

# Stephanie Longo, DSCc, MA

COMMUNICATIONS PROFESSOR

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An extremely knowledgeable, dynamic multilingual **Communications Professor** respected for nine 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 the pursuit of a Doctorate of Strategic Communication (Expected: 2024) along with a Master of Arts in Journalism and a Master of Arts in History.

## Career Highlights:

- ★ Known for a strong higher education background with success teaching courses on digital and social media, effective speaking, corporate communications, world history, and American government, offering in-class and online instruction for 600+ students at Lackawanna College, Penn State University, and Adelphi University.
- ★ Received first place award in Multicultural Division for a debut paper at the 2023 Broadcast Education Association conference in Las Vegas, Nevada. Was also named a Radio Advertising Bureau Student Scholar for the same conference.
- ★ Received multiple Pennsylvania Press Club and National Federation of Press Women awards for the self-published blog "Irpinia Stories."
- ★ Published three historical books with the receipt of the Gold Award in both the Nonfiction Book Awards and the Literary Titan Book Awards.

## Competencies that Deliver Value

- Student Mentoring/Advising
- Hybrid/Online Teaching
- Student Achievement
- Performance Evaluations
- Corporate Communications
- Curriculum Design
- Industry Research
- Relationship Building
- Higher Education Instruction
- Program Development
- Technology Integration
- Content Development

## Professional Experience

### Pennsylvania State University

2023 – Present

#### ADJUNCT LECTURER, Scranton, PA

- Plan and teach online courses for Penn State's Corporate Communications department, including Risk and Crisis in Corporate Communication (CC 404) and Seminar in Corporate Communication (CC 490W).
- 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.

### Adelphi University

2023 – Present

#### ADJUNCT INSTRUCTOR/COURSE DEVELOPER, 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 for the Spring 2024 semester following completion of development in late 2023.

### Lackawanna College

2013 – Present

#### ADJUNCT INSTRUCTOR, 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.

**Capodaria Media****2004 – Present****FREELANCE WRITING, EDITING, TRANSLATION, & INTERPRETATION SPECIALIST, Scranton, PA**

- Review, proofread, and edit entire scripts and books involving fictional and non-fictional literature to mitigate all grammatical and spelling errors/inconsistencies.
- Coordinate with Lumina Datamatics to alter/amend multiple Italian textbooks for college use.
- Compose various press releases and biographies for noteworthy area musicians.
- Draft articles in prestigious magazines targeted at audiences and readers of varying age groups, including PRIMO, Celebrate Life, and Pennsylvania magazines.
- Provide exceptional article writing and blogging services for significant clientele, such as the Small Business Development Center of the University of Scranton and Lorenzoni Dual Citizenship Services.
- Offer high-quality interpretation services for written correspondence in English from French and Italian pertaining to various court testimonies about unlawful death, worker's compensation, and medical malpractice lawsuits.
- Translate and interpret numerous legal documentations to aid in court proceedings and formulate/deliver press releases and official letters in target languages.
- Complete and deliver interpretation assignments in compliance with set standards and timeframes to improve workflow capability.
- Perform reverse translations and engage in legal proceedings and conferences to provide pertinent client-focused service.

**Italian Power Productions, LLC****2020 – 2023****PRODUCER & CHIEF ADMINISTRATIVE OFFICER, 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 attractive 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.

**The National Columbus Education Foundation****2020 – 2022****CHIEF MARKETING DIRECTOR, New York, NY**

- Acted as a liaison with organizational leadership to organize/conduct approved events and programs according to official directives, including weekly board meetings.
- Offered expert support in conducting and distributing extensive research, studies, and analysis about Christopher Columbus.
- Coordinated with regional and national media to conduct results-driven planning on coverage of Foundation activities to the public, promoting brand awareness.
- Recruited and oversaw Foundation interns responsible for assisting Foundation employees with tasks.
- Created the Foundation's official website and prepared content in accordance with guidelines, resulting in 100% management satisfaction.

- Remained knowledgeable on all aspects of the organization, including Christopher Columbus's history, current events, communications, media mentions, and publications, to accurately articulate the Foundation's mission and programs.

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### **The Greater Scranton Chamber of Commerce**

**2015 – 2020**

#### **DIRECTOR OF MARKETING & COMMUNICATIONS**, Scranton, PA

- 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.

#### **Previous Roles:**

**EDITOR – Times-Shamrock Communications | CORRESPONDENT – Times Leader Scranton Edition/Go Lackawanna | EDITOR – The Villager | STAFF WRITER – The Triboro Banner | CONTRIBUTOR – CampaniaSuWeb**

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### **Projects**

**Italian American Podcast: App Development | 2021-2023**

**National Columbus Education Foundation: Website redesign | 2021**

**Greater Scranton Chamber of Commerce: Involved in creating 150th-anniversary videos (both creative and historical), rebranding the organization and its affiliates, and revamping website.**

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### **Academic Conferences**

**"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.

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### **Education**

**Regent University, Virginia Beach, VA, Expected 2024**

**DOCTOR OF STRATEGIC COMMUNICATION (CANDIDATE); GPA: 3.9**

- Awards/Honors: Dooner Scholarship

**Regent University, Virginia Beach, VA**

**MASTER OF ARTS IN JOURNALISM**

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**University of Scranton, Scranton, PA**  
**MASTER OF ARTS IN HISTORY**

**University of Scranton, Scranton, PA**  
**BACHELOR OF ARTS IN MODERN LANGUAGES — ITALIAN**

**University of Scranton, Scranton, PA**  
**BACHELOR OF ARTS IN MODERN LANGUAGES — FRENCH**

**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); Google Analytics Certificate, Google Analytics Academy (2019); Women in Entrepreneurship Certificate, Cornell University (2019); Women in Leadership Certificate, Cornell University (2018); Training Diploma in Blogging/Content Marketing (with Distinction) & Social Media Marketing (with Distinction), UpSkillist (2016); Italian Immersion Program, Middlebury College; French Immersion Program, Université Laval

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### Additional Credentials

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**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

**Publications:** Italians of Lackawanna County. Charleston: Arcadia Publishing, 2018  
Dunmore. Charleston: Arcadia Publishing, 2012  
Italians of Northeastern Pennsylvania. Charleston: Arcadia Publishing, 2004

**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, Broadcast Education Association; Member, National Communication Association; National Co-Chair, Conference of Presidents of Major Italian American Organizations Reconnecting with Youth; 2019 Core Program Participant & 2020 Leadership 2.0 Program Participant, Leadership Lackawanna; Irpinia Stories, Personal Blog; Host, "The Menu," The Scranton Cultural Center; Facilitator, "On the Same Page," Lackawanna County Library System; Majority Inspector of Elections, Ward 3, District 2, Borough of Dunmore; Member; National Italian American Foundation; Member, Italian Sons & Daughters of America; Member, Italian American Writers Association; Member, Italian American Studies Association; Member, Conference of Presidents of Major Italian American Organizations; 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:**

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