

JENNIFER ROTH MILLER, PH.D. CANDIDATE, A.B.D.

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(407) 927-6899

PROFESSIONAL PROFILE

- Expert communication professional with a diverse background of 15 years of academic, corporate, entrepreneurial, non-profit, community, health, and clinical experience
- Accomplished in speech, written, textual, and digital communication and the teaching of these skills employing proven and evolving modalities

EDUCATION

Doctor of Philosophy, Texts and Technology, Candidate, A.B.D.
University of Central Florida, Orlando, FL

Anticipated 2018

- Texts and Technology

Texts and Technology is an interdisciplinary field comprised of communication-oriented topics including technical, professional, and visual communication, rhetoric and composition, and digital humanities. Great emphasis is placed upon the convergence of new media, technology, participatory culture, and the opportunities for shifts in power relations among technology consumers.

- Dissertation

#TheFaceOffChallenge: Employing Internet Memes as a Genre for Digital Citizenship
More information available at: www.FaceOffChallenge.org

- Committee

Stephanie Vie, Ph.D., Committee Chair; J. Blake Scott, Ph.D.; Madelyn Flammia, Ph.D.;
Kirk St.Amant, Ph.D., Outside Reader

Master of Arts, Corporate Communication and Technology

2002

Rollins College, Winter Park, FL

- Global Corporate Practicum/Thesis Option, Silicon Valley, CA

2002

Academic presentations and case studies on corporate communication and technology at Cisco Systems, Intel, McAfee, and Sun Microsystems (Oracle)

Bachelor of Science, Communication Sciences and Disorders

2000

University of Central Florida, Orlando, FL

- Speech-Language and Communication Clinical Practicum

ACADEMIC POSITIONS

Graduate Research Associate

2015 – present

University of Central Florida, Orlando, FL

- Assisted with Council for Programs in Technical and Scientific Communication (CPTSC) grant-funded research study on social media use in technical and professional communication programs
- Devised multiple methodology frameworks for coding and analyzing social media engagement
- Coded and analyzed qualitative interviews on social media use in Atlas.ti software
- Authored literature reviews and journal article sections
- Participated as a guest lecturer and teaching assistant in university courses and workshops
- Assisted Director of the Department of Writing and Rhetoric in administrative duties

Graduate Teaching Assistant and Writing Consultant

2014 – 2016

University of Central Florida, Orlando, FL

- Tutored traditional and multilingual students across disciplines at the writing center
- Fostered scaffolded learning across time through recurring sessions
- Completed writing center scholarship and research on genre awareness, translanguaging, and writing center and Writing Across the Curriculum collaboration
- Completed a consultant-based investigation report and recommendations for writing center and Writing Across the Curriculum collaboration across campus

Assistant Director Advancement/Alumni Affairs

2003 – 2006

University of Central Florida, Orlando, FL

- Performed major gift and annual fund fundraising activities, largest gift secured resulted in a \$1.2 million endowed chair
- Facilitated partnerships between the community, alumni, students, and college
- Formulated copy for collateral, Web sites, and news publications
- Executed events focused on stewardship, partnerships, constituent relations, continuing education, and fundraising
- Piloted the East Orlando Vision Series in collaboration with the East Orlando Chamber of Commerce
- Attended Council for the Support and Advancement of Education conferences

Student Speech-Language and Communication Clinician

2000

University of Central Florida Communication Sciences and Disorders Clinic, Orlando, FL

- Evaluated communication, literacy, and language development skills of clients
- Analyzed results and developed lesson plans for therapy sessions
- Administered speech-language and communication therapy

RESEARCH AND PUBLICATIONS

Peer-Reviewed Book Review

- **Miller, J. R.** (2016). Polyvocal digital discourse: A review of Shifman's *Memes in Digital Culture*. *Enculturation: A Journal of Rhetoric, Writing, and Culture*. Retrieved from: <http://enculturation.net/memes-in-digital-culture> In print.

Peer-Reviewed Journal Article and Book Chapters

- **Miller, J. R.** (2016). Multiliteracies for inclusive technology: A case study on location-based services and domestic violence survivors. *Xchanges*, Graduate-student Issue, 12(1). Retrieved from: <http://www.xchanges.org/multiliteracies-for-inclusive-technologies-a-1?page=1> In print.
- Walls, D., Dieterle, B., & **Miller, J. R.** (2017). Safely social: User-centered design and difference feminism. In K. Blair, & L. Nicholson (Eds.), *Composing feminist interventions: Activism, engagement, and praxis*. Accepted, to be published in print.
- **Miller, J.R.**, & Vie, S. (2017). Ribbon Cutting. In HASTAC Humanities, Arts, Science, and Technology Alliance and Collaboratory (Ed.), *Buzzademia*. Retrieved from www.ribboncutting.org. Accepted, to be published online.
- DeArmas, N., **Miller, J. R.**, Givoglu, W., Moran, D., & Vie, S. (2017). Understanding participatory culture through the Orlando Pulse tragedy: Hashtags, awareness ribbons, arts engagement, and activism. In A. Ross, & D. Rivers (Eds.), *Participatory Digital Cultures and Contemporary Discourses of (De)Legitimatization*. Accepted, to be published in print.

Peer-Reviewed Presentations

National

- “Awareness Ribbons as Memetic Texts: Philanthropy, Cause-Based Marketing, and Corporate Social Responsibility”
2016 Popular Culture Association Conference
Seattle, WA
March 22-25, 2016
- “Contextual Design of a Mobile App to Increase Social Justice for Survivors of Domestic Violence”
2014 Computers and Writing Conference
Washington State University, Pullman, WA
June 5-8, 2014

Regional

- “The Holocaust Memorial Resource and Education Center of Florida
Lester Morris Collection Digital Archive: Creative Use of Raw Computer Code and
Social Media to Increase Patron Engagement”
2016 UCF Public Administration Research Conference April 9, 2016
University of Central Florida, Orlando, FL
- “The Postmodern Awareness Ribbon: A Symbolic Text Preserving Socially Constructed
Narratives of Causes”
UCF Texts and Technology Research Showcase November 6, 2015
University of Central Florida, Orlando, FL
- “The Postmodern Awareness Ribbon: A Symbolic Text Preserving Socially Constructed
Narratives of Causes”
2015 Florida College English Association Conference October 7-10, 2015
St. Petersburg, FL

Peer-Reviewed Poster Presentations**Regional**

- “Awareness Ribbons As Memes: A Genre for Polyvocal Philanthropic Discourse”
UCF Board of Trustees Meeting May 31, 2016
University of Central Florida, Orlando, FL
- “Awareness Ribbons As Memes: A Genre for Polyvocal Philanthropic Discourse”
Statewide Graduate Research Symposium April 22, 2016
University of Florida, Gainesville, FL
- “Awareness Ribbons As Memes: A Genre for Polyvocal Philanthropic Discourse”
UCF Graduate Research Forum April 5, 2016
University of Central Florida, Orlando, FL
First Place Doctoral Award

TEACHING

- Teaching Assistant**, Technical Communication 2017
ENC4215 – Technical Publication and Project Management
University of Central Florida, Orlando, FL
- Guest Lecturer**, Community Through Technology 2016
ENG6947 – Internship in Texts and Technology
University of Central Florida, Orlando, FL

<i>Online Curriculum Development</i>	2016
PUR3100 – Writing for Public Relations University of Central Florida, Orlando, FL	
<i>Instructor</i> , Digital Activism Workshop	2016
Second Annual Writing and Rhetoric Symposium, #ucfdigitalactivism University of Central Florida, Orlando, FL	
<i>Instructor</i> , Professional Writing and Corporate Communication Curriculum and Workshop Series	2015
McCoy Federal Credit Union, Orlando, FL	
<i>Tutor and Writing Consultant</i> , University Writing Center	2014 – 2016
University of Central Florida, Orlando, FL	
<i>Service Learning Instructor</i> , Community Practicum	2003 – 2006
College of Health and Public Affairs University of Central Florida, Orlando, FL	

NON-ACADEMIC POSITIONS

Corporate Communication Consultant 2006 – present
Orlando, FL

- Authored 30+ published cover stories, special features, and articles for:
Florida MD Magazine, Florida Hospital, Orlando Health, Nemours Children’s Hospital, MD Anderson Cancer Center, Winnie Palmer Hospital for Women and Babies, Osceola Regional Medical Center, Health First, Halifax Health, Orlando Orthopaedic Center, Jewett Orthopaedic Clinic, Rosen Hotels, Clevens Center for Facial Cosmetic Surgery, Eye Physicians of Central Florida, University Diagnostic Institute, and more
- Ghost-wrote three published books for various national clients in partnership with Gravitational Marketing, one of which achieved best-seller status on Amazon
- Established a base of 10,000+ Twitter followers and 1,000+ Facebook fans/likes
- Listing of article and book titles available in Appendix 1

Special Event Manager 2000 – 2003
American Cancer Society, Orlando, FL

- Raised approximately \$400,000 annually through grassroots efforts and sponsorships
- Organized major special events on a limited budget
- Recruited and trained volunteers
- Delivered oral community outreach presentations
- Wrote speeches for government officials and other high-level community leaders

SERVICE POSITIONS

Florida Hospital East Orlando, Orlando, FL 2015 – present
Community Advisory Council Member

- Co-developed business and marketing initiatives
- Co-created #discoverFHEO social media campaign
- Participated in strategic community relations activities

Holocaust Memorial Resource and Education Center of Florida, Orlando, FL 2015
Intern

- Developed the Lester Morris Collection Digital Archive
- Digitized museum artifacts
- Coded digital archive Web site
- Wrote copy for Web site
- Developed participatory element via social media integration
- View project at: <http://tandtprojects.cah.ucf.edu/~jeroth/holocaustexhibit/>

Central Florida Foundation, Orlando, FL 2015
Volunteer

- Researched, interviewed, and matched non-profit organizations with funding
- Presented grant recommendations to board
- Secured funding for Holocaust Memorial Resource and Education Center Web site

Harbor House, SafeHouse, Help Now, and UCF Victim Services, Orlando, FL 2014 – present
Volunteer

- Researched smartphone and geolocation services' impact on domestic violence
- Conceptualized a mobile app to help survivors of domestic abuse maintain safety
- Created and led a participatory task force of domestic violence leaders
- Approached various technology firms to develop smartphone app

PROFESSIONAL DEVELOPMENT

Women's Business Mastermind Group 2016 – present
East Orlando Chamber of Commerce/Florida Hospital, Orlando, FL

- Women executives meet monthly to develop each other professionally and personally

Capitol Connection 2005
East Orlando Chamber of Commerce, Tallahassee, FL

- Traveled to Tallahassee to learn about state government and influence legislators

Leadership Orlando Class 61 2004
Orlando Chamber of Commerce, Orlando, FL

- Completed an extensive renowned local leadership program

UCF Lead Scholar 1996 – 1998
University of Central Florida, Orlando, FL

- Participated in a prestigious two-year college leadership development program

SCHOLARLY AND PROFESSIONAL AFFILIATIONS

Humanities, Arts, Science, and Technology Alliance and Collaboratory 2016 – present
HASTAC Scholar

UCF Women's and Gender Studies 2015 – present
Junior affiliate

Popular Culture Association 2015 – present
Member

Florida College English Association 2015 – present
Member

Association of Fundraising Professionals, UCF Chapter 2015 – present
Member

UCF Texts and Technology Graduate Student Organization 2014 – present
Vice president, social coordinator, founding officer

Rollins College Alumni Association 2002 – present
Alumna

UCF Alumni Association 2000 – present
Alumna

NON-ACADEMIC PUBLICATIONS – APPENDIX 1

Ghostwritten Books

- Reiner, R., Schmidt, N., & Zelig, J. (2012). *The fearless smile: Overcoming dental phobia*. New York, NY: CreateSpace.
- Bauer, J., Miller, T., & Vee, J. (2008). *Gravitational marketing: The science of attracting customers*. New York, NY: John Wiley and Sons.
-Achieved status as an Amazon Best Seller
- Lagstein, M. (2006). *Brace yourself for success*. Orlando, FL: Scend, LLC.

Articles

- **Miller, J. R.** (2014, June). Board-certified allergists and immunologists at Allergy & Asthma Associates of Central Florida improve quality of life for their patients. *Florida MD Magazine*, 4-7.
- **Miller, J. R.** (2014, May). A new era in women's health care ushered in by opening of Florida Hospital for Women in 2015. *Florida MD Magazine*, 4-7.
- **Miller, J. R.** (2014, April). The Digestive and Liver Center of Florida prepares to celebrate 10 years of excellence in gastroenterology. *Florida MD Magazine*, 4-7.
- **Miller, J. R.** (2011, November). Andrology: Quite a concept(ion). *Florida MD Magazine*, 4-6.
- **Miller, J. R.** (2011, November). The federal mandate - ARRA, HITEC and meaningful use: A case study at Halifax Health in Volusia County. *Florida MD Magazine*, 14-16.
- **Miller, J. R.** (2011, October). Halifax Health Center for Oncology: Tradition, talent, technology. *Florida MD Magazine*, 4-8.
- **Miller, J. R.** (2011, August). Nemours Children's Hospital opening in Fall of 2012 in Orlando. *Florida MD Magazine*, 4-7.
- **Miller, J. R.** (2011, July). Clermont Radiology Medical Imaging Center offers advanced diagnostic services to accurately, efficiently and compassionately diagnose Central Florida patients, aiding referring physicians in saving lives. *Florida MD Magazine*, 4-6.
- **Miller, J. R.** (2011, June). Erica Mailler-Savage, M.D., mohs micrographic surgeon at Comprehensive Dermatology and Dermatologic Surgery, welcomes referrals, helping to preserve the skin of Floridians and cure skin cancers. *Florida MD Magazine*, 4-6.

- **Miller, J. R.** (2011, May). Winnie Palmer Hospital For Women & Babies celebrates five years of extraordinary care. *Florida MD Magazine*, 4-7.
- **Miller, J. R.** (2011, April). Health First expands with the opening of Viera Hospital to better serve Brevard County patients. *Florida MD Magazine*, 4-8.
- **Miller, J. R.** (2011, April). The Pediatric Center at Orlando Orthopaedic Center helps young patients live life to the fullest. *Florida MD Magazine*, 16-17.
- **Miller, J. R.** (2011, March). Jewett Orthopaedic Clinic celebrates seventy-five years of innovation. *Florida MD Magazine*, 4-8.
- **Miller, J. R.** (2011, March). The value of proper and efficient imaging to accurately diagnose and avoid repeat tests. *Florida MD Magazine*, 22.
- **Miller, J. R.** (2011, February). Central Florida Cardiac & Vascular Institute at Osceola Regional Medical Center: Recent advancements further position Central Florida Cardiac & Vascular Institute at Osceola Regional Medical Center as a leading source for cardiovascular care in Central Florida. *Florida MD Magazine*, 4-8.
- **Miller, J. R.** (2011, February). Orthopaedic spine surgeon versus neurosurgeon referral for spine surgery. *Florida MD Magazine*, 18-19.
- **Miller, J. R.** (2011, January). A clear vision for adult and pediatric eye care: Eye Physicians of Central Florida opens new Maitland office with on-site optical and surgery center. *Florida MD Magazine*, 4-6.
- **Miller, J. R.** (2011, January). Surgeons at Orlando Orthopaedic Center's Joint Center utilize innovative nerve blocks to ease pain and impact from knee replacement surgeries and expedite recovery. *Florida MD Magazine*, 12.
- **Miller, J. R.** (2010, December). Radiologist-owned and managed University Diagnostic Institute strives to offer more personal radiology services now with three Central Florida locations. *Florida MD Magazine*, 4-6.
- **Miller, J. R.** (2010, December). Orlando Orthopaedic Center adds Bradd G. Burkhart, M.D. to the sports medicine team enhancing the center's service to Central Florida athletes. *Florida MD Magazine*, 14-15.
- **Miller, J. R.** (2010, November). Clevens Center for Facial Cosmetic Surgery presents the new face of facial plastic surgery. *Florida MD Magazine*, 4-8.
- **Miller, J. R.** (2010, November). Shoulder specialists at Orlando Orthopaedic Center help patients regain mobility and eliminate pain. *Florida MD Magazine*, 14-15.

- **Miller, J. R.** (2010, October). Highly rated Florida Hospital Memorial Medical Center's new cancer institute facilities unite east coast region of Central Florida cancer specialists in fight against cancer. *Florida MD Magazine*, 4-6.
- **Miller, J. R.** (2010, October). Orlando Orthopaedics podiatrists, Joseph D. Funk, D.P.M. and Daniel L. Wiernik, D.P.M, discuss modern athletic shoes' claims to tone muscles, improve posture and help customers lose weight. *Florida MD Magazine*, 16.
- **Miller, J. R.** (2010, September). Neurosurgeons, Robert Martin, M.D. and D. Mark Murphy, M.D, partnered with Florida Hospital Memorial Medical Center offer patients in Volusia County top-notch services performed in new facilities with technologically advanced equipment. *Florida MD Magazine*, 4-6.
- **Miller, J. R.** (2010, August). The Liver Center at M. D. Anderson Cancer Center Orlando provides hope for those facing liver cancer. *Florida MD Magazine*, 4-6.
- **Miller, J. R.** (2010, July). The Spine Center at Altamonte offers patients non-invasive to minimally invasive treatments to alleviate back pain at one-stop state-of-the-art facility at Florida Hospital Altamonte campus. *Florida MD Magazine*, 4-6.
- **Miller, J. R.** (2010, July). Florida "pill mill" crisis questions and answers with Orlando Orthopaedic Center anesthesiologist and pain medicine specialist, Daniel M. Frohwein, M.D. *Florida MD Magazine*, 17-18.
- **Miller, J. R.** (2010, June). Walt Disney Pavilion at Florida Hospital for Children creates the future in pediatric care with new leading-edge, technologically-advanced facilities, specialty care and innovative family-centered culture. *Florida MD Magazine*, 4-8.
- **Miller, J. R.** (2010, June). Orthopaedic oncologist at Orlando Orthopaedic Center employs high-tech treatments and prosthetics to preserve bone and mobility in patients facing amputation. *Florida MD Magazine*, 19.
- **Miller, J. R.** (2010, May). Revolutionary private health care program reduces costs for families and businesses while allowing doctors to focus on care and compassion. *Florida MD Magazine*, 15-18.
- **Miller, J. R.** (2010, May). Now Dupuytren's contracture patients can achieve same-day relief with breakthrough minimally invasive treatment. *Florida MD Magazine*, 19.