

Amanda L. Martinek

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EDUCATION

University of Wisconsin, Madison, Department of Life Sciences Communication

PhD in Mass Communication – Madison, WI

August 2020 – Present

Colorado State University, Department of Journalism and Media Communication

M.S. Public Communication and Technology – Fort Collins, CO

August 2020

Advisor: Dr. Ashley A. Anderson, PhD

GPA: 4.0

Thesis Topic: *Predictors of Youth Climate Collective Action: Extending the Theory of Planned Behavior to Examine Identity and Communication*

Relevant Coursework:

Quantitative Research Methods in Communication, Survey Method Design, Strategic Communication in Persuasion, Communicating Science and Technology, Theory and Effects of Communication, Communication Research and Evaluation Methods

University of California, San Diego – La Jolla, CA

September 2012

B.A. Communication and Creative Writing

Education Abroad Programs:

- **University of Melbourne** – Melbourne, Australia December 2011
- **University of Sussex** – Brighton, England December 2010

RESEARCH EXPERIENCE

Graduate Research Project Assistant

October 2020 – Current

PI: Dr. Dietram Scheufele, PhD

- Project “Collaborative Research: A new model for producing science documentaries: Building collaborations between scientists and storytellers to test methods of communication in film”.
- With partners at the film production company Wonder Collaborative, we received **National Science Foundation** (NSF) support (Award #AISL-2006010, \$500,000).

Graduate Research Assistant

October 2019 – August 2020

PI: Dr. Katie Abrams, PhD

- **National Park Service**: Adaptable Communication Strategies and Messages to Prevent Unintentional Wildlife Feeding in National Parks
- **NOAA**: Testing a Social Marketing Approach to Encourage Respectful Sea Turtle Viewing in Hawaii

Duties include: Content Analysis, Literature Review, Field Observational Data Collection, Survey Development, Project Management and Strategic Messaging Development

RESEARCH AREAS

- Environmental Communication
- Science Communication
- Political Communication
- Social Movements
- Collective Action
- Media Effects
- Social Media
- Public Relations
- Corporate Political Activism
- Corporate Social Responsibility

PUBLICATIONS

Li, N. & **Martinek, A.** (under review). Can scientists use simple infographics to convince? Effects of the “flatten the curve” charts on perceptions of and behavioral intentions toward social distancing measures during the COVID-19 pandemic. *Public Understanding of Science*.

CONFERENCE PRESENTATIONS & INVITED TALKS

Martinek, A., Clemmons, Z. (2020). Framing Climate Change on Instagram and the Effects of Identity and Self-Efficacy on Environmental Communication. Presented at the *International Public Relations Research Conference (IPRRC)* in Orlando, Florida.
Winners: University of Miami School of Communication Top Student Paper Award

Martinek, A., Clemmons, Z. (2020). Framing the Youth Climate Change Activist Movement: A Content Analysis of Greta Thunberg’s Instagram Account. Presented at *Communicating the New Climate Regime: Confronting the Coming Barbarism, #TeamRhetoric Conference* at Texas A&M in College Station, Texas.

Martinek, A. (2019). Political Activism and CSR: A Qualitative Analysis of Patagonia’s Instagram. **Graduate Student Showcase** at Colorado State University in Fort Collins, Colorado.

Martinek, A., Clemmons, Z. (2019). Framing the Youth Climate Change Activist Movement: A Content Analysis of Greta Thunberg’s Instagram Account. Paper was presented at the **Society of Environmental Journalists (SEJ) Annual Conference** in Fort Collins, Colorado.

Martinek, A. (2019). Social Media, Corporate Social Responsibility and Political Activism: Diving into Academic Research, Theory and Applications. Invited speaker at the **Alterra Mountain Company Social Media Summit** in Denver, Colorado.

Martinek, A. (2019). The Impact of Corporate Political Activism Messaging and Ideological Orientation: Collectivism vs. Individualism on Political Activism Intention. Presented at the **Spring Research Colloquium** at Colorado State University in Fort Collins, Colorado.

Martinek, A. (2019). Corporate Political Activism and CSR: A Qualitative Content Analysis of Patagonia’s Instagram. Presented at the **International Public Relations Research Conference (IPRRC)** in Orlando, Florida.

TEACHING EXPERIENCE

Graduate Teaching Assistant

August 2018 – December 2019

Department of Journalism and Media Communication
Colorado State University

FA18 – JTC 211, Visual Communication

SP18 – JTC 300, Professional and Technical Communication

FA19 – JTC 211, Visual Communication

GTA Duties:

- Plan and run labs / recitations based on course objectives and assignments
- Provide students assistance with projects via meeting requests & office hours
- Grade major projects and in-lab activities

PROFESSIONAL EXPERIENCE

Communications Specialist, National Park Service

August 2019 – August 2020

Natural Resources Science and Sustainability
Water Resources Division, Ocean and Coastal Branch
Fort Collins, CO

Duties: I support the Coastal and Ocean Advisory & Support Team (COAST) community of practice through curating and writing content for digital platforms like social media, listservs, newsletters, and websites (internal and external).

Communications Intern, CSU Energy Institute

May 2019 – August 2019

PowerHouse Energy Campus, Colorado State University
Fort Collins, CO

Duties: As a member of the Communications Team, I created original design, web, social media, public relations, journalism and video content to showcase the research, education, events, and stories at the Colorado State University Energy Institute.

85SIXTY – San Diego, CA

March 2013 – August 2018

85SIXTY is a digital marketing agency based in San Diego, CA and Denver, CO.

PAST CLIENTS include Ikon Pass, Alterra Mountain Company, Mammoth Mountain Resorts, Big Bear Mountain Resort, Visit Big Bear, DC Shoes, Blundstone USA, ASICS, Onitsuka Tiger, Diamondback and Raleigh Bicycles, Stone Brewing Co and Evolution Nutrition.

Digital Marketing Strategy Consultant

August 2017 – August 2018

Duties:

- Manage client's paid social advertising planning, strategy, execution and reporting
- Provide strategic social and digital media recommendations, proposals, plans and executional tactics on a project basis

Director of Social Media

March 2015 – August 2017

Duties:

- Lead the development of client objectives and ongoing strategic marketing direction
- Plan and execute 360 digital marketing and social media campaigns
- Develop content, accelerated through experiential, partnerships & native ads
- Allocate paid social budgets, conduct A/B testing, optimize targeting and creative
- Manage a diverse team of content creators and community managers
- Maintain solid client relationships, lead regular client presentation
- Spearhead reviews of analytics, competitors, industry trends and best practices
- Build marketing calendars to execute content and brand strategy

Social Media Strategist

March 2013 – February 2015

Duties:

- Create, implement and assess social media strategies in integrated marketing efforts
- Manage client's day to day social media channels and communities
- Social media content creation – photography and Adobe creative suite

Editor in Chief and Senior Staff Writer

March 2013 – May 2016

ListenSD – San Diego, CA

- Manage a team of 20+ contributors to provide live concert coverage in San Diego
- Produce written and visual content for our website and social media channels
- Copy edited and provided editorial direction for all content on ListenSD.com

Promotions and Marketing Intern

April 2012 – Sept 2012

102.1 FM KPRi – San Diego, CA

- Managed on-site promotional radio events
- Produced website and social media content
- Wrote artist proposals and worked with music venues on promotional opportunities

Senior Staff Writer, UCSD Guardian

November 2008 – June 2012

Arts & Entertainment

- Wrote weekly music/film reviews, interviews, and features
- Conducted and transcribed interviews with artists, musicians and filmmakers

PROFESSIONAL AFFILIATIONS

Graduate Student Council Member: AEJMC – ComSHER Division 2020 – Current

Climate Reality Leader: The Climate Reality Project August 2019

Member: International Environmental Communication Association 2018 – Current

Graduate Student Committee Member: The Geoffrey W. Holmes Graduate Research in Communication and Technology Conference 2018 – 2020

HONORS & AWARDS

Top Student Paper Award – International PR Research Conference	March 2020
Provost Honors – UC San Diego	Spring 2011
Provost Honors – UC San Diego	Spring 2010

SCHOLARSHIPS & GRANTS

\$45,000	Two-Year University Graduate School Fellowship – UW-Madison, 2020 – 2022
\$5,000	NOAA & Colorado State Research Stipend and Travel Funding, Spring 2020
\$250	Graduate Student Council Travel Award – Colorado State University, Spring 2020
\$1250	Department of Journalism and Media Communication Travel Award, Spring 2020
\$750	Department of Journalism and Media Communication Travel Award, Spring 2019
\$21,181	Federal Pell Grant – UC San Diego, 2008 – 2012
\$867	Academic Competitiveness Grant – UC San Diego, 2009 – 2010
\$750	Academic Competitiveness Grant – UC San Diego, 2008 – 2009

SERVICE & OUTREACH

Organizer and Host March 2018 – August 2020

DimeStories – Fort Collins, CO

- Organize and host a monthly three-minute storytelling event at the Forge Publick House with support from Old Firehouse Books.
- Create and disseminate all promotional material

Volunteer and Social Media Coordinator September 2017 – November 2018

Oceanside SOAR – Oceanside, CA

- Manage organic and paid social media efforts of political action group SOAR, which stands for “Save Our Agricultural Resources”. The goal of the organization is to save open space, public parks and agricultural land in Oceanside, California.

Mentor January 2015 – January 2016

Big Brother Big Sister – San Diego, CA

- Mentored a high school senior from a low-income neighborhood
- Took my little sister on monthly cultural and entertaining outings in the community

Volunteer and Social Media Coordinator

January 2015 – January 2016

Brother Benno's – Oceanside, CA

- Volunteered on-site at the soup kitchen with food distribution, facility decoration and sorting donations
- Managed social media accounts & wrote articles for monthly newsletter

ADDITIONAL SKILLS

Digital Marketing

- Social Media Marketing
- Paid Social Media
- Advertising
- Brand Development
- Content Development
- Strategic Communication
- Blogging
- Copy Editing
- Client Relations
- Team Leadership

Software

- SPSS
- NVivo
- Qualtrics
- Zotero
- Google Analytics
- Microsoft Office
- Adobe Creative Suite
- Photoshop
- InDesign
- Premiere Rush
- WordPress

Research

- Research questions
- Research design
- Literature review and synthesis
- Experimental design
- Content analysis
- Survey design
- Structured and semi-structured interviews
- Data analysis and visualization
- Presentation

CERTIFICATIONS

Wilderness First Aid Certification

San Diego, CA

- April 2017 – October 2019
- NOLS Wilderness Medicine, License 11686

Smart Cycling Certificate

Fort Collins, CO

- October 2017
- The League of American Cyclists

EXTRACURRICULAR ACTIVITIES

- Yoga
- Trail Running
- Hiking
- Biking
- Photography
- Creative writing
- Snowsports (skiing, snowboarding)
- Camping
- Backpacking