

SANDRA C. ROA, Ph.D.

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SUMMARY

Scholar-practitioner bridging media, culture, and performance studies with 15+ years of multimedia and industry communications experience across academic, nonprofit, and media settings. Research examines representation and affective economies as forms of cultural citizenship.

EDUCATION

Ph.D., University of South Florida (USF) | December 2025

Tampa, FL

College of Arts and Sciences, Communication

Major Areas: Media Studies, Performance Studies, and Intercultural Communication

Dissertation: *Disrupting Latina/x media representations: A performance art installation informed by autoethnography and embodied explorations*. My work contributes an interdisciplinary account of how media, performance, and technological mediation shape identity, relationality, and meaning-making, while advancing arts-based methods as forms of critical knowledge production.

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

M.A., City University of New York (CUNY)

New York, NY

Craig Newmark Graduate School of Journalism, Broadcast Journalism

B.F.A., CUNY

Queens, NY

Queens College, Fine Arts & Theater Dance (Double major)

Professional development:

- Developing Students Critical Thinking and Analytical Skills, ACUE, 2026
- Course Enhancement with Generative AI, USF Innovative Education, 2026
- Online Instructor Certification, USF Innovative Education, 2023

AREAS OF INTEREST

Digital Media Storytelling • Auto-Methodologies • Media Studies • Engaged Pedagogy

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 tools such as Google Analytics, Asana/Monday/Trello, HubSpot; Knowledgeable in Web-specific technology (i.e., live stream, social media, digital media, WordPress); Experienced in content management systems; FAA-UAS Certified, PADI Open Water Certified, Spanish (Fluent in speaking, reading and writing).

TEACHING EXPERIENCE

2026–Present **Part-time Faculty**, University of Tampa, Film, Animation, and New Media Department

- Instructor of *The World Image*, a core Humanities course where students use media theories for critical analysis and writing to explore global cultures and perspectives. (Mean rating: 4.02/5.0; N=15).
- Integrate multimodal assignments to enhance oral, written, and technological skills.

- Previous appointments held in 2014–15 teaching *Digital Arts for Professional Communication* and *Visual Literacy* for the Department of Communication.

2022–23 **Instructor of Record**, USF, Communication Department

- Instructor of record for SPC 2608, Public Speaking (Asynchronous). (Mean rating: 4.67/5.0; N=5).
- Specializing in embodied communication and performance integrating multimedia storytelling.
- Guided students in organization and delivery of narrative, persuasive, and informational speeches.

2002–12 **Faculty**, International Center of Photography (ICP)

- Instructor of *Digital Photography I, II*, and *Video Interview Techniques*.
 - Developed curriculum integrating technical skills with theories of rhetoric, representation, and semiotics.
- Provided mentorship in portfolio development and visual storytelling methodologies.

PUBLICATIONS

"Traversing musical homeplaces: Lyrical stories of time and place." In *Listening as Becoming: Essays on Music, Memory, Identity, and Relationships*, edited collection. **Forthcoming, 2027.**

"The eye/I in video performance: Developing ethical technoscience literacy," *Feminist Pedagogy*. **Revise and resubmit.**

Gray, J., **Roa, Sandra C.**, and Bao-Chieu, S. (2026). "With a Desire to Be Seen Otherwise: Changing Faces, Public Recognition, and Collaborative Auto-Methodological Readings of Face Equality." *Societies*. **Under Review.**

"Sociedad Divina: Performance Autoethnography, Ratchetness, and Black Femininity in Tokischa's 'Perra' video" edited collection. **Under Review.**

"Becoming and unbecoming: Latinidad is a Noun and a Verb" **In Progress for submission to *Text and Performance Quarterly*.**

"The Immigration Nation Documentary: An Analysis of U.S. Immigration and Customs Enforcement's Narrative Aesthetics." **In Progress.**

PRACTICE-BASED RESEARCH: VISUAL AND MULTIMEDIA ETHNOGRAPHY PROJECTS

2025 – Latinidad: Framed, disrupted, created – *Live performances* at: USF, Tampa Campus and at the National Communication Association Convention (NCA) Communicate to Elevate, 111th Annual Convention.

2022 – De tu papá – *Short video*. Portrait of an undocumented day laborer navigating distance, economic obligation, and fatherhood. Exhibited In *¡Tus Quince!*, at the Spurlock Museum, University of Illinois at Urbana-Champaign.

2009 – 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.

2009 – People with Disabilities – *Multimedia project*. Collaborative project with a disability rights community in NYC, centering activism, accessibility, and visual politics of representation.

2008 – Los Jornaleros/Day Laborers – *Photo essay*. Visual narrative following immigrant day laborers in New York, foregrounding precarious labor, remittances, and masculinity across borders.

2008 – México Cotidiano/ Mexico Everyday – *Photo essay*. A visual exploration of urban social scapes that many migrants leave behind, complicating dominant migration narratives.

2007 – Music is Life – *Photo essay*. Everyday scenes that show music as a structuring force of sociality, joy, and survival across public and private spaces.

2007 – 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.

2007 – 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.

2005 – The Western Sahara – *Multimedia project*. Everyday life and gendered labor among women in a Sahrawi refugee camp, exploring displacement, sovereignty, and future imaginaries.

SELECTED CONFERENCE PRESENTATIONS

Roa, Sandra C. (2025). *This land is your land: Music, media, and the fabric of social citizenship* in Top Films in the Theatre, Film 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 NCA.

Roa, Sandra C. (2025). *Moving blackness: Discussing black circulation, racism, and relations of homespace*. Panelist in the Latino/Latina Communication Studies Division at NCA.

Roa, Sandra C. (2025). *Weaving stories, building solidarity: Autoethnography as feminist resistance*. Poster presentation at the National Women's Studies Association Conference (NWSA).

Roa, Sandra C. (2025). *Latinidades: Framed, disrupted, created - A performance of self in response to media representations*. 8th Interdisciplinary Symposium on Qualitative Methodologies (SOQM).

Roa, Sandra C. (2025). *The eye/I in video performance*. Interactive workshop at SOQM.

Roa, Sandra C. (2025). *Using feminist perspectives to unpack representations of black femininity in Latin America*, Performance Panel at the Conference on Democratic Violence in Latin America. Tampa, FL.

Jaz Gray, Sophie Bao-Chieu, and **Roa, Sandra C.** (2024). *Uncovered and Unothered: Representations of facial disfigurement, meaning-making, and interpretive impacts*. 74th 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, Latina/o/x Identity and Embodiment: Performance, Testimonios, and the Social Imaginary* panel at NCA.

AWARDS AND HONORS

- 2025 - Top Films, Theatre, Film, and New Multi-Media Division, reviewed selection, NCA
- 2011 - Pictures of the Year International (POYi): Multimedia Issue Reporting, Award of Excellence
- 2010 - Year-long fellowship with video department as a producer, *The New York Times*
- 2008 - National Association of Hispanic Journalists (NAHJ): Broadcaster Recognition and Scholarship

SERVICE TO DISCIPLINE

- Cultivating an online community of creative thinkers, Co-Founder, Arts Against Dehumanization, 2026.
- Board member, The Anti-Authoritarian Resource Network, 2026.
- Vice Chair-Elect, Latina/o Communication Studies Division (Incoming 2026–29).
- Peer reviewer: *Journal of Autoethnography*, NCA Critical Cultural Studies, Latina/o Communication Studies/La Raza, Rhetorical and Communication Theory, Theatre, Film, and New Multi-Media Divisions.
- Associate Editor, Media & Book Reviews, *Feminist Pedagogy*, 2024–2025.
- Planning committee, SOQM Symposium, 2024–25.

PROFESSIONAL EXPERIENCE

2023–25 **Assistant Director of Communications, Florida College Access Network**

- Led strategic statewide initiatives, such as *Talent Strong Florida* and the Dept. of Ed.'s *#DoTheFAFSA* campaign overseeing +\$500,000 in funding.
- Launched the *First-Gen and Fearless* statewide initiative to amplify first-generation resources and students
- Developed and led all communications and marketing activities to enhance stakeholder engagement
- Facilitated network development and training to improve visibility, best practices, and partnerships.

2016–23 **Multimedia News Manager, University of South Florida (USF)**

- Developed strategic communications to elevate USF's national reputation, supporting USF's rise to Preeminent State Research University and Association of American Universities status.
- Supported the Office of the President with all communications (I.e. COVID-19, system consolidation)
- Spearheaded the university's first multimedia news team and digital asset management system

2015–16 **Multimedia Journalist, USF Health Communications Department**

- Crafted strategic content to translate complex health topics into accessible messaging
- Produced video and written stories to showcase interdisciplinary research teams
- Developed and disseminated brand assets and guidelines for all the health college communications teams

2010–18 **Multimedia Producer, Reading the Pictures**

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

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, Association of College and University Educators