra C. Roa

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EDUCATION

Ph.D. - University of South Florida (Successfully defended October 2025)
Tampa, Fla.

College of Arts and Sciences, Communication Department

Major Areas: Media, Culture, and Performance

Advisor: Dr. Aubrey Huber

Committee: Dr. Aisha Durham, Dr. Chris McRae, and Dr. Elizabeth Aranda (Sociology & Interdisciplinary Social Sciences)

Professional development:

- GenAI in Action: Impact and Possibilities, 2025
- Online Instructor Certification, University of South Florida, Innovative Education, 2023

M.A. - Craig Newmark Graduate School of Journalism, City University of New York, 2009
New York, NY

Master of Arts: Broadcast Journalism

B.F.A. - Queens College, City University of New York, 2001
Queens, NY

Bachelor of Fine Arts & Theater Dance (Double Major)

AREAS OF INTEREST

Performance
Belonging
Social Identity

Digital Media Storytelling
Strategic Communications
Student Success

Emerging Technologies
Posthumanism
Arts-Based Research

TEACHING EXPERIENCE

University of South Florida

Aug. 2022–2023 | Tampa, Fla.

Adjunct Instructor, Communication Department, College of Arts and Sciences

Public Speaking (Asynchronous) under the supervision of Dr. Aubrey Huber

- This undergraduate course is designed to teach students the nature and basic principles of human communication and to improve speaking and listening skills common to all forms of oral communication through a variety of experiences in public discourse. I taught students to communicate effectively, write clearly, and engage in public speaking. This course fulfilled a core General Education requirement.

* Mean rating of instructor (Out of 5.0 with 5 being the highest): Fall 2022: 4.67; Spring 2023: 4.60; Summer 2023: 4; Fall 2023: 4.75

University of Tampa

Aug. 2014–Dec. 2015 | Tampa, Fla.

Adjunct Professor, Communications Department

Digital Arts for Professional Communication

- A core undergraduate course for communication majors to learn strategies and tools to develop professional communication tools to enhance the unique value proposition of a brand. Assignment included marketing analysis, developing branding portfolios, and content creation such as photo essays and audio stories.

Visual Literacy

- An undergraduate course designed to formally address multiple components of visual communication. Through an interdisciplinary study of the terminology and theory of visual communication, with special emphasis on the relationship of visuality and cultural practice, students were encouraged to consider ideas from art history, photography, film, mass media and cultural studies, students to critically analyze visual rhetoric, articulate meaning and author visual rhetoric of their own.

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International Center of Photography (ICP)

Oct. 2002–Aug. 2012 | New York, NY

Faculty and Digital Media Associate

- Taught continuing education courses, worked with community outreach programs, and supported full-time students as part of the ICP's education staff and faculty. ICP is an internationally recognized organization that promotes humanistic photography and storytelling.
- Instructor of record for Digital Photography I & II and The Video Interview Techniques. Assignments included developing a portfolio, basic camera and lighting functions, multimedia storytelling, and visual communication theories related to rhetoric, representation, and semiotics.
- Provided one-on-one tutoring for full-time students in digital darkroom techniques and portfolio presentation including web design and video editing.
- Installed, maintained, and upgraded photographic digital workstations for classrooms.

PROFESSIONAL EXPERIENCE

Florida College Access Network

Aug. 2023–Present | Tampa, Fla. (Hybrid work)

Assistant Director of Communications

Organizational Leadership, Strategic Communications, Marketing, and Storytelling

- Lead key initiatives aligned with major funding goals, ensuring strategic focus on statewide education and career pathway priorities.

- Launched "First-Gen and Fearless," a statewide effort to amplify the voices of first-generation students and professionals, consolidating resources and increasing visibility.
- Oversee a multi-year statewide campaign to foster collective responsibility for the value of higher education across Florida's industry, education, and social sectors.
- Develop and execute communication plans to enhance brand visibility and stakeholder engagement across research, policy, advocacy, and statewide initiatives.
- Collaborate with business leaders, education stakeholders, and funders to raise awareness of higher education policies and opportunities to improve student success.

University of South Florida (USF)

Oct. 2016–Aug. 2023 | Tampa, Fla. (Hybrid work)

Multimedia News Manager

- Developed and implemented strategic communications to elevate USF's national reputation and strengthen relationships with media, institutional leaders, and funders.
- Provided communications counsel to the Office of the President, supporting executive messaging and crisis communications (e.g., COVID-19 response, system consolidation).
- Managed cross-functional teams to create multimedia content, press materials, and social media campaigns, ensuring a consistent brand voice.
- Oversaw the production of USF's national TV spot, driving brand visibility and engagement among prospective students, faculty, and institutional partners.
- Advised on crisis communications and institutional messaging, supporting leadership through major university-wide initiatives.
- Spearheaded the development of USF's first multimedia news team, implementing digital asset management systems for streamlined storytelling and content distribution.

USF Health Communications Department

Mar. 2015–Oct. 2016 | Tampa, Fla.

Multimedia Journalist

- Crafted strategic content for institutional media platforms, translating complex health topics into engaging, accessible messaging.
- Supported executive leadership communications, including social media strategy and public relations efforts.
- Produced video and written content showcasing interdisciplinary research and institutional excellence.
- Identified strategic and collaborative opportunities to promote the institution's academic excellence, interdisciplinary research, and medical practitioners to audiences.
- Oversaw the development of brand assets, established guidelines, and approved the use of the brand among the team of health college communicators.
- Built relationships and consulted with clients during pre-and postproduction.

Reading the Pictures

Mar. 2010–Mar. 2018 | Remote work

Multimedia Producer

- Produced short audio slideshows with photojournalists. My work won a Picture of the Year International (POYi) Award of Excellence in the Multimedia Issues Reporting category in

2011. The audio slideshow “Mike Kamber: Military Censorship of the Iraq War,” has been viewed widely and included in many exhibitions on the history of the war in Iraq.

- Fully produced live online discussions dedicated to understanding how visual media frame current events and social issues.
- Promoted webinars through all digital platforms, including main web pages and social media.
- Trained and supported presenters using remote technologies to ensure successful webinars.
- Researched and implemented digital platforms and workflows for live broadcasts
- Edited short highlights clips of the live webinars to share with partners and on social media.

Circolombia

Jun. 2010–Sept. 2015 | Remote work with international travel

New Media and Communications Director

- Played multiple key roles with the company with booking touring schedules, traveling to various international cities, and returning to dispersed home locations.
- Media Relations: Internationally represented the company and artists in all media-related communications.
- Visually documented performances, including backstage and first-looks to share with the media.
- Design: Webmaster and designer for company websites. Digital Promotion: Created and maintained social media accounts.
- Administrative: Wrote and circulated annual company reports; Assisted with artist travel, payroll, and health care.
- Production Manager: Supervised all logistics related to freight, international travel, stage rehearsals, schedules, costumes, and merchandise sales.

Radio Jackie News

Nov. 2011–May 2012 | London, U.K

News Reporter

- Produced three-minute news bulletins and pre-recorded audio for news segments in a commercial radio station.
- Wrote and edited stories for top-of-the-hour news broadcasts to include local, national, and international stories.
- Field producer for morning feature segments

The New York Times

Jan. 2009–Dec. 2009 | New York, NY

Video Journalist

- Completed a year-long fellowship with the online video department.
- Assisted in all aspects of video production: camera, research, writing, and editing.
- Used ENPS to produce stories, structure, and identify videos needed for news stories.
- Produced segments for the “Video Vows” enterprise featured in the Sunday Style section.
- Wrote and produced multimedia blog content about prominent photojournalists for the “LENS Blog.”

Independent Contractor

2004–2014 | Travel

Multimedia Storyteller

- Photographer: Reportage, spot news, events, editorial, and portraits
 - Documentarian: Producer of short documentary videos
 - Blogger: Writer, producer, and editor for various clients
 - Field Assistant/ Videographer/ Translator for Western Sahara story with National Geographic Magazine, 2006
 - Workshop Instructor: Indigenous Media Project, Colombia, 2005-2007
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CERTIFICATIONS, SKILLS, AND SOFTWARE

Proficient in all aspects of content production, including research, reporting, writing, editing, photography, video production (analog and digital); Adobe's Creative Suite (Premiere, Adobe After Effects, Photoshop, Illustrator, Lightroom); Effective in social media and email marketing strategies; Knowledgeable in Web-specific technology (i.e., live stream, social media, digital media); Experienced in content management systems; FAA-UAS Certified, PADI Open Water Certified, Spanish (reading and writing).

AWARDS AND HONORS

- 2025 Top Films, Theatre, Film, and New Multi-Media Division
 - 2025 NCA IDEA Council Student Travel Grant.
 - 2025 NCA, Doctoral Honors Seminar, Rhetoric and Performance.
 - 2022 NCA IDEA Council Student Travel Grant.
 - Pictures of the Year International (2011): Multimedia Issue Reporting Story.
 - Project Report, Pulitzer Center on Crisis Reporting (2008): Short profile video.
 - National Association of Hispanic Journalists (2008): Broadcaster.
 - WNYC Radio (2008): [Featured Photojournalist in "Street Shots" series](#).
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SERVICE WORK

- Volunteer, National Communication Association (NCA), Pre-conference volunteer, 2025.
- Peer reviewer, NCA, Critical Cultural Studies, Latina/o Communication Studies/La Raza, Rhetorical and Communication Theory, Theatre, Film, and New Multi-Media Divisions, 2025.
- Planning committee member, Student Organization for Qualitative Research Methodologies (SOQM) 8th Annual Symposium, 2024–25.
- Performance workshop: The Eye/I in Video Performance for Dr. Aubrey Huber's Performance in Video, graduate class, 2024.
- Associate Editor: Media & Book Reviews for Feminist Pedagogy, 2024–Present.

- Workshop Facilitator: Inspiring support through solutions-oriented storytelling. Talent Strong Florida Pre-Summit, FCAN, May 2024.
 - Peer reviewer, Association for Education in Journalism and Mass Communication (AEJMC), Visual Communication Division, Southeast Colloquium Conference presentation paper, 2023.
 - Panel chair, NCA, Visual Representation, Spectatorship, and the Gaze, 2022.
 - Peer mentor for incoming USF graduate students, 2021–2022.
 - Peer reviewer, NCA, Visual Communication Division, conference presentation paper, 2022
 - Social media coordinator, Graduate Communication Association (GCA), University of South Florida (USF), 2021–2022.
 - Served on the executive board to enact constitutional amendments, Graduate Communication Association (GCA), USF, 2022.
 - Board member, Graduate Student Association (GSA), Craig Newmark Graduate School of Journalism, 2009–2010.
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PUBLICATIONS

Under Review

- Roa, S. C. (Submit, 2025). “Using performance autoethnography, artificial intelligence and, black femininity to understand Tokischa’s self-representation in the “Perra” video,” edited collection, University Press proposal.

In Progress

- Roa, S. C. (2025). “Performing Latinidad: Entry points for becoming and unbecoming.” In progress for submission to *Text and Performance Quarterly Journal*.
 - Roa, S. C. (2025). “Autoethnography as healing: Confronting memory, silence, and survivorship on the metaphorical stage.” In progress for submission to *Performance and Text Quarterly Journal*.
 - Roa, S. C. (2025). “The Immigration Nation Netflix series: An analysis of U.S. Immigration and Customs Enforcement’s narrative aesthetics.” In progress for submission to *Critical Studies in Media Communication*.
 - Roa, S. C. (2025). “The Eye/I: Feminist pedagogies for experiential storytelling and digital Presence.” In progress for submission to *Feminist Pedagogy Journal*.
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CONFERENCE PRESENTATIONS

- **Roa, Sandra C.** (2025, November). “This land is your land: Music, media, and the fabric of social citizenship” in Top Films in the Theatre, Films and New Multi-Media Division at the National Communication Association Convention (NCA) Communicate to Elevate, 111th Annual Convention.

- **Roa, Sandra C.** (2025, November). “Latinidad in focus: Framing, disrupting, and reclaiming identity through media representation of the self” in Radical Acts of Voice: The Transformative Power of Performance in Challenging Oppression in the Performance Studies Division at the National Communication Association Convention (NCA) Communicate to Elevate, 111th Annual Convention.
- **Roa, Sandra C.** (2025, November). “Moving Blackness: Discussing Black Circulation, Racism, and Relations of Homespace” Panelist in the Latino/Latina Communication Studies Division at the National Communication Association Convention (NCA) Communicate to Elevate, 111th Annual Convention.
- **Roa, Sandra C.** (2025, November). “Weaving stories, building solidarity: Autoethnography as feminist resistance” Poster presentation at the National Women’s Studies Association Conference (NWSA) An Honour Song: Feminist Struggles, Feminist Victories.
- **Roa, Sandra C.** (2025, April). “Latinidades: Framed, disrupted, created - A performance of self in response to media representations.” Panel presentation at the Student Organization of Qualitative Methodologies Annual Symposium, 8th Interdisciplinary Symposium on Qualitative Methodologies: Expanding Possibilities for Qualitative Research Across Disciplines.
- **Roa, Sandra C.** (2025, April). “The eye/I in video performance,” Interactive workshop at the Student Organization of Qualitative Methodologies Annual Symposium, 8th Interdisciplinary Symposium on Qualitative Methodologies: Expanding Possibilities for Qualitative Research Across Disciplines.
- **Roa, Sandra C.** (2025, March). “Using feminist perspectives to unpack representations of black femininity in Latin America.” Remapping the Ideologies of Cultural Representation in Latin America Through Performance. Panel presentation at the Conference on Democratic Violence in Latin America, Performance Panel. Tampa, FL.
- Jaz Gray, Sophie Bao-Chieu, and **Roa, Sandra C.** (2024, June). “Uncovered and unothered: Representations of facial disfigurement, meaning-making, and interpretive impacts of the first visual campaigns for face equality.” Co-authored paper presentation at the 74th Annual International Communication Association Conference, Visual Communication Division.
- **Roa, Sandra C.** (2024, April). “Curating Images: Designing a Picture-elicitation Interview. Cross-disciplinary perspectives on visual research methodologies.” Panel presentation at the 7th Interdisciplinary Symposium on Qualitative Methodologies: Qualitative Inquiry Across Disciplines [Virtual].
- **Roa, Sandra C.** (2023, March). “The Immigration Nation documentary: An analysis of ICE’s narrative aesthetics.” Paper presentation at the Annual Southeast Colloquium Conference for the Association for Education in Journalism and Mass Communication, Visual Communication Division. Murfreesboro, TN.

- **Roa, Sandra C.** (2022, November). “Staging memory.” Paper presentation at the Annual NCA Conference on the panel Latina/o/x Identity and Embodiment: Performance, Testimonios, and the Social Imaginary. New Orleans, LA.
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EXHIBITIONS AND ART PERFORMANCES

“Latinidades: Framed, disrupted, created,” (2025). USF Department of Communication, Tampa, FL.
 “De tu Papá,” (2022). ¡Tus Quince! Spurlock Museum, University of Illinois at Urbana-Champaign.
 “Internally displaced mother,” (2012) Group Show. Holguín, Cuba.
 “Family reunion,” (2012). Group show for traveling exhibit.
 “Prolonged refuge,” (2012). Group Show at the Chelsea Art Auction, NY.
 “Street Photography,” (2010). Group Show at the Frontline Club. London, U.K.
 “From home,” (2008). Group show. Mexico City, MX.
 “Day laborers,” (2006). Solo photography exhibit at New York University, NY.
Queens International (2006). Group show in the Queens Museum of Art, NY.
 “Il sounni della vitta” (2005). Group show in Castiglioni de Asti. Piedmont, Italy 2005.
 “Self-portraits,” (2004). Staff show at the International Center of Photography, Education Gallery, NY.
 “Urban skin,” (2004). Group show at the International Center of Photography, NY.
 “Everyday & underground beats,” (2003). Group show at the Local Project Gallery, NY.
 “The beach,” (2003). Group show at the Photo District Gallery. Chelsea, NY.
 “The city I see,” Queens, NYC 2003 – Solo Show
 “Torn up building & from my window.” (2002). Senior show at the Queens College Student Gallery, NY.