

EVIE PSARRAS, PH.D.

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Self-motivated, proactive qualitative media researcher with expertise in digital and traditional media, branding, and audiences. Equipped with 10 years' deep experience spearheading all aspects of qualitative research, from concept to execution of deliverables. Have a proven track record of success in maximizing branding goals, improving audience engagement, and facilitating the strategic positioning of organizations. Equipped with excellent written and verbal communication skills to present and communicate ideas clearly and persuasively at all levels and to multiple audiences. Possess strong organizational, multi-tasking, and time management skills to execute competing priorities while maintaining impeccable attention to detail in a fast-paced, data-driven, deadline-oriented environment.

KEY SKILLS

Content Development	Audience Development	Research & Design	Strong Presentation Skills
Media Relations	Project Management Skills	Journalism	Social Media & Online Strategy
Strategic Planning	Impeccable Interpersonal Skills	Strong Leadership Skills	Excellent Analytical Skills

RESEARCH EXPERIENCE

University of Illinois at Chicago | Chicago, IL August 2014 – January 2020
Associate Media Researcher

- Devised and executed high-quality media research projects; set clear goals, facilitated advanced planning, and communicate status to meet milestones and tight deadlines; conducted extensive research to understand integrated brand strategy of TV networks and talent; resulted in 15 accepted abstracts and papers to top communication conferences
- Managed design, proposal and internal review, methods, data collection, transcription, coding, analysis, writing, presenting, and publishing according to deadlines; achieved 7 publications in top peer-reviewed communication research journals
- Facilitated in-depth research and analysis; administered the participant recruiting process; conducted 100+ in-depth interviews, surveys, focus groups, digital ethnography, textual, visual, and framing analysis; successfully developed several research concepts, including emotional camping and paid-puppeteering to identify strategies for brand identity
- Organized public presentations to share research on audience needs and integrated marketing plans of TV networks, reality stars, influencers, celebrities, and politicians; developed presentation materials, speeches, keynote presentations, talking points, and presentation decks; increased visibility of research in public spheres

PROFESSIONAL EXPERIENCE

Centre for Media and Celebrity Studies | Remote September 2014 – Present
Panel Coordinator & Conference Organizer

- Manage public forums to bridge the gap between scholarly work, media, and the public; organize speaker series via Stream Yard, Instagram Live, and Zoom; interview speakers, moderate discussions, and respond to audience inquiries; achieved recognition in the academic community and built a network of contacts across diverse industries
- Collaborate with subject matter experts, artists, and activists; recruit speakers and assemble topical panels for national and international communication conferences; maximized the number of views, social media and live audience engagement
- Oversee conference scheduling and speaking arrangements for key personnel; book time, rooms, and technical equipment to ensure high-quality talks and completion of a successful event

Loyola University Chicago & Fountainhead Press | Chicago, IL May 2017 – Present
Independent Media Researcher & Consultant

- Planned and executed a research project with Loyola University Chicago; analyzed 765 videos using qualitative methods to determine the brand strategies of Influencers on Cameo, an app based on direct media monetization; developed template to increase follows and facilitate brand partnerships; published study in *New Media & Society* on Sep 3, 2021
- Consult with Fountainhead Press/TopHat on public speaking; selected out of 15 public speaking instructors to coach teachers on how to communicate effectively and created textbook content, participated in cover design, and mediated between regional sales representatives and academic supervisors to align branding; generated revenue for the communication department
- Establish strategic communication plans for target audiences; liaised with customers, stakeholders, and the sales team to understand customer needs and recommend solutions; successfully updated and streamlined the 100-level Public speaking course for instructors at the University of Illinois at Chicago

Common Ground Publishing Journals | Remote December 2017 – Present
Associate Editor

- Direct peer review and copyedit media research published in academic journals; advise researchers on editing, proofreading, restructuring and provide constructive feedback; select research for publishing in upcoming journal volumes; ensured the publication of high-quality content and yielded receipt of 20/20 certificates of completion
- Monitor the fairness, timeliness, thoroughness, and civility of the peer-review editorial process; maintain confidentiality in compliance with editor and journal expectations and ethical standards
- Verify research suitability for publication; critique methods, course of study, ethics, and analysis to align with social sciences standards of research; facilitated the publication of 10 research articles in less than one year

Reality Tea | Remote
Celebrity News Writer

June 2019 – Present

- Leverage journalism experience in developing 100+ news stories per year; perform research and monitor story development, obtaining information from highly-regarded resources; pitch and write stories and sample copy aligned with the brand mission; ensured brand authenticity
- Create blogs that support brand development efforts; create engaging and informative headlines, following house format and write in humorous, opinionated voice
- Monitors media outlets for coverage on incidents, events, and topics of interest to drive traffic to the site; utilize WordPress to produce professional stories that speak to the site's goals of serving accurate and interesting stories

Various Universities | Chicago, IL
Professor of Communication

August 2014 – July 2021

- Utilized leadership skills in managing a group of 15 to 60 graduate and undergraduates in 4 universities, including Loyola University Chicago, DePaul University, Elmhurst University, and University of Illinois at Chicago; set clear learning goals, monitored student progress, and provided feedback on performance; increased student engagement and learning efficiency
- Designed and delivered effective instruction, daily counsel, activities, and practical assessments for courses on 5 subject areas; utilized an experiential approach to pedagogy, simplified complex theories, and maximized learning outcomes for students;
- Streamlined courses for various communication departments; led the strategy, planning, and implementation of a user-friendly interface to transition from in-person to online learning in compliance with COVID restrictions; boosted the quality and efficiency of University of Illinois at Chicago and DePaul University course delivery
- Built strategic communication plans and documentation of best practices for diverse students; devised lectures and learning activities; set work schedule, class expectations, and communication ethics and guidelines; created open, inclusive environments and promoted collaborative teams among students
- Awarded the International Communication Association Student Teaching Award from the University of Illinois at Chicago

International Communication Association | Remote
Social Media Strategist

May 2019 – May 2021

- Facilitated media strategy management of the Popular Media and Culture Division; developed effective content marketing tactics, targeted ad campaigns, and member engagement strategies; boosted following and audience engagement across social media platforms by 687%; achieved Top Influencer Status for #ICA21 at the ICA annual conference
- Drove rebranding efforts to improve the brand's image; devised a business case, determined target audience, organized meetings, crafted compelling briefs, and renamed the division; built a website and used positioning and messaging to execute brand strategy; successfully increased membership, wrote pitch notes, talking points, social media content
- Supported networking events; raised funds for the annual Student and Early Career Advisory Committee reception; networked and connected students and early career scholars with senior scholars; increased the brand's awareness

ADDITIONAL EXPERIENCE

Finkel, Martwick, & Colson, P.C. Chicago, IL <i>Legal Assistant</i>	June 2009 – June 2013
Zig Advertising Chicago, IL <i>Media Relations</i>	March 2009 – June 2009
WGN-TV Chicago, IL <i>Creative Services</i>	December 2008 – March 2009
WXRT-Radio Chicago, IL <i>Social Media & Promotions</i>	June 2007 – June 2008

EDUCATION

University of Illinois at Chicago Chicago, IL Ph.D. New Media & Communication 2014-2020	<i>Additional Research Training</i> Oxford University England Oxford Internet Institute 2017
DePaul University Chicago, IL M.A. Sociology, with Distinction 2011-2013 B.A. Media Studies, Summa Cum Laude 2005-2009	Queensland University of Technology Australia Digital Media Research Center 2017

TECHNICAL SKILLS

Microsoft Office Suite (Word, PowerPoint, Excel), Keynote, Prezi, Zoom, WebEx, WordPress, Trello, SurveyMonkey, G Suite (Sheets, Docs, Slides), NVivo, Self-Serve Social Media Platforms