

**JENNIFER ROTH MILLER, PH.D.**  
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**PROFESSIONAL PROFILE**

- Expert communication professional with a diverse background of 15 years of corporate, academic, entrepreneurial, non-profit, community, health, and clinical experience
- Accomplished in speech, text, visual, and digital communication employing proven and evolving modalities

**EDUCATION**

***Doctor of Philosophy, Texts and Technology*** 2018  
*Rhetoric and Composition and Digital Humanities Tracks*  
University of Central Florida, Orlando, FL

- Texts and Technology Overview

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: *Digital Citizenship Tools for Cause-Based Campaigns: A Broadened Spectrum of Social Media Engagement and Participation-Scale Methodology*

\*This dissertation was awarded the UCF Doctoral Research Support Award.

- Committee: Stephanie Vie, Ph.D., 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

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 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 a methodology framework 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 and book chapter sections
- Copy-edited a published scholarly book (edited collection)
- Participated as a guest lecturer in university courses and workshops
- Performed various administrative duties such as faculty review and award analysis

### *Graduate Teaching Assistant and Writing Consultant*

2014 – 2016

University of Central Florida, Orlando, FL

- Tutored diverse students across disciplines at the UCF 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

### *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 on annual giving and alumni relations

### *Student Speech-Language and Communication Clinician*

2000

UCF Communication Sciences and Disorders Clinic

University of Central Florida, 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

### *Peer-Reviewed Journal Articles, Book Chapters, and Web-texts*

- DeArmas, N., **Miller, J.R.**, Givoglu, W., Moran, D.T., & Vie, S. (2018). Understanding participatory culture through hashtag activism after the Orlando Pulse tragedy. In D. Rivers, & A. Ross, (Eds.), *Discourses of (De)legitimization: Participatory Culture in Digital Contexts*. Accepted, to be published in print by Routledge.
- **Miller, J. R.**, Dieterle, B., deWinter, J., & Vie, S. (2018). Social media in professional, technical, and scientific communication programs: The state of the field. To be published in *Programmatic Perspectives* as required by a grant from the Council for Programs in Technical and Scientific Communication (CPTSC).
- **Miller, J. R.** & Vie, S. (2018). Ribbon cutting: A game for breast cancer awareness. In A. Cong-Huyen, K. B. Knight, M. C. Marino (Eds.), *BuzzAdemia: Scholarship in the Internet Vernacular*. Accepted, to be published as a web-text online by HASTAC.
- Walls, D., Dieterle, B., & **Miller, J. R.** (2018). 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 by WAC Clearinghouse.
- Vie, S. & **Miller, J. R.** (2018). Gotta watch ‘em all: Privacy, social gameplay, and writing in augmented reality games. In E. Beck & L. Hutchinson (Eds.) *Writing in a Digital Age*. Accepted, to be published by Computers & Composition Digital Press.
- **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.

### *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 Edited Collection, Copy-Editing*

- Walls, D. & Vie, S. (2017). *Social Writing/Social Media: Publics, Presentations, and Pedagogies*. Boulder, CO: University Press of Colorado. Retrieved from <https://wac.colostate.edu/books/perspectives/social/>

*Peer-Reviewed Presentations**National*

- “Social Media Composing for Digital Citizenship”  
2018 Computers and Writing Conference  
George Mason University, Fairfax, VA  
\*Served as panel chair  
May 24-27, 2018
- “Ribbon Cutting and #TheFaceOffChallenge: Employing Internet Memes for Digital Citizenship”  
2018 HASTAC Conference  
University of Central Florida, Orlando, FL  
November 3-5, 2018
- “Understanding Participatory Culture through Hashtag Activism after the Orlando Pulse Tragedy”  
2018 HASTAC Conference  
University of Central Florida, Orlando, FL  
November 3-5, 2018
- “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  
University of Central Florida, Orlando, FL  
April 9, 2016
- “The Postmodern Awareness Ribbon: A Symbolic Text Preserving Socially Constructed Narratives of Causes”  
UCF Texts and Technology Research Showcase  
University of Central Florida, Orlando, FL  
November 6, 2015
- “The Postmodern Awareness Ribbon: A Symbolic Text Preserving Socially Constructed Narratives of Causes”  
2015 Florida College English Association Conference  
St. Petersburg, FL  
October 7-10, 2015

### ***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*** 2017  
ENC6261 – Technical Writing Theory and Practice  
University of Central Florida, Orlando, FL
- Guest Lecturer***, Community Through Technology 2016  
ENG6947 – Internship in Texts and Technology  
University of Central Florida, Orlando, FL
- Online Curriculum Development*** 2016  
PUR3100 – Writing for Public Relations  
University of Central Florida, Orlando, FL
- Instructor***, Digital Activism Workshop 2016  
Second Annual Writing and Rhetoric Symposium, #ucfdigitalactivism  
University of Central Florida, Orlando, FL
- Instructor***, Professional Writing and Corporate Communication 2015  
Curriculum and Workshop Series  
McCoy Federal Credit Union, Orlando, FL
- Tutor and Writing Consultant***, University Writing Center 2014 – 2016  
University of Central Florida, Orlando, FL
- Service Learning Instructor***, Community Practicum 2003 – 2006  
University of Central Florida, College of Health and Public Affairs, Orlando, FL

## NON-ACADEMIC POSITIONS

***Corporate Communication Consultant***  
Orlando, FL

2006 – present

- 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***  
American Cancer Society, Orlando, FL

2000 – 2003

- 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  
Community Advisory Council Member

2015 – 2018

- 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  
Intern

2015

- 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  
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 – 2018  
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

<b><i>Popular Culture Association</i></b> Member	2015 – present
<b><i>Florida College English Association</i></b> Member	2015 – present
<b><i>Association of Fundraising Professionals, UCF Chapter</i></b> Member	2015 – present
<b><i>UCF Texts and Technology Graduate Student Organization</i></b> Served as vice president, social coordinator, founding officer	2014 – present
<b><i>Rollins College Alumni Association</i></b> Alumna	2002 – present
<b><i>UCF Alumni Association</i></b> Alumna	2000 – present

## 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.