

Stephanie A. Longo, DSC

COMMUNICATIONS PROFESSOR

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An extremely knowledgeable, dynamic multilingual **Communications Professor** respected for more than 10 years leveraging traditional and alternative delivery methods to provide instruction and mentoring in student-centered environments. Proven track record utilizing applied industry experience and published research to simulate real-life situations that prepare students for the working world. Out-of-the-box thinker committed to driving student achievement, changing lives, and jump-starting careers. Exceptional academic qualifications include a Doctorate of Strategic Communication along with a Master of Arts in Journalism and a Master of Arts in History.

Education

DOCTOR OF STRATEGIC COMMUNICATION (DSC)

Regent University, Virginia Beach, VA
Awards/Honors: Dooner Scholarship

MASTER OF ARTS IN JOURNALISM (MA)

Regent University, Virginia Beach, VA

MASTER OF ARTS IN HISTORY (MA)

University of Scranton, Scranton, PA

BACHELOR OF ARTS IN MODERN LANGUAGES — ITALIAN (BA)

University of Scranton, Scranton, PA

BACHELOR OF ARTS IN MODERN LANGUAGES — FRENCH

University of Scranton, Scranton, PA

Additional Education: Communication, CITI Program (2022); Leadership 2.0 Program, Leadership Lackawanna (2021); Leadership Core Program, Leadership Lackawanna (2019); La Lingua Italiana Nel Mondo Certificate, Università di Napoli Federico II (2019); Women in Entrepreneurship Certificate, Cornell University (2019); Women in Leadership Certificate, Cornell University (2018); Italian Immersion Program, Middlebury College; French Immersion Program, Université Laval

Publications

Longo, S. A. (2024). *Passing the Flame: Place Branding, Destination Marketing, and Ancestral Tourism*. ProQuest Dissertation & Theses.

Longo, S. A. (2024). *Book Review: Provoking the press: [MORE] Magazine and the Crisis of Confidence in American Journalism by Kevin M. Lerner*. *Electronic News*, 0(0). <https://doi.org/10.1177/19312431241239251>

Longo, S. A., & Towers Scott, A. (2023). *Hashtags and heritage: the use of #italianamerican on Instagram*. *Online Media and Global Communication*, 2(4), 569–593. <https://doi.org/10.1515/omgc-2023-0028>

Longo, S. (2023). *eEthnicity: Social media, Italian Americans, and Cultural Identity*. *Proceedings of The World Conference on Social Sciences*, 2(1), 24–44. <https://doi.org/10.33422/worldcss.v2i1.98>

Longo, S. (2018). *Italians of Lackawanna County*. Arcadia.

Longo, S. (2012). *Dunmore*. Arcadia.

Longo, S. (2004). *Italians of Northeastern Pennsylvania*. Arcadia.

Conference Presentations

Passing the Flame: Place Branding, Destination Marketing, and Ancestral Tourism (Poster). Broadcast Education Association Conference. Las Vegas Convention Center, Las Vegas, NV, April 2024.

eEthnicity: Social Media, Italian Americans, and Cultural Identity, World Conference on Social Sciences. Pepperdine University, Los Angeles, CA, August 2023.

Workplace Communication in Remote Based Teams, World Conference on Social Sciences. Pepperdine University, Los Angeles, CA, August 2023.

Hashtags and Heritage: The use of #italianamerican on Instagram, Broadcast Education Association Conference. Las Vegas Convention Center, Las Vegas, NV, April 2023. **This paper received the first-place award for a debut paper in the Multicultural Division at this conference.*

Professional Experience

Adjunct Lecturer

2023-2024

Pennsylvania State University, Scranton, PA

- Plan and teach courses for Penn State's Corporate Communications department, including Risk and Crisis in Corporate Communication (CC 404), Seminar in Corporate Communication (CC 490W), and The Art of Cinema (COMM 150N).
- Support and assist students from various Penn State campuses across Northeastern and Central Pennsylvania, including Penn State Scranton, Wilkes-Barre, Hazleton, Schuylkill, and Shenango.
- Work with department to choose textbooks and supplementary materials to enhance student learning.

Adjunct Instructor and Course Developer

2023-2024

Adelphi University, Garden City, NY

- Create and develop the Business Communications course for Adelphi's Bachelor of Science in Business program as part of their College of Professional and Continuing Studies.
- Work with Wiley University Services to develop a sound online course following current scholarship in remote education.
- Teach the course over the course of several semesters while continuing to monitor any additional course development needs.

Adjunct Instructor

2013-2024

Lackawanna College, Scranton, PA

- Develop and implement engaging lessons for teaching courses on Digital and Social Media, Effective Speaking, Corporate Communications, World History, and American Government for students from diverse backgrounds.
- Support and assist 600+ students in developing their understanding of above topics for both in-class and online instruction.
- Serve as the e-learning content developer in researching to prepare acceptable content for the college's US History to 1865 (HIS 105) and U.S. Presidents (HIS 140) courses.
- Actively participate in cutting-edge academic research, submitting a number of articles for consideration to scholarly publications, including research on cross-cultural communication and communication in remote-based workplaces.

Associate Producer and Chief Administrative Officer

2020-2023

Italian Power Productions, New York, NY

- Prepare and arrange content for The Italian American Podcast and Greetings from Italian America while serving as Active Producer and Chief Administrative Officer, producing an assuring celebration of the heritage of Italian Americans.
- Conduct historical research and coordinate arrangements for guest appearances supporting the development of each episode.
- Manage and mentor a team of five personnel and three interns tasked with building and maintaining the podcast's

official website and forthcoming mobile app.

- Interpret conditions to build and record audio advertisements for the podcast's Spotify platform.
- Supervise the podcast's New Neighborhood group and recruit and organize interns, providing clear and effective instructions to support workplace productivity.
- Build and maintain strong relationships with 15+ vendors to provide future opportunities for growth.

**Director of Marketing and Communications
The Greater Scranton Chamber of Commerce**

2015-2020

- Coordinated and administered tasks for the Chamber and eight of its affiliate organizations' brands in the Greater Scranton community.
- Enhanced brand awareness by attracting media coverage and boosting the online presence 80%.
- Planned, implemented, monitored, and revised fundamental aspects of communication for the Chamber and Affiliates, streamlining the flow of information.
- Conducted results-driven actions, such as designing logos/websites while considering Affiliates' requirements to optimize email marketing performance and increase brand affinity 40%.
- Played a vital role as Editor-in-Chief of the Chamber's monthly magazine, Momentum, and yearly Business and Buyers' Guide, devising innovative strategies and guidelines to maintain the magazine's high-level reputation.
- Supervised the creation of 35+ animations, videos, voice-overs, and entire content/materials related to event marketing, tech, and media relations, promoting exceptional services.
- Produced a video compilation covering the Chamber's 150-year-long history, winning the Silver Award in the American Advertising Awards Competition.
- Organized and recorded all news and data into a comprehensive database and prepared/executed monthly social media outreach strategies with designated agencies.
- Cultivated and developed partnerships with individuals/organizations aligned with the Chamber's mission to promote Chamber initiatives and objectives.

Additional Professional Experience: Editor – Times-Shamrock Communications | Correspondent – Times Leader Scranton Edition/Go Lackawanna | Editor – The Villager | Staff Writer– The Abington Suburban | Staff Writer – The Triboro Banner

Additional Credentials

Tools & Technology: Microsoft Office: Word, Excel, PowerPoint, Outlook; AP Style, MLA Style, APA Style, HTML, Adobe Creative Suite, WordPress, Google Analytics

Languages: English, Italian, French, Neapolitan

Honors & Awards: Second Place, Personal Blog – Pennsylvania Press Club Communications Contest (2023), Honorable Mention, Personal Blog – Pennsylvania Press Club Communications Contest (2023); First Place, Multicultural Division, Debut Paper, Broadcast Education Association (2023); Radio Advertising Bureau Student Scholar (2023); Donna Distinta/Distinguished Woman, Conference of Presidents of Major Italian American Organizations (2022); Honorable Mention, Personal Blog – National Federation of Press Women Communications Contest (2022); First Place, Personal Blog – Pennsylvania Press Club Communications Contest (2022); Second Place, Personal Blog – Pennsylvania Press Club Communications Contest (2022); Honorable Mention, Personal Blog – Pennsylvania Press Club Communications Contest (2022); Citations from the Mayor, Guardia Lombardi (2004, 2022); Citation from the Association of Former Citizens of Guardia Lombardi (2022); Citation from the Guardiesi Si Nasce Historical Association (2021); Honorable Mention, Personal Blog –National Federation of Press Women Communications Contest (2021); First Place, Personal Blog – Pennsylvania Press Club Communications Contest (2021); Second Place, Personal Blog – Pennsylvania Press Club Communications Contest (2021); Gold Medal Award in History Category – The Literary Titan Book Awards for “Italians of Lackawanna County” Book (2019); Gold Medal Award in History Category – The Nonfiction Book Awards for “Italians of Lackawanna County” Book (2019); Silver Award, Branded Video Content – American Advertising Awards (2019); Lackawanna County “Good Works” Citation – Publication of “Italians of Lackawanna County” (2018); Second Place for Headlines (Statewide) – Pennsylvania Women’s Press Association Excellence in Journalism Award (2014); First Place for News Feature Story (Division 5), Second Place for Ongoing News Coverage (Division 5) – Pennsylvania Newspaper Association Keystone Press Award (2012); Third Place for Interviews/Profiles (Statewide), Honorable Mention for In-Depth Story (Statewide), Honorable Mention for General News Story (Statewide) – Pennsylvania Women's Press Association Excellence in Journalism Award (2012); Pennsylvania Newspaper Association Keystone Press Award, First Place for Ongoing News Coverage (Division 5), First Place for Online Special Project (Division 5) (2011); Pennsylvania Newspaper Association Keystone

Press Award, First Place for Online Special Project (Division 8), Honorable Mention for General News (Division 7) (2001); Pennsylvania Women's Press Association Award, Second Place for Online News (Statewide) (2010); Pennsylvania Newspaper Association Keystone Press Award, Second Place for Ongoing News Coverage (Division 8) (2009); National Italian American Foundation Gift of Discovery Program Award Recipient (2002)

Professional Affiliations: Member, Italian American Studies Association; Member, Travel and Tourism Research Association; Member, Broadcast Education Association; Member, International Risk and Crisis Communication Association; Member, National Communication Association; Irpinia Stories, Personal Blog; Host, "The Menu," The Scranton Cultural Center; Facilitator, "On the Same Page," Lackawanna County Library System; Member, National Federation of Press Women; Member, Pennsylvania Press Club; Member, Lackawanna Historical Society; Member, Dunmore Historical Society; Member, Mu Rho, National History Honor Society; Member, Phi Alpha Mu, National Social Science Honor Society; Member, Alpha Mu Gamma, National Foreign Language Honor Society

Speaking Engagements: Casa Italiana Zerilli-Marimò; IDEA Boston Festival; Dante Alighieri Society; Order Sons and Daughters of Italy in America; I AM Books; History of Italian Immigration Museum; Pennsylvania Anthracite Heritage Museum; Lackawanna Historical Society; Forest City Historical Society; Dunmore Historical Society; Carbondale Public Library; Eckley Miners Village

Interests: Writing, Traveling, Graphic Design, Collecting Antique Jewelry, Gardening, Reading, Local History, Playing with Rescued Maremma Abruzzese Sheepdog, Visiting Lighthouses