

# Lauren Kriss Curriculum Vitae

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## EDUCATION

M.A. Communication Admitted: Fall 2019  
College of Liberal Arts and Sciences  
University of Illinois at Urbana-Champaign  
▪ Health communication focus

B.A. Public Relations Graduated: May 2019  
College of Media & Communication, Honors College  
Texas Tech University, Lubbock, TX  
▪ Minor in political science  
▪ Graduated *Summa Cum Laude* (Highest Honors)

Texas Tech University Faculty Led Study Abroad Program Summer 2018  
Honors College in Paris and Milan  
Studied with Associate Dean Aliza Wong Ph.D., Daniel Nathan Ph.D.  
▪ Studied French architecture, art, and Italian history  
▪ Completed Honors College "Summit" course

## HONORS AND AWARDS

Teaching Assistantship 2019-2021  
University of Illinois at Urbana-Champaign, Department of Communication  
▪ 50% teaching assistantship (teaching two sections of a course each semester)

Elizabeth Winter Young Academic Year Fellowship 2019-2021  
University of Illinois at Urbana-Champaign, Department of Communication  
▪ Recruitment fellowship for M.A. program

Honors Student of the Year 2019  
Texas Tech University Honors College  
▪ Recognized for outstanding service to the Honors College for work done in the First-Year Experience program

Undergraduate Research Scholar 2016-2019  
Texas Tech University Honors College  
▪ Received competitive funding for research from the Honors College  
▪ Renewed funding annually

- Student Academic Citizenship Award 2018  
Texas Tech University Parents Association
- Nominated by the College of Media & Communication
  - Recognized for research and campus involvement

### CONFERENCE PRESENTATIONS

Kriss, L., & Callison, C., (2019, May) *"Moving Beyond the Greek vs. Non-Greek Dichotomy: Understanding How Involvement in Campus Organizations Influences Alcohol Use in Traditional Undergraduate Students"* presented at Texas Tech University Honors College Thesis Day, Lubbock, TX.

Kriss, L., & King, A.J. (2017, March) *"Media Representations of Disability on TV: Differences in Valence of Portrayals on Attitudes and Concern"* presented at the Texas Tech University Undergraduate Research Conference, Lubbock, TX.

### CURRENT PROJECTS

Quick, B. L., Kriss, L., Sherlock-Jones, M., & Jang, M. (2019). Re-examining Grey's Anatomy and Organ Donation: A Systematic Content Analysis.

### RESEARCH EXPERIENCE

Research Assistant to Brian L. Quick, Ph.D. 2019-Present

- Managing ongoing content analysis
- Training undergraduate coders

Client Project for Campus Wellbeing Services, Illinois Human Resources Fall 2019  
Part of CMN 464 "Health Campaigns" curriculum

- Pilot survey of student behavioral, normative and control beliefs regarding a campus-sponsored nicotine cessation course
- Developed and pre-tested key messages
- Project members: Cabral A. Bigman, Ph.D., Lauren Kriss, Abbey Schneider, M.S., Shana Makos, M.A., Kirsten Pool, Jennifer Zhang

Honors Undergraduate Thesis Program 2018-2019  
Advised by Coy Callison, Ph.D.

- Designed and analyzed a survey of 880 undergraduate students
- Wrote a literature review
- Completed undergraduate thesis

Texas Tech Bullet Ad Team/ National Student Advertising Competition 2018-2019  
Research Director, Awarded "Most Valuable Player"

- Placed 3<sup>rd</sup> in NSAC District 10, Division II competition
- Awarded "Best Media Plan" in District 10, Division II competition
- Designed a national campaign for American Advertising Federation client Weinerschnitzel to compete against other universities
- Provided campaign design insights through environmental scanning, threat analysis and conducting primary consumer and product research

Visual Information & Messaging Lab 2015-2018  
Research Assistant to Andy J. King, Ph.D.

- Assisted on a literature review of visual persuasion
- Designed multiple research projects
- Utilized eye-tracking technology and survey applications

## TEACHING

### University of Illinois Urbana-Champaign (2019-Present)

CMN 101 "Public Speaking" (2 sections) Fall 2019  
CMN 102 "Introduction to Communication" (4 discussion sections) Spring 2020

### Texas Tech University (2015-2019)

Tutor Spring 2019  
TECHniques Center, Student Disability Services, Texas Tech University

- Assisted students with learning disabilities in upper-level coursework in communication-related disciplines
- Earned College Reading and Learning Association (CRLA) certification
- Evaluated as a "Strong Performer" in performance review based on student and academic counselor feedback and job duty completion

Honors First-Year Experience Teaching Assistant 2015-2018  
Honors College, Texas Tech University

- Instructed an Honors Learning Community Group, an undergraduate course averaging 15 students every fall, covering campus life and academic success strategies
- Developed presentations, learning activities, and outside class events
- Mentored three cohorts of Honors College first-year students

## UNIVERSITY SERVICE

Student Assistant Summer 2019  
Office of the President, Texas Tech University

- Supported the office of the Chief Compliance and Security Officer, Ronald G. Phillips, JD (travel, financial statements, scheduling)

- Assisted with administration of the TTU Government & Public Service Internship program (intern spotlights, financial records)

CoMC Dean's Student Ambassador 2016-2019

College of Media & Communication, Texas Tech University

- Analyzed and discussed concerns and future objectives of the College of Media & Communication on behalf of students
- Recruited and retained prospective and current College of Media & Communication undergraduates
- Contributed to CoMC retention rate (ranked 2<sup>nd</sup> on campus)

Lead First-Year Experience Mentor 2017-2018

Honors College, Texas Tech University

- Hired and trained mentor team of 60 students
- Formed Honors College first-year curriculum
- Contributed to Honors College retention rate (ranked 1<sup>st</sup> on campus)

## PROFESSIONAL EXPERIENCE

Copywriter 2018-2019

Man Bundle Box

- Create content marketing strategy
- Manage search engine optimization across website and blog
- Creating and editing website content

Account Manager Spring 2019

Public Relations Campaigns- *Capstone and Service-Learning Course*

- Designed a strategic campaign for Children's Miracle Network at University Medical Center in Lubbock, TX.
- Identified obstacles for fundraising using an original interview-study design of targeted potential donors
- Managed a team of four to execute a full campaign plan in one semester
- Was chosen as "Best Campaign Plan" by UMC Foundation staff (client)

Copywriting Intern 2018

GriffinWink Advertising and Warehouse75 Digital, Lubbock, TX

- Managed multiple client blogs
- Wrote search optimized copy for clients
- Developed inbound marketing strategy for clients

TTU Government & Public Service Internship Summer 2017

U.S. House of Representatives, Washington, D.C.

- Communicated with constituents about policy issues
- Assisted staff with constituent services

Marketing Associate 2016-2017  
RE/MAX 1, Cedar Park, TX

- Developed marketing content for brokerage and agents
- Optimized websites for brokerage and agents
- Recruited agents to brokerage

### **COMMUNITY SERVICE**

House Corps., Chi Omega Fraternity, University of Illinois Urbana-Champaign 2019-Present

- Vote on decisions regarding house management
- Volunteer at house events

Kappa Zeta chapter of the Chi Omega Fraternity 2015-2019  
Active Member

- Contributed to philanthropy benefitting Make-A-Wish North Texas
- Served at the Make-A-Wish Gala yearly

Foundation Ambassador (2015-2016)

- Managed the scholarship application process for sorority
- Served on scholarship award committee

Rotaract 2017-2018  
International Community Service Chair  
Coordinated profit-shares with local restaurants to fundraise for projects affiliated with Rotary International