

## SANDRA C. ROA, Ph.D.

sandracroa.com

### PROFESSIONAL SUMMARY

Sandra C. Roa is a communication scholar specializing in media, culture and performance studies, with expertise in storytelling and arts-based research methodologies. Her interdisciplinary approach integrates media analysis with narrative inquiry and auto-methodologies to examine cultural representation, belonging, and joy as forms of cultural citizenship. She brings over 15 years of industry experience in multimedia storytelling and strategic communications across academic, nonprofit, and media organizations.

### EDUCATION

**Ph.D. University of South Florida** | December 2025 Tampa, FL  
College of Arts and Sciences, Communication Doctoral Program  
Focus Areas: Media, Culture, Performance

**Professional development:**

- Course Enhancement with Generative AI, USF Innovative Education, 2026
- AI Whisperer: A Micro-course in Crafting Prompts, USF Innovative Education, 2026
- GenAI in Action: Impact and Possibilities, USF Innovative Education, 2025
- Online Instructor Certification, USF Innovative Education, 2023

**M.A. Craig Newmark Graduate School of Journalism, City University of New York** New York, NY  
Master of Arts: Broadcast Journalism

**B.F.A. Queens College, City University of New York** Queens, NY  
Bachelor of Fine Arts: Fine Arts & Theater Dance

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### AREAS OF INTEREST

Performance	Digital Media Storytelling	Feminist Methodologies
Belonging	Counternarratives	Arts-Based Research
Social Identity	Student Success	Posthumanism

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### TEACHING EXPERIENCE

**University of Tampa, Adjunct Professor, Film, Animation, and New Media Department**

Aug. 2014-15 & 2026–Present | Tampa, FL

- Instructor of “The World Image,” a core Humanities course, to help student learn how to think critically when analyzing media and culture, for understanding global perspectives (Mean rating: 4.02/5.0)
- Integrate communication theories (rhetoric, semiotics, cultural analysis) with film studies
- Develop multi-modal final assignments that included academic writing and visual portfolios
- Taught “Digital Arts for Professional Communication” and “Visual Literacy” for the Communication Department

**University of South Florida, Adjunct Instructor, Communication Department**

Aug. 2022 – 2023 | Tampa, FL

- SPC 2608: Public Speaking (Asynchronous)
- Independent course instructor specializing in embodied communication and performance
- Developed innovative assignments integrating multimedia storytelling with public speaking
- Achieved consistently high student evaluations (Mean rating: 4.67/5.0)

### **International Center of Photography (ICP), Faculty and Digital Media Associate**

Oct. 2002 – Aug. 2012 | New York, NY

- Faculty member at internationally recognized institution promoting humanistic photography
- Instructor for Digital Photography I & II and Video Interview Techniques
- Developed curriculum integrating technical skills with critical theories of rhetoric, representation, and semiotics
- Provided mentorship in portfolio development and visual storytelling methodologies

## **PROFESSIONAL EXPERIENCE**

### **Florida College Access Network, Assistant Director of Communications**

Aug. 2023 – Dec. 2025 | Tampa, FL (Hybrid)

- Lead strategic initiatives aligned with statewide education and career pathway priorities
- Directed #DoTheFAFSA communications campaign, helping students navigate policy updates
- Launched "First-Gen and Fearless" statewide initiative amplifying first-generation student voices
- Develop communications plans enhancing stakeholder engagement
- Manage digital content strategy ensuring brand alignment with organizational objectives

### **University of South Florida (USF), Multimedia News Manager**

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

- Developed strategic communications elevating USF's national reputation
- Provided communications counsel to Office of the President, including crisis communications (COVID-19, system consolidation)
- Spearheaded development of USF's first multimedia news team and digital asset management

### **USF Health Communications Department, Multimedia Journalist**

Mar. 2015 – Oct. 2016 | Tampa, FL

- Crafted strategic content translating complex health topics into accessible messaging
- Produced video and written content showcasing interdisciplinary research
- Developed brand assets and guidelines for health college communication teams

### **Reading the Pictures, Multimedia Producer**

Mar. 2010 – Mar. 2018 | Remote

- Produced award-winning audio slideshows with photojournalists (POYi Award of Excellence, 2011)
- Facilitated live online discussions analyzing how visual media frame current events
- Researched and implemented digital platforms for live broadcast technologies

### **The New York Times, Video Journalist**

Jan. 2009 – Dec. 2009 | New York, NY

- Completed year-long fellowship with online video department
- Produced segments for "Video Vows" enterprise and multimedia content for "LENS Blog"
- Gained expertise in multimedia storytelling for digital journalism platforms

## **PUBLICATIONS**

Roa, Sandra C. "Traversing Musical Homeplaces: Lyrical Stories of Time and Place." In *Listening as Becoming: Essays on Music, Memory, Identity, and Relationships*, edited by Jimmie Manning. **Forthcoming.**

### **Under Review**

Roa, S. C. (Submitted, 2025). "Suciedad Divina: Performance Autoethnography, Ratchedness, and Black Femininity in Tokischa's 'Perra' video," edited collection.

## **In Progress**

"Becoming and Unbecoming: Latinidad is a Noun and a Verb." *Text & Performance Quarterly*.

"Autoethnography as Healing: Confronting Memory, Silence, and Survivorship on the Metaphorical Stage." *Journal of Autoethnography*

"The Immigration Nation Documentary: An Analysis of U.S. Immigration and Customs Enforcement's Narrative Aesthetics." *Critical Studies in Media Communication*

"The Eye/I: Feminist Pedagogies for Experiential Storytelling and Digital Presence." *Feminist Pedagogy Journal*

## **PRACTICE-BASED RESEARCH: VISUAL AND MULTIMEDIA ETHNOGRAPHY PROJECTS**

Madres desplazadas/Displaced Mothers – *Portrait series*. Portraits of internally displaced mothers in Colombia living on the urban margins after rural dispossession, focusing on care, resilience, and trauma.

La Marqueta/The Market – *Multimedia project*. Portrait of an aging Puerto Rican and Latinx/e community in East Harlem struggling to maintain cultural presence amid urban redevelopments.

Sin ti no somos familia/Without you we are not a family – *Short video series*. Domestic scenes with the family of a New York day laborer, tracing how migration reshapes kinship, caregiving, and affective labor.

De tu papá – *Short video*. Intimate portrait of one undocumented day laborer navigating distance, economic obligation, and fatherhood while supporting his daughter's quinceañera. Exhibited in *¡Tus Quinceas!*, at the Spurlock Museum at the University of Illinois at Urbana-Champaign (2022).

Los Jornaleros/Day Laborers – *Photo essay*. Visual narrative following immigrant day laborers in New York, foregrounding precarious labor, remittances, and masculinity across borders.

Roosevelt Ave., Queens, NY – *Photo essay*. Long-term visual ethnography of one of the most racially and linguistically diverse communities in the U.S., examining everyday performances of belonging and transnational citizenship in public space.

I suoni della vita/The Sound of Life – *Multimedia project*. A visual study of sound, memory, and community in a small Piedmontese village, considering how music structures everyday rhythms of place.

The Western Sahara – *Multimedia project*. Everyday life and gendered labor among women in a Sahrawi refugee camp, exploring displacement, sovereignty, and future imaginaries.

El Estado de México/Mexico State – *Photo essay*. A visual exploration of urban social scapes that many migrants leave behind, complicating dominant migration narratives.

Circo Para Todos – *Multimedia project*. Documentation of a circus school in Cali, Colombia, tracing how performance training operates as youth development and a transnational mobility strategy.

Music is Life – *Photo essay*. Everyday scenes that show music as a structuring force of sociality, joy, and survival across public and private spaces.

People with Disabilities – *Multimedia project*. Collaborative project with a disability rights community in NYC, centering activism, accessibility, and visual politics of representation.

## **SELECTED 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, 111<sup>th</sup> 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, 111<sup>th</sup> 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, 111<sup>th</sup> 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*. 8th Interdisciplinary Symposium on Qualitative Methodologies.

**Roa, Sandra C.** (2025, April). *The Eye/I in Video Performance*. Interactive workshop, 8th Interdisciplinary Symposium on Qualitative Methodologies.

**Roa, Sandra C.** (2025, March). *Using Feminist Perspectives to Unpack Representations of Black Femininity in Latin America*. 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*. 74th Annual International Communication Association Conference.

**Roa, Sandra C.** (2023, March). *The Immigration Nation documentary: An analysis of ICE's narrative aesthetics*. Annual Southeast Colloquium Conference, Association for Education in Journalism and Mass Communication.

**Roa, Sandra C.** (2022, November). *Staging Memory*. Annual National Communication Conference, Latina/o/x Identity and Embodiment: Performance, Testimonios, and the Social Imaginary panel.

#### **AWARDS AND HONORS**

- 2025 Top Films, Theatre, Film, and New Multi-Media Division
- 2025 National Communications Association, Doctoral Honors Seminar, Rhetoric and Performance
- Pictures of the Year International (2011): Multimedia Issue Reporting Story Award of Excellence
- National Association of Hispanic Journalists (2008): Broadcaster Recognition

#### **SERVICE TO DISCIPLINE**

- Vice Chair-Elect, Latina/o Communication Studies Division (Incoming 2026-2029)
- Peer reviewer, NCA Critical Cultural Studies, Latina/o Communication Studies/La Raza, Rhetorical and Communication Theory, Theatre, Film, and New Multi-Media Divisions, 2025
- Associate Editor, Media & Book Reviews, *Feminist Pedagogy*, 2024-Present
- Planning committee member, Student Organization for Qualitative Research Methodologies 8th Annual Symposium, 2024-25
- Panel chair, NCA, Visual Representation, Spectatorship, and the Gaze, 2022

#### **PROFESSIONAL MEMBERSHIPS**

National Communication Association, National Women's Studies Association, International Association for Media and Communication Research, Performance Studies International, and Association for Education in Journalism and Mass Communication