

JENNIFER ROTH MILLER, PH.D.

jenniferrothmiller@gmail.com

PROFESSIONAL PROFILE

- Expert communication professional with a diverse background of 20+ years of corporate, academic, entrepreneurial, non-profit, community, and health related experience
- Accomplished in speech, text, visual, and digital communication employing proven and evolving modalities
- Research niche: Social media engagement for inclusive digital citizenship

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*

<https://stars.library.ucf.edu/cgi/viewcontent.cgi?article=7022&context=etd>

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

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

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

ACADEMIC POSITIONS

Adjunct Faculty Member 2018 – present
Nicholson School of Communication and Media
University of Central Florida, Orlando, FL

- Taught various face-to-face, online, and mixed-mode communication courses as instructor on record

Graduate Research Associate 2015 – 2018
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, translingualism, 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

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*. Routledge.
- **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). <http://www.xchanges.org/multiliteracies-for-inclusive-technologies-a-1?page=1>
- **Miller, J. R.** & Vie, S. (2019). 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*. *Hyperhiz 21*. <https://doi.org/10.20415/hyp/021.g03>
- **Miller, J. R.** (2020). Streamline instruction across modalities. In A. deNoyelles, A. Albrecht, S. Bauer, & S. Wyatt (Eds.), *Teaching online pedagogical repository*. University of Central Florida Center for Distributed Learning. <https://topr.online.ucf.edu/streamline-instruction-across-modalities/>
- **Miller, J. R.** (2022). Unlocking digital citizenship with visual pedagogy: A case study from an American Gender Issues in Communication course. In E. Baromi-Perlman, C. Cambre, & J. Kedra, (Eds.), *Visual Pedagogies: Concepts, Cases, and Models*. Accepted to be published by Brill.
- **Miller, J. R.**, Dieterle, B., deWinter, J., & Vie, S. (2020). Social media in professional, technical, and scientific communication program: A heuristic to guide future use. *SIGDOC: Special Interest Group on Design of Communication, Communication Design Quarterly*. <http://sigdoc.acm.org/social-media-in-professional-technical-and-scientific-communication-programs-a-heuristic-to-guide-future-use/> *This research was funded by a grant from the Council for Programs in Technical and Scientific Communication (CPTSC).
- Vie, S. & **Miller, J. R.** (2020). Gotta watch ‘em all: Privacy, social gameplay, and writing in augmented reality games. In E. Beck & L. H. Campos (Eds.) *Privacy matters: Conversations about surveillance within and beyond the classroom*. Utah State University Press.
- Walls, D., Dieterle, B., & **Miller, J. R.** (2019). Safely social: User-centered design and difference feminism. In K. Blair, & L. Nicholson (Eds.), *Composing feminist interventions: Activism, engagement, and praxis*. University Press of Colorado.

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*.
<http://enculturation.net/memes-in-digital-culture>

Peer-Reviewed Edited Collection, Copy-Editing

- Walls, D. & Vie, S. (2017). *Social writing/social media: Publics, presentations, and pedagogies*. University Press of Colorado.
<https://wac.colostate.edu/books/perspectives/social/>

Peer-Reviewed Presentations***National***

- “Social Media Composing for Digital Citizenship”
2018 Computers and Writing Conference May 24-27, 2018
George Mason University, Fairfax, VA
*Served as panel chair
- “Ribbon Cutting and #TheFaceOffChallenge: Employing Internet Memes for Digital Citizenship”
2018 HASTAC Conference November 3-5, 2017
University of Central Florida, Orlando, FL
- “Understanding Participatory Culture through Hashtag Activism after the Orlando Pulse Tragedy”
2018 HASTAC Conference November 3-5, 2017
University of Central Florida, Orlando, FL
- “Awareness Ribbons as Memetic Texts: Philanthropy, Cause-Based Marketing, and Corporate Social Responsibility”
2016 Popular Culture Association Conference March 22-25, 2016
Seattle, WA
- “Contextual Design of a Mobile App to Increase Social Justice for Survivors of Domestic Violence”
2014 Computers and Writing Conference June 5-8, 2014
Washington State University, Pullman, WA

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***Adjunct Faculty Member***

2018 – present

SPC1608 – Fundamentals of Oral Communication (2 sections)
COM3311 – Communication Research Methods (13 sections)
COM4014 – Gender Issues in Communication (2 sections)
University of Central Florida, Orlando, FL

Teaching Assistant

2017

ENC6261 – Technical Writing Theory and Practice
University of Central Florida, Orlando, FL

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| <i>Guest Lecturer</i> ENG6947 – Internship in Texts and Technology University of Central Florida, Orlando, FL | 2016 |
| <i>Instructor</i> , Digital Activism Workshop #ucfdigitalactivism Second Annual Writing and Rhetoric Symposium University of Central Florida, Orlando, FL | 2016 |
| <i>Instructor</i> , Professional Writing and Corporate Communication Workshops McCoy Federal Credit Union, Orlando, FL | 2015 |
| <i>Tutor and Writing Consultant</i> , University Writing Center University of Central Florida, Orlando, FL | 2014 – 2016 |
| <i>Service Learning Instructor</i> , Community Practicum University of Central Florida, College of Health and Public Affairs, Orlando, FL | 2003 – 2006 |

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
- Created and managed hashtag campaigns and generated bases of 10,000+ followers
- 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

- Orange County Public Schools*** 2019
Teach-In – “Citizenship 2020”
- Presentation for middle schoolers on digital citizenship
- UCF Town and Gown, Orlando, FL*** 2018 – 2020
Member
- UCF College of Arts and Humanities Alumni Chapter, Orlando, FL*** 2018 – 2020
Board Member
- Communication committee member
 - Social media ambassador for UCF’s Day of Giving
 - Co-developed #GivingTuesday social media posts
- Florida Hospital East Orlando, Orlando, FL*** 2015 – 2018
Community Advisory Council Member
- Co-developed business and marketing initiatives
 - Co-created #discoverFHEO social media campaign
 - Participated in strategic community relations activities
- 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
- 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
- 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

PROFESSIONAL DEVELOPMENT

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| <i>Faculty Development Cohort: Writing Your Journal Article in 12 Weeks</i> UCF Faculty Center for Teaching and Learning | 2019 |
| <i>Adjunct Faculty Learning Community</i> UCF Faculty Center for Teaching and Learning | 2018 |
| <i>Women's Business Mastermind Group</i> East Orlando Chamber of Commerce/Florida Hospital, Orlando, FL | 2016 – 2018 |
| <i>Capitol Connection</i> East Orlando Chamber of Commerce, Tallahassee, FL | 2005 |
| <i>Leadership Orlando Class 61</i> Orlando Chamber of Commerce, Orlando, FL | 2004 |
| <i>UCF Lead Scholar</i> University of Central Florida, Orlando, FL | 1996 – 1998 |

SCHOLARLY AND PROFESSIONAL AFFILIATIONS

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| <i>Humanities, Arts, Science, and Technology Alliance and Collaboratory</i> HASTAC Scholar | 2016 – 2018 |
| <i>UCF Women's and Gender Studies</i> Junior affiliate | 2015 – 2018 |
| <i>Popular Culture Association</i> Member | 2015 – 2018 |
| <i>Florida College English Association</i> Member | 2015 – 2018 |
| <i>Association of Fundraising Professionals, UCF Chapter</i> Member | 2015 – 2018 |
| <i>UCF Texts and Technology Graduate Student Organization</i> Served as vice president, social coordinator, founding officer | 2014 – 2018 |
| <i>Rollins College Alumni Association</i> Alumna | 2002 – present |
| <i>UCF Alumni Association</i> Alumna | 2000 – present |

NON-ACADEMIC PUBLICATIONS – APPENDIX 1

Ghostwritten Books

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