TEXAS STATE VITA

I. Academic/Professional Background

A. Name and Title

Name: Sara M. Shields Title: Asst Professor of Instruction

B. Educational Background

Degree	*Year*	*University*	*Major*	*Thesis/Dissertation*
MA	2017	Texas State University	Mass Communication	
BS	2015	Texas State University	Public Relations and Mass Communication	

C. University Experience

Position	*University*	*Comments*	*Dates*
Creator Studio Manager, School of Journalism and Mass Communication	Texas State University	As Studio Manager, I designed and curated the studio set to create a professional, modern space for digital content production. I oversee the reservation system, manage user access, and support students and faculty in utilizing the space effectively for video, photo, and podcast projects. This role allows me to foster a creative environment while ensuring smooth operations and accessibility for all users. Video of Creator Studio: https://www.linkedin.com/posts/saramshields_the-creator-studio-is-officially-in-full-activity-7379290097248251904-AwJP	July 2025 - Present
Assistant Professor of Instruction, School of Journalism and Mass Communication	Texas State University		September 2024 - Present
Faculty Advisor and Founder, TXST Campus Creators	Texas State University	As Faculty Advisor, I mentor student leaders and members of Campus Creators, a photography and videography organization dedicated to hands-on learning. I guide the group in planning workshops, events, and collaborations, while fostering a supportive	September 2024 - Present

Position	*University*	*Comments*	*Dates*
		creative community that helps students grow their skills, build portfolios, and connect with peers across campus.	
Lecturer, School of Journalism and Mass Communication	Texas State University		August 2019 - August 2024
Adjunct Lecturer, School of Journalism and Mass Communication	Texas State University		August 2017 - May 2019
Instructor of Record, School of Journalism and Mass Communication	Texas State University		August 2016 - May 2017
Graduate Teaching Assistant, School of Journalism and Mass Communication	Texas State University		August 2015 - May 2016
Social Media Intern, The Graduate College	Texas State University		June 2014 - August 2014

D. Relevant Professional Experience

Position	*Entity*	*Comments*	*Dates*
Videographer	Bellagala	At Bellagala, I collaborate with couples to capture weddings through cinematic storytelling. This role honed my ability to work in fast-paced, high-pressure environments where creativity and technical precision must come together seamlessly. By continually practicing camera work, editing, and client communication, I bring back real-world insights to my students—showing them how to adapt quickly, meet client expectations, and deliver professional-quality video under tight deadlines.	March 2021 - Present
Owner	Video Production	As the owner of Pixels Creative Media, I manage projects ranging from video production and photography to web design	August 2014 - Present

Position	*Entity*	*Comments*	*Dates*
	and Web Development, Pixels Creative Media, San Marcos, TX	and branding. Running my own business requires me to stay on top of the latest digital media trends, client relations, invoicing, and project management. These experiences feed directly into my teaching, allowing me to share not just technical skills but also entrepreneurial knowledge—helping students understand the realities of freelancing, client communication, and building a creative career.	
Videographer	Blended Sense	Working with Blended Sense exposed me to creating content for diverse brands with unique voices and visual needs. This role strengthened my adaptability in shooting styles, editing workflows, and collaboration with cross-functional creative teams. Bringing these experiences into the classroom, I guide students in understanding how to tailor content to fit specific audiences, brand guidelines, and marketing goals—key skills for any aspiring digital storyteller.	August 2021 - December 2023
Digital Content Manager	Marketing, True Grit Management, Austin, TX	In this role, I oversaw the creation and distribution of digital content for artists and brands in the entertainment industry. This involved managing social media platforms, designing marketing campaigns, and analyzing engagement metrics. The position sharpened my skills in strategic content planning and analytics, which I now integrate into my teaching—helping students connect creativity with measurable results, a crucial bridge between storytelling and marketing success.	July 2018 - May 2019
Digital Marketing Manager	Marketing, Downtown Social / Pour Haus, New Braunfels, TX	As Digital Marketing Manager, I led campaigns for local venues by blending photography, videography, graphic design, and targeted social media advertising. This role kept me current in platform trends, event marketing strategies, and audience engagement techniques. My students benefit from this ongoing industry knowledge, as I can teach them not only the creative side of content production but also the analytical and promotional strategies that drive real-world business outcomes.	November 2017 - June 2018

E. Other Professional Credentials (licensure, certification, etc.)

Social Listening, Hootsuite. (November 2024 - Present). License Number: 360752503.

Additional Comments: This certification sharpened my ability to teach students how to track conversations, trends, and brand sentiment online. It ensures I can model real-world listening strategies that give students insight into how brands adapt to audience feedback in real time.

AI Powered Marketing, Semrush. (January 2024 - Present). License Number: A5BB56083E.

Additional Comments: This certification has kept me on the cutting edge of AI integration in marketing, something students are eager to understand. It helps me show them how AI can be used ethically and strategically to save time and enhance content creation.

SEO Marketing, HubSpot. (August 2022 - Present). License Number: 1A036F1CBA604EC2B6B9B9BDF7D40962.

Additional Comments: Staying certified in SEO (Search Engine Optimization) allows me to teach students how to optimize content for visibility in search engines. It keeps me current with evolving algorithms so I can help students understand how SEO ties into broader digital and social strategies. Note: I update this certification every two years.

Content Marketing, HubSpot. (August 2021 - Present).

Additional Comments: Being certified in content marketing allows me to connect classroom projects to industry standards for storytelling, strategy, and audience engagement. It reinforces my ability to guide students in creating campaigns that resonate and provide measurable impact. Note: I update this certification every two years.

Digital Advertising, HubSpot. (August 2021 - Present).

Additional Comments: This certification equips me to teach students about paid social and display strategies with real-world examples. It ensures that students gain an understanding of how advertising integrates into a broader digital ecosystem. Note: I update this certification every two years.

Email Marketing, HubSpot. (August 2021 - Present).

Additional Comments: Email marketing remains a core digital skill, and this certification enables me to provide students with strategies to build campaigns that nurture audiences. It’s helped me emphasize the connection between social content and email outreach in driving results. Note: I update this certification every two years.

Social Media Marketing, HubSpot. (August 2021 - Present). License Number: C844DF38651C4CAA97BEE8572FAA0FDC.

Additional Comments: This certification ensures I'm grounded in industry best practices across platforms, giving students a strong foundation for managing social campaigns. It keeps me aligned with the same frameworks used by leading professionals. Note: I update this certification every two years.

Google Analytics, Google. (July 2021 - Present). License Number: AQN_TR6Y4HAWJDHHF6LMLSKSGLXC.

Additional Comments: Analytics is central to digital success, and this certification helps me teach students to measure performance and optimize strategies. It adds credibility to the way I integrate data-driven insights into classroom projects.

Social Media Marketing, Hootsuite. (October 2020 - Present). License Number: 36184244.

Additional Comments: This certification has grounded me in foundational skills of building and managing social media campaigns. It continues to keep me connected to industry standards so my teaching stays practical and applicable.

Hootsuite Platform, Hootsuite. (August 2020 - Present). License Number: 785902313.

Additional Comments: Staying certified in Hootsuite allows me to train students on widely used scheduling and analytics tools. It ensures they graduate with hands-on knowledge of industry platforms that employers value.

FAA Commercial Drone Operator, Federal Aviation Administration. (2017 - Present). License Number: Private Info.

Additional Comments: This license allows me to bring advanced video production techniques into the classroom through aerial videography and photography. It expands the creative tools I can share with students and adds professional legitimacy to their visual storytelling training.

Facebook for Journalists, Facebook. (2016 - Present). License Number: N/A.

Additional Comments: This certification helps me emphasize credibility, ethics, and best practices for storytelling on social platforms. It's strengthened my ability to guide students on how to responsibly use social media in professional and journalistic contexts.

Poynter-Cronkite Program for Instructors, Poynter-Cronkite. (2016 - Present). License Number: N/A.

Additional Comments: This program gave me strategies to teach digital journalism and media ethics with confidence. It reinforces my ability to mentor students in navigating the responsibilities of content creation in today's media environment.

II. TEACHING

A. Teaching Honors and Awards:

Award / Honor Recipient: 2024 Presidential Distinction Award for Teaching, Texas State University.
October 2024 - March 2025

Additional Comments: I was honored with the Presidential Distinction Award for Teaching. This award reflects my effectiveness as an educator, supported by consistently strong course evaluations and student feedback that highlight my clear organization, hands-on teaching methods, and lasting impact on student success.

Award / Honor Recipient: Teaching Award of Honor, Texas State University Alumni Association.
November 2020

Additional Comments: I received the Teaching Award of Honor from the Texas State Alumni Association, a recognition of my commitment to students and adaptability in teaching during challenging circumstances.

Award / Honor Recipient: Outstanding Graduate Teaching Assistant, School of Journalism and Mass Communication.
May 2017

Additional Comments: As a graduate student, I served as Instructor of Record for MC4315, where I consistently earned strong student evaluations that reflected my effectiveness in the classroom. My dedication to teaching and positive impact on students was recognized with the *Outstanding Graduate Teaching Assistant Award*, highlighting my early commitment to excellence in pedagogy.

B. Courses Taught:

Texas State University:

MC 1100K - SOCIAL MEDIA ANALYTICS PLAT

MC 3112 - SOCIAL MEDIA ANALYTICS PLAT.

MC 3390 - MEDIA DESIGN

MC 4315 - WEB DESIGN & PUB

MC 4315 - WEB DESIGN & PUBLISHING

MC 4324 - VISUAL STORYTELLING

MC 4326 - ADV SOCIAL MEDIA

MC 4347 - SOCIAL MEDIA VIDEO

MC 4381 - DIG & ONLINE MEDIA

MC 4382Y - MOBILE STORYTELLING OUTDOORS

C. Directed Student Learning (i.e. theses, dissertations, exit committees, etc.):

Mentor, Internship, "Social Media Internship", Status: Completed. (July 2023 - December 2023). Texas State University.
Student(s): London Buddin, Undergraduate, Advertising.

Additional Comments: When a longtime client of mine sought a social media intern, I recommended a student I had worked with during the Study in America trip in Oregon, recognizing her skills and potential from our time together. She was hired for the role and turned to me for advice, as I had worked closely with this client for two years, underscoring both my ability to connect students with real-world opportunities and the trust they place in me for professional mentorship.

Mentor, Internship, "Social Media Internship", Status: Completed. (August 2022 - December 2022). Texas State University.
Student(s): Jennifer Rodriguez, Undergraduate.

Additional Comments: In my Advanced Social Media course, Jennifer worked with the City of San Marcos as a client, and her work impressed them so much that they offered her an internship. Having built a strong relationship with this client through my course, Jennifer sought my guidance as she transitioned into her new role, demonstrating both the professional opportunities created through my teaching and the continued mentorship I provide to support students' success beyond the classroom.

Mentor, Internship, "Graphic Design Internship", Status: Completed. (October 2021 - January 2022). School of Journalism and Mass Communication, Texas State University.
Student(s): Collin Cooper, Undergraduate, Digital Media Innovation.

Additional Comments: One of my students, Collin, credited the skills he gained in my Media Design class as the reason he secured a graphic design internship and sought my continued guidance to succeed in the role. He still reaches out for professional advice, which demonstrates not only the lasting value of the skills I teach but also the trust and mentorship relationships I build with students that extend well beyond the classroom.

Mentor, Internship, "Social Media Internship", Status: Completed. (October 2021 - December 2021). School of Journalism and Mass Communication, Texas State University.
Student(s): Hope Cubbler, Undergraduate, Digital Media Innovation.

Additional Comments: I mentored a student from my Media Design class who was a social media intern and sought my guidance on how to excel in her role. I provided tailored advice on social strategy, working for a brand, and professional expectations, equipping her with the skills and confidence to exceed internship requirements.

Mentor, Internship, "Social Media Internship", Status: Completed. (September 2020 - December 2020). School of Journalism and Mass Commnication, Texas State University.
Student(s): Violet Martinez, Undergraduate, Digital Media Innovation.

Additional Comments: I provided individualized training and mentorship to a student, Violet, who had completed my Advanced Social Media course and sought additional guidance in managing a business's social media accounts. I coached her on strategy, content creation, and analytics, helping her translate classroom knowledge into real-world application and strengthening her professional confidence in running client accounts.

D. Courses Prepared and Curriculum Development:

PhDigital Bootcamp, Curriculum Development, Texas State University - School of Journalism and Mass Communication. Taught: June 2022 - August 2022.

Additional Comments: The PhDigital Bootcamp prepares mass communication doctoral students and early career faculty to become digital scholar educators and lead curriculum innovation. Students completed weekly, online modules leading up to the live workshops via Zoom. The program is limited to 20 participants who were competitively selected. I developed curriculum for web design and drones.

Program Website: https://www.phdigitalbootcamp.com/

MC3112 - Social Media Certifications, First Time Course Preparation, Texas State University - AOP (Accelerated Online Program). Taught: October 2024 - December 2024.

Additional Comments: I developed and launched a course in social media analytics for Texas State's Accelerated Online Program, collaborating closely with an instructional designer to ensure the course was fully accessible and aligned with best practices in online learning. The course integrates third-party certification opportunities from leading analytics platforms, allowing students to earn industry-recognized credentials that strengthen their resumes. To increase access and equity, I partnered with certification

providers to secure fee waivers, ensuring all students could participate without additional financial barriers.

MC4347 - Social Media Video, First Time Course Preparation, Texas State University - School of Journalism and Mass Communication. Taught: April 2023 - September 2023.

Additional Comments: I developed and currently teach a first-time Social Media Video course where students collaborate with real-world clients to produce professional-quality content. This experiential approach gives students hands-on practice in strategy, production, and editing, while also providing the opportunity for their work to be published on popular social media platforms and client websites—building both their skills and their professional portfolios.

MC4326 - Advanced Social Media, Revise Existing Course, Texas State University - School of Journalism and Mass Communication. Taught: July 2023 - Present.

Additional Comments: I redesigned the Advanced Social Media course to reflect current industry trends, adding new modules on AI in social media, ethics, and emerging best practices. To ensure students gain meaningful real-world experience, I partner with businesses and organizations each semester so students can work directly with clients, applying their knowledge to create strategies and content that are actually implemented. This approach keeps the course cutting-edge while providing students with portfolio-ready work and professional connections.

MC4315 - Web Design and Publishing, Revise Existing Course, Texas State University - School of Journalism and Mass Communication. Taught: July 2021 - Present.

Additional Comments: I fully redeveloped the Web Design and Publishing curriculum to align with the most up-to-date HTML, CSS, and coding practices, ensuring students are prepared for industry standards. I teach using a three-step approach—brief lecture, live demonstration, and collaborative coding practice—so students not only see concepts applied in real time but also work through coding errors together as a class. This method has been highly effective in supporting first-time coders, building problem-solving confidence, and fostering a collaborative learning environment.

MC4315 - Web Design and Publishing (Online), Revise Existing Course, Texas State University - School of Journalism and Mass Communication. Taught: May 2020 - Present.

Additional Comments: I redesigned the Web Design and Publishing course to fit a fully online, five-week summer format while maintaining rigor and accessibility. This revision required restructuring content delivery, pacing, and assignments to ensure students could grasp complex coding concepts in an accelerated timeline, while still providing hands-on practice and support for first-time coders.

E. Teaching Grants and Contracts

1. Funded External Teaching Grants and Contracts:

Dutton, Jessica (Principal), Blasingame, Dale C (Co-Principal), Shields, Sara Michelle (Co-Principal). Mercury exposure through seafood consumption in the Matagorda Bay system: human health study and public education, Matagorda Bay Mitigation Trust, Private / Foundation / Corporate, $474,900.00. (Submitted: October 2023, Funded: June 1, 2024 - May 31, 2027). Grant.

Additional Comments: I created and developed a website specifically designed to educate local communities by making complex research findings understandable and useful. The site serves as an accessible educational resource that translates scientific data into clear, approachable language and engaging visuals. Its purpose is to empower residents with the knowledge they need to make informed decisions about seafood consumption in their region.

Dutton, Jessica (Principal), Blasingame, Dale C (Co-Principal), Shields, Sara Michelle (Co-Principal). Relationship between mercury and selenium concentrations in Texas offshore and bay fishes: risk assessment and health education, Texas Sea Grant, State, $190,902.00. (Funded: February 1, 2022 - January 31, 2026). Grant.

Additional Comments: I developed a website that educates broad audiences by transforming complex data into clear, accessible knowledge. Using concise explanations, thoughtfully designed visuals, and intuitive navigation, I translated raw research findings into digestible information that fosters understanding, supports risk assessment, and promotes informed health decisions.

F. Other:

Continuing Education, PhDigital Bootcamp, PhDigital Bootcamp. (May 2022 - July 2022).

Additional Comments: The PhDigital Bootcamp prepares mass communication doctoral students and early career faculty to become digital scholar educators and lead curriculum innovation. Students completed weekly, online modules leading up to the live workshops via Zoom. The program is limited to 20 participants who were competitively selected. I developed curriculum for web design and drones. More info: https://www.phdigitalbootcamp.com/

Faculty Led Education Abroad, Education Abroad - Japan, School of Journalism and Mass Communication. (June 2026).

Additional Comments: We are preparing to take students back to Japan in 2026 and are actively updating our courses to ensure they remain timely and

relevant to the rapidly evolving media landscape. Alongside these curriculum updates, we are currently recruiting students for the program, emphasizing the unique opportunity to gain hands-on international experience in multimedia storytelling and social media content creation.

Faculty Led Education Abroad, Education Abroad - Japan, School of Journalism and Mass Communication. 18. (June 2024).

Additional Comments: I co-led 18 students on an education abroad trip to Japan, where I taught them how to craft multimedia stories using their phones and translate their experiences into engaging travel content for social media. Students experimented with a variety of formats—short-form video, photography, and narrative storytelling—gaining both technical skills and cultural perspective through hands-on practice in an international setting.

Founder and Faculty Advisor, Club Meetings, TXST Campus Creators. 109. (November 2024 - Present).

Additional Comments: I founded the TXST Campus Creators club, a student organization for photographers and videographers, and continue to serve as its faculty advisor and mentor. In this role, I lead hands-on workshops, bring in professional industry speakers, and foster a creative community where students can grow their technical skills, collaborate, and build portfolios that prepare them for future careers.

Guest Lecture, MC4345, Texas State University. (October 10, 2022).

Additional Comments: I guest lectured in a drones course, sharing my experience in obtaining a commercial drone pilot’s license and providing students with practical guidance on skill development and certification pathways. My session emphasized teaching students how to expand their technical abilities, apply drone technology in creative storytelling, and access resources that support safe and professional drone use.

Guest Lecture, MC1100E, Texas State University. (April 24, 2021).

Additional Comments: I guest lectured in a digital media tools course, speaking about drones. I taught a session focused on helping students prepare for their FAA Remote Pilot’s License by sharing strategies, study tips, and reliable training resources. The lecture emphasized not only the certification process but also how earning this license can expand their career opportunities in media production and storytelling.

Program Assistant - Study in America, Study in America - Oregon, School of Journalism and Mass Communication. 16. (June 2023).

Additional Comments: I assisted on the Study in America trip to Oregon, where I led study sessions and provided hands-on support to students working on multimedia projects. I guided them through the video editing process, helping

refine their technical skills while ensuring their final projects reflected strong storytelling and professional production quality.

Training, Executive Officer Training, TXST Campus Creators. 6. (November 2024 - Present).

Additional Comments: I conduct in-depth leadership trainings with my club officers, teaching them how to carry out their roles effectively while fostering confidence in their leadership abilities. Through mentorship and hands-on guidance, I help them develop skills in organization, communication, and event management, ensuring they not only succeed in their positions but also grow as future leaders beyond the club.

Workshop, Getting To Know Your Gear, TXST Campus Creators. 17. (February 23, 2025).

Additional Comments: I co-led a training session where I taught students how to understand and confidently use their camera gear, while introducing them to the professional terminology used in photography and videography. By breaking down complex concepts into approachable steps and offering hands-on demonstrations, I helped students build both technical competence and confidence in speaking the language of industry professionals.

Workshop, Beyond the Lens: Brand & Business Essentials, TXST Campus Creators. 12. (November 12, 2024).

Additional Comments: I conducted a workshop titled *Beyond the Lens: Brand & Business Essentials*, where I taught students how to build their personal brand and develop the foundational skills for running a creative business. The session covered practical topics such as branding, client relations, invoicing, and professional tools, equipping students with knowledge to confidently grow as both creators and entrepreneurs.

G. Teaching Professional Development Activities Attended

Conference Attendance, "BEA2025," Broadcast Education Association, Las Vegas, NV. (April 5, 2025 - April 7, 2025).

Additional Comments: I was invited to present at the 2025 Broadcast Education Association (BEA) Conference, where I discussed the impact and effectiveness of integrating real-world clients into video production courses. BEA is leading academic conference for media educators, emphasizing research, teaching strategies, and innovation in broadcasting and digital media. I also attended other sessions and panels during the conference.

Conference Attendance, "TXST AI Symposium," Texas State University, San Marcos, TX. (March 26, 2025 - March 27, 2025).

Additional Comments: I was invited to speak on a panel at the Texas State University AI Symposium, where I discussed how integrating AI into class assignments can strengthen students' ethical decision-making and digital literacy. The TXST AI Symposium is a university-wide event that brings together scholars, industry professionals, and educators to explore the applications, ethics, and innovations of artificial intelligence in both academic and professional contexts. I also attended other sessions and panels during the conference.

Conference Attendance, "ProfCon 2022," Stukent. (June 15, 2022 - June 17, 2022).

Additional Comments: A professional development conference for marketing and social media educators, offering curriculum ideas, case studies, and industry updates.

Conference Attendance, "Stukent Digital Summit," Stukent. (April 1, 2022).

Additional Comments: A digital marketing education conference providing insights into industry tools, teaching resources, and applied classroom strategies.

Seminar, "Assessment Strategies That Support First Generation Student Success," Texas State University - Faculty Development. (January 13, 2021).

Additional Comments: I attended the workshop *"Assessment Strategies That Support First Generation Student Success"* to strengthen my teaching practices. It deepened my knowledge as an educator by showing how intentional assessments can reduce barriers and better support first-generation students' success.

Conference Attendance, "SXSW EDU," SXSW. (March 5, 2018 - March 8, 2018).

Additional Comments: A conference centered on innovation in teaching, learning, and educational technology.

III. SCHOLARLY/CREATIVE

A. Works in Print (including works accepted, forthcoming, in press):

2. Articles:

a. Refereed Journal Articles:

Shields, S. M. (Accepted / In Press). Social Media Video. *Journal of Media Education*.

Additional Comments: My article "Social Media Video," in the *Journal of Media Education* emphasizes the value of client-based, experiential learning in social media video courses. It shows how working with real

clients helps students build practical storytelling and production skills while preparing them for careers in today's digital media industry.

13. Other Works in Print:

Online Articles:

Shields, S. M. (2020). *Different Courses, Different Challenges*. *MILab Journal*. Retrieved from https://www.masscomm.txstate.edu/media-innovation/milabjournal/onlinelearning/differentcourses.html https://www.masscomm.txstate.edu/media-innovation/milabjournal/onlinelearning/differentcourses.html

Additional Comments: I wrote the article *Different Courses, Different Challenges*, which reflected on the transition to online teaching during COVID-19. The piece explored the unique challenges of adapting different types of courses to virtual formats and highlighted strategies for maintaining student engagement and learning effectiveness in a rapidly changing environment.

Shields, S. M. (2016). *SXSW Journalist Contributor*. SXTXState. Retrieved from https://sxtxstate.com/author/sara-shields/ https://sxtxstate.com/author/sara-shields/

Additional Comments: I contributed articles for *SXTXState*, covering SXSW panels and interviewing speakers about their sessions. This role allowed me to highlight emerging trends in media and technology while practicing professional reporting and storytelling in a fast-paced, real-world environment.

Shields, S. M., & Silvas, B. (2016). *At #SXSW, Texas State Students Tracked Trends in Social Media, VR, Bots and Big Data*. Media Shift. Retrieved from http://mediashift.org/2016/03/at-sxsw-texas-state-students-track-trends-influencing-journalism/ http://mediashift.org/2016/03/at-sxsw-texas-state-students-track-trends-influencing-journalism/

Additional Comments: I contributed to this article by analyzing and writing about key emerging trends showcased at SXSW, including developments in social media, virtual reality, bots, and big data. My contribution highlighted how these technologies were shaping the future of digital media and provided insight into their implications for the industry.

B. Works Not in Print:

1. Papers Presented at Professional Meetings:

Shields, S. M., International Research Conference for Graduate Students, "Viral Advertising: Strategies That Work for Brands," The Graduate College. (November 2016).

Shields, S. M., Alvarez, A., Jasso, E. J., Morales, M., Underbrink, M. C., International Research Conference for Graduate Students, "The effects of Native Advertisements on Online Consumer-Buying Behavior," The Graduate College. (November 2015).

2. Invited Talks, Lectures, and Presentations:

Shields, S. M., SPJ Region 8 Conference, "Drones: Innovative Storytelling Tools," Society of Professional Journalists, LBJ Student Center, San Marcos, TX. (April 25, 2020).

Additional Comments: Canceled due to COVID-19.

Shields, S. M., BEA2025, "Social Media Video," Broadcast Education Association, Las Vegas Convention Center, Las Vegas, NV, United States. (April 7, 2025).

Additional Comments: I presented a session at the Broadcast Education Association conference on my newly developed Social Media Video course, highlighting its experiential learning model. The presentation emphasized the benefits of students working with real-world clients, including gaining practical production experience, producing published content, and building professional portfolios that prepare them for careers in digital media.

Shields, S. M., TXST AI Symposium, "AI Inspires a New Era of Innovation in Media Education," Texas State University, LBJ Student Center, San Marcos, TX. (March 26, 2025).

Additional Comments: I presented at the Texas State AI Symposium, where I taught faculty and students how I integrated AI into my Web Design, Social Media Video, Social Media Analytics Platforms, and Advanced Social Media courses. My session demonstrated practical applications of AI tools to enhance teaching, streamline content creation, and prepare students for the evolving demands of the digital media industry.

Shields, S. M., Texas Intercollegiate Press Association, "Drones: Innovative Storytelling Tools," TIPA, Embassy Suites, San Marcos, TX. (April 12, 2024).

Additional Comments: I presented a session on the role of drones in modern journalism, emphasizing how they serve as powerful storytelling tools that enhance and expand traditional reporting. The session included a live demonstration with a sample drone, discussion of newsroom applications, and guidance on the minimum requirements needed to pass the FAA commercial drone exam, giving students both inspiration and practical knowledge.

Blasingame, D., Shields, S., Online News Association, "Drones: Innovative Storytelling Tools," ONA, Austin, TX, United States. (September 14, 2018).

Additional Comments: I presented a session on the role of drones in modern journalism, emphasizing how they serve as powerful storytelling tools that enhance and expand traditional reporting. The session included a live demonstration with a sample drone, discussion of newsroom applications, and guidance on the minimum requirements needed to pass the FAA commercial drone exam, giving students both inspiration and practical knowledge.

https://ona18.journalists.org/sessions/drones/

Shields, S. M., National Student Electronic Media Convention, "Drones on Campus," College Broadcasters, Inc., Hyatt Regency, San Antonio, TX, United States. (November 3, 2017).

Additional Comments: I presented on a panel titled *Drones on Campus*, where I discussed the process of becoming FAA-certified to fly drones for commercial and educational purposes. The session guided faculty and students through the regulations, campus policies, and common hurdles involved in drone use, clarifying what is permissible and what is prohibited when incorporating drones into coursework and media projects.

https://www.askcbi.org/wp-content/uploads/2018/04/CBI-SAprogram-web.pdf

Shields, S. M. (Interviewer / Moderator), Fischer, V. (Student), Digital Entrepreneurship Speaker Series, "Digital Entrepreneurship Speaker Series," School of Journalism and Mass Communication - Digital Media Innovation, Old Main, San Marcos, TX. (March 20, 2017).

Additional Comments: I served as a moderator for the regularly scheduled Digital Entrepreneurship Speaker Series, facilitating a session with one of our graduate students who founded and operates her own media company. In this role, I guided the discussion to highlight her entrepreneurial journey, business strategies, and insights, providing the audience with a meaningful look at real-world applications of digital media innovation.

Shields, S. M., SXSW Interactive, "How Technology Has Impacted Graphic Design," SXSW, Hilton Austin, Austin, TX, United States. (March 13, 2017).

Additional Comments: I presented a session at SXSW Interactive on *How Technology Has Impacted Graphic Design*, exploring the ways digital tools, software advancements, and emerging platforms have transformed the field. My talk highlighted both the opportunities and challenges that come with rapid technological change, giving attendees insight into how designers can adapt and thrive in a constantly evolving industry.

https://schedule.sxsw.com/2017/events/PP65152

6. Films/Videos (directed, performing, consulting, etc.):

Film

Director, Screenwriter, Cinematographer, and Editor, *The Collector*. May 2020.

Additional Comments: I served as the director, screenwriter, videographer, and producer for *The Collective*, a comedy that follows a down-on-his-luck U.S. Census Bureau employee striving for a long-awaited promotion. Through witty storytelling and character-driven humor, the film explores how his fortunes change once he embraces his true, authentic self. In leading the creative vision, I oversaw all aspects of production—from script development and directing to filming and editing—bringing to life a lighthearted yet meaningful narrative about perseverance and self-acceptance. This film won first place and was screened on the biggest screen in Texas, as well as screened at the Lost River Film Festival.

Director, Cinematographer, and Editor, *Subversion*. September 2019.

Additional Comments: I served as the director, screenwriter, filmer, and producer for *Subversion*, an action-packed film centered on a protagonist's mission to release a secret hard drive exposing the hidden truths of Kinder Morgan. I led the project from concept to final cut, shaping the story, overseeing production, and executing the visual style to deliver a high-energy narrative of suspense, intrigue, and revelation.

Video

Director, Videographer, Editor, *Campus Recreation Tube Redesign with Kelly Damphousse*. August 2025.
https://www.instagram.com/reel/DNCNyNRsfKd/

Additional Comments: I collaborated with Texas State Campus Recreation and the Texas State University President, Kelly Damphousse, by filming and editing a promotional video showcasing Campus Rec's new river tubes. This project highlighted my production expertise while supporting the university initiatives through engaging, student-centered visual storytelling. This has been one of the most engaging posts on the Campus Rec's Instagram account.

Videographer and Video Editor, *Anna Orenstein Cardona SXSW Author Book Signing*. March 11, 2024 - April 2024.
https://youtu.be/MKUfe9i4Uxg?si=LX1Q9EvsgBp46iqo

Additional Comments: I produced a video for the "Anna Orenstein Cardona SXSW Book Signing," where I captured the event through professional filming and editing. My work highlighted the author's presence at SXSW and delivered a polished final product that effectively showcased the energy and significance of the event.

Videographer and Video Editor, *Revolutionizing Workplace Wellbeing for Women of Color - SXSW Panel*. March 11, 2024 - April 2024.

https://www.linkedin.com/posts/shellybhowmik_sxsw-speaker-mindsetismedicine-activity-7234559602850230272-DWyT/

Additional Comments: I produced a video for the SXSW panel "Revolutionizing Workplace Wellbeing for Women of Color," where I applied my expertise in filming, editing and storytelling to capture the event and create a polished final product.

Videographer and Interviewer, *Campus Interview with Kelly Damphousse, Texas State University President*. October 2023.

Additional Comments: I filmed a brief interview video with Texas State University President, Kelly Damphousse, that was later used as footage for students to edit in a Mass Communication course.

Videographer and Editor, *Dilla-Chilla-Thon Promo Video*. June 2023.
https://www.youtube.com/watch?v=zYjtaRg4M0o

Additional Comments: I filmed and edited an event highlight video for “Dilla-Chilla-Thon,” a triathlon-style competition where participants biked, swam, and completed the challenge with a rock climbing finish. The video captured the energy and excitement of the event while showcasing the unique combination of athletic disciplines.

Videographer and Editor, *Study in America Oregon Video*. June 2023.
https://www.youtube.com/watch?v=w9mOBkIqR1I

Additional Comments: I filmed and edited a promotional video capturing the student experience during the Study in America trip to Oregon. Through dynamic visuals and storytelling, the video highlighted the hands-on learning opportunities, breathtaking landscapes, and collaborative experiences that made the program both educational and inspiring.

Director, Videographer, and Editor, *Planet Fitness - Commercial*. May 2023.
https://www.youtube.com/watch?v=CuTQ7r-5KcU

Additional Comments: I was contracted to film and edit a commercial for Planet Fitness, promoting the grand reopening of its newly renovated

Waco, TX location. Drawing on my professional experience in videography and post-production, I delivered a polished final product that highlighted the updated facilities and aligned with the brand's marketing goals.

Editor, *MC4345 Promotion Video*. April 2022.
https://www.instagram.com/tv/CcfyRx-jbWj/

Additional Comments: I produced and edited a promotional video highlighting the launch of a new drone storytelling course, showcasing the innovative curriculum led by Digital Media Innovation faculty member Dale Blasingame. The video was designed to generate excitement, raise awareness, and engage students with this unique hands-on learning opportunity.

Videographer and Editor, *Fresco Bowls Promo Video*. June 2021.
https://www.youtube.com/watch?v=1EIh97jFLeg

Additional Comments: I created short-form social media videos for the restaurant Fresco, showcasing their menu, atmosphere, and brand personality. These videos were designed to engage audiences across digital platforms, enhance the restaurant's online presence, and attract new customers through visually compelling storytelling.

Videographer, *Lost River Film Festival - Commercial*. February 2019.
https://www.youtube.com/watch?v=MWy7bTp_waI

Additional Comments: I filmed a commercial for the Lost River Film Festival, capturing the excitement and creative spirit of the event. The project showcased my cinematography skills and contributed to promoting the festival's celebration of independent filmmaking and local arts.

Videographer and Editor, *The Pitch - Commercial*. August 2017.
https://www.youtube.com/watch?v=5u52LUtSmOU

Additional Comments: I produced a short social media commercial for a local business, *The Pitch*, highlighting its vibrant atmosphere and community-focused offerings. The project combined creative storytelling, videography, and editing to craft an engaging promotional piece designed to boost the brand's online visibility and connect with its target audience.

Videographer and Editor, *Behind The Bubbles*. May 2017.
https://www.youtube.com/watch?v=0ghhYoXe0c8

Additional Comments: I produced a short documentary about one of Texas State University's beloved campus icons, the Bubble Believer. The film captured the spirit and tradition behind this familiar figure,

showcasing their impact on campus culture and the sense of community they bring to students and visitors alike.

Videographer and Editor, *The Pet Project - Mini Docuseries*. April 2016.

Additional Comments: I created a series of short, mini documentary-style videos featuring local students and their pet adoption stories. Each piece highlighted the bond between students and their adopted pets, aiming to inspire others to consider adoption while showcasing authentic, heartfelt storytelling through film.

7. Radio:

Producer and Editor, *Downtown Social Saint Patricks Day Radio Ad*. March 2018.

Additional Comments: I produced a radio advertisement for Downtown Social's St. Patrick's Day event, crafting engaging audio content that captured the lively atmosphere of the celebration and promoted attendance through energetic scripting, voice direction, and sound design.

8. TV:

Director, Videographer and Editor, *Downtown Social - Commercial*. March 2018 - 2018.
https://www.youtube.com/watch?v=tAEbsiKQJS8

Additional Comments: I produced a commercial for Downtown Social that aired hundreds of times across regional cable networks. The project showcased the venue's lively atmosphere and entertainment offerings, combining creative direction, cinematography, and editing to deliver a high-quality promotional piece that elevated the brand's visibility and reach.

9. Multimedia Design Productions (web-based and/or electronic media):

Web Developer, *TXST Campus Creators*. Website. June 2025 - Present.
https://txstcampuscreators.com/

Additional Comments: I developed the public facing website for the TXST Campus Creators organization that displays a variety of information about the club, how to sign up, and brand partnership applications.

Web Developer, *Lifting As We Climb Foundation*. Website. March 2025 - April 2025.
https://www.omegalawcf.org/

Additional Comments: I collaborated with this nonprofit organization to modernize their website, improving both the design and content

structure to create a more accessible, user-friendly, and engaging online experience for their audience.

Web Developer, *Witte Idea*. Website. November 2021 - December 2021.
https://witteidea.com/

Additional Comments: I collaborated closely with the client to bring their vision to life during a full website rebrand, ensuring the design and functionality aligned with their goals. I continue to manage and maintain the site, providing ongoing updates and optimization to keep it current and effective.

Web Developer, *Smith Specialized Logistics*. Website. October 2021 - November 2021.
https://smithspecialized.com/

Additional Comments: I collaborated with the marketing manager to redesign the organization's website, creating a more intuitive, user-friendly, and accessible experience for its audiences.

Web Developer, *KnD's Boutique*. Website. August 2021 - October 2021.
https://kndssmtx.com/

Additional Comments: I partnered with a local business in downtown San Marcos to design and launch their website, enhancing their online visibility by also creating and optimizing their Google Business profile.

Web Developer, *Cassandra LeClair*. Website. June 2021 - July 2021.
https://cassandraleclair.com/

Additional Comments: I initially redesigned this website to support the client's goals of promoting their new book and attracting speaking engagements. While the site has since been updated by another designer, my version focused on strategic branding, clear messaging, and audience engagement.

Web Developer, *Herr Septic Services*. Website. February 2021 - March 2021.

Additional Comments: I worked with this client to get their online presence up and running by building a website from scratch that displayed services for the Greater San Antonio area. The hosting account was not renewed so this website no longer exists.

Web Developer, *Two Properties*. Website. November 2020 - December 2020.
https://twopropertiesllc.com/

Additional Comments: I worked with the owner of the business to build a website from scratch, ensuring it aligns with their goals and vision.

Web Developer, *Creative Catering Solutions*. Website. August 2020 - September 2020.

Additional Comments: I collaborated with the business owner to design and build a website from the ground up, showcasing their catering services throughout the San Antonio area. The site was developed to highlight their menu offerings, emphasize their local presence, and provide an easy way for potential clients to inquire about events and services. This business ended their services so they no longer exist.

Web Developer, *Awaken Digital Media*. Website. November 2019 - December 2019.
https://awakendigitalmedia.com/

Additional Comments: I developed a website from the ground up for a local production company specializing in drone cinematography and aerial photography. The site was designed to showcase their portfolio, highlight their technical expertise, and attract new clients through a clean, modern, and visually engaging online presence.

Web Developer, *Elite Salons and Spas*. Website. April 2021 - May 2021.
https://elitesalonsandspas.com/

Additional Comments: I built a website from the ground up for a local hair and nail salon, creating an accessible and visually appealing platform that highlights their services, showcases their team, and makes it easier for clients to connect and book appointments.

13. Other Works not in Print:

c. Other Works Not in Print:

Research Papers:

Shields, S. M., "Mobile Devices Effects on Face-to-Face Communication." (March 2016).

Shields, S. M., Alvarez, A., "Online Dating Apps Influence on College Students." (November 2015).

D. Scholarly / Creative Fellowships, Awards, Honors:

Award / Honor Recipient: 1st Place - 72 Hour Film Race, San Marcos Cinema Club. May 2020

Additional Comments: I wrote, directed, filmed, and edited a short film that won first place and was screened on the largest movie screen in Texas. The film also earned selection at the Lost River Film Festival, where it was showcased

to a wider audience, highlighting both my storytelling ability and creative versatility as a filmmaker.

Award / Honor Recipient: 2nd Place - 72 Hour Film Race, San Marcos Cinema Club. September 2019

Additional Comments: I wrote, directed, filmed, and edited a short film in a 72 hour film race competition, and the project won second place. This accomplishment demonstrates my ability to create cohesive, high-quality narrative work under pressure, and reinforces my dedication to storytelling craft even in fast-paced creative environments.

E. Scholarly / Creative Professional Development Activities Attended:

Conference Attendance, "TIPA Convention," Texas Intercollegiate Press Association, San Marcos, TX. (April 10, 2024 - April 12, 2024).

Additional Comments: A statewide gathering for journalism and media students and educators, focusing on student competitions, professional development, and emerging trends.

Conference Attendance, "Adobe Summit," Adobe. (March 26, 2024 - March 28, 2024).

Additional Comments: A premier conference on digital marketing and customer experience management, with deep dives into data-driven storytelling and creative strategies.

Conference Attendance, "Adobe DITAWORLD," Adobe. (June 13, 2023 - June 15, 2023).

Additional Comments: A global virtual event dedicated to technical communication, content management, and structured authoring workflows.

Seminar, "Deans Seminar - Prisca Ngondo," College of Fine Arts and Communication. (April 3, 2023).

Conference Attendance, "SXSW Interactive," SXSW. (March 11, 2022 - March 20, 2022).

Additional Comments: A global festival of ideas at the intersection of technology, design, media, and innovation.

Seminar, "Deans Seminar - Liz Rodda," College of Fine Arts and Communication. (February 23, 2022).

Conference Attendance, "Adobe Max," Adobe. (October 26, 2021 - October 28, 2021).

Additional Comments: A creativity-focused conference showcasing Adobe’s latest tools, creative workflows, and design trends

Conference Attendance, "Adobe Summit," Adobe. (April 27, 2021 - April 28, 2021).

Additional Comments: A premier conference on digital marketing and customer experience management, with deep dives into data-driven storytelling and creative strategies.

Seminar, "Deans Seminar - Molly Sherman," College of Fine Arts and Communication. (April 7, 2021).

Conference Attendance, "SXSW Interactive," SXSW. (March 16, 2021 - March 20, 2021).

Additional Comments: A global festival of ideas at the intersection of technology, design, media, and innovation.

Conference Attendance, "Adobe Max," Adobe. (October 26, 2020 - October 28, 2020).

Additional Comments: A creativity-focused conference showcasing Adobe’s latest tools, creative workflows, and design trends.

Seminar, "Deans Seminar - Cindy Royal," College of Fine Arts and Communciation. (February 20, 2020).

Conference Attendance, "SXSW Interactive," SXSW. (March 8, 2019 - March 17, 2019).

Additional Comments: A global festival of ideas at the intersection of technology, design, media, and innovation.

Conference Attendance, "ONA Conference," Online News Association, Austin, TX. (September 13, 2018 - September 15, 2018).

Additional Comments: A major journalism and media event spotlighting digital storytelling, emerging platforms, and best practices for news innovation.

Conference Attendance, "SXSW Interactive," SXSW. (March 9, 2018 - March 17, 2018).

Additional Comments: A global festival of ideas at the intersection of technology, design, media, and innovation.

Conference Attendance, "ISOJ Conference," International Symposium of Online Journalism. (April 21, 2017 - April 22, 2017).

Additional Comments: A globally recognized research-driven conference highlighting the evolution of digital journalism, audience engagement, and newsroom innovation.

Conference Attendance, "SXSW Eco," SXSW. (October 10, 2016 - October 12, 2016).

Additional Comments: A sustainability-driven event focused on design, policy, and innovation for environmental and social progress.

Conference Attendance, "SXSW Interactive," SXSW. (March 11, 2016 - March 20, 2016).

Additional Comments: A global festival of ideas at the intersection of technology, design, media, and innovation.

Conference Attendance, "SXSW Eco," SXSW. (October 5, 2015 - October 7, 2015).

Additional Comments: A sustainability-driven event focused on design, policy, and innovation for environmental and social progress.

F. Media Recognition:

Internet, Texas State Newsroom. (April 11, 2024).

Additional Comments: I was featured in the Texas State University Newsroom for my contributions to an education-focused research grant. The article highlighted my role in using digital media and web design to make complex research findings more accessible to the public, emphasizing the project's impact on community education and engagement.

Website Link:
https://news.txst.edu/research-and-innovation/2024/dutton-to-study-mercury-exposure.html

Internet, MyRGV News. (September 2, 2022).

Additional Comments: I was featured on the RGV News website for my contributions to a research grant project, where I applied my expertise in digital media and web design to help communicate the project's findings to the public. The feature highlighted my role in making complex scientific information more accessible and engaging for community audiences.

Article Link:
https://myrgv.com/local-news/2022/09/02/researcher-studying-texas-gulf-coast-mercury-levels/

Internet, Texas State University. (May 2022).

Additional Comments: I was featured on the Texas State University Faculty Grants page for my involvement in a $190,902 research grant titled *"Validating a Conceptual Framework for Resistance in Investigative Interviewing / Relationship Between Mercury and Selenium Concentrations in*

Texas Offshore." My role contributed to the project's communication and outreach efforts through digital media and web design.

Website Link:
https://www.cose.txst.edu/research-departmental/faculty-grants/faculty-research-grants.html

Internet, Voyage Austin. (January 2022).

Additional Comments: I was featured on the Voyage website, where I shared my journey as a media production business owner. The article highlighted my path in building a creative company, the challenges and successes along the way, and how my work in photography, videography, and digital media has evolved over time.

Article Link:
http://voyageaustin.com/interview/inspiring-conversations-with-sara-shields-of-pixels-creative-media/

Internet, Featured Student: Sara Shields / SJMC Blog. (November 2016).

Additional Comments: I was featured as a student spotlight on the School of Journalism and Mass Communication website, where my academic achievements, creative projects, and involvement in digital media were highlighted as examples of student success and innovation within the program.

Article Link:
https://sjmcnews.wordpress.com/2016/11/14/featured-student-sara-shields/

Newsletter, College of Fine Arts and Communication News. (May 2024).

Additional Comments: I was recognized in the college news report for presenting at the Texas Intercollegiate Press Association (TIPA) Conference, where I shared my expertise on drones and storytelling. The feature highlighted my contributions to student learning and professional development within the field.

Newsletter Link:
https://digital.finearts.txstate.edu/April--May-2024-College-News/18-19/

Newsletter, College of Fine Arts and Communication News. (September 2021).

Additional Comments: I was featured in the college newsletter for my role as co-PI on a $190,000 Texas Sea Grant project, where I'm developing a public-facing website to share research on mercury and selenium concentrations in Texas coastal fish species. The feature highlighted my collaboration with faculty across disciplines to make scientific research more accessible to the public.

Newsletter Link:
https://digital.finearts.txstate.edu/College-News-September-2021/14-15/

Radio, Try @ TXST. (October 2023).

Additional Comments: I was featured on the *Try @ TXST* Podcast, where I shared spooky stories and campus lore surrounding Old Main, offering a fun and engaging look into Texas State University's history and traditions.

Podcast Link:
https://open.spotify.com/episode/6ZP1hJfcJ2cSKmzwi6wkH0?si=cc6d871e316144b3

Social Media, Texas State University. (April 2016).

Additional Comments: I was interviewed about the SXTXState project, a graduate student initiative where participants attend SXSW to interview industry professionals and speakers. In the feature, I discussed how the project provides hands-on experience in digital storytelling, blogging, and video production while connecting students with leaders in media and technology.

Video Link: https://www.facebook.com/watch/?v=10156748215810567

IV. SERVICE

A. Institutional

1. University:

Undergraduate Advisor, TXST Campus Creators. (November 2024 - Present).

Additional Comments: As the founder, faculty advisor, and mentor for the Campus Creators club, I serve the Texas State community by providing students with opportunities to grow as photographers and videographers outside the classroom. Through workshops, guest speakers, and creative events, I foster a supportive environment where students develop technical skills, leadership abilities, and professional confidence—extending my impact beyond formal coursework.

Presenter, Bobcat Days. (February 22, 2025).

Additional Comments: As part of Texas State's Bobcat Days, I present to prospective students and their families about the Digital Media Innovation program, showcasing the opportunities and hands-on experiences our courses provide. This role allows me to represent the School of Journalism and Mass Communication, connect directly with

future Bobcats, and highlight how our program prepares students for careers in the evolving digital media landscape.

Presenter, Bobcat Days. (February 17, 2024).

Presenter, Bobcat Days. (February 18, 2023).

Drone Operator, Facilities. (October 22, 2021).

Additional Comments: I flew a drone for Gordon Bohmfalk, Director of Planning, Design, and Construction at Texas State University, to capture aerial footage of campus landscapes under consideration for redevelopment. The project supported planning efforts by providing a clear visual perspective of the area where an existing building was being evaluated for removal to make way for a new facility.

Organizer, Texas State AITP IT Symposium. (October 25, 2019).

Additional Comments: I presented at the Texas State AITP IT Symposium, where I taught high school students about virtual reality and its applications in media and technology. Through interactive demonstrations and discussion, I introduced students to emerging technologies in an accessible way, sparking interest in future opportunities within digital media.

Presenter, Bobcat Days. (October 19, 2019).

3. Department/School:

Manager, Creator Studio. (July 2025 - Present).

Additional Comments: As Studio Manager, I designed and curated the studio set to create a professional, modern space for digital content production. I oversee the reservation system, manage user access, and support students and faculty in utilizing the space effectively for video, photo, and podcast projects. This role allows me to foster a creative environment while ensuring smooth operations and accessibility for all users.

Video of Creator Studio:
https://www.linkedin.com/posts/saramshields_the-creator-studio-is-officially-in-full-activity-7379290097248251904-AwJP?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAABbnEjkBl_8VU96KYZBbUU7_1GwfM_nQndE

Member, Technology and Facilities. (November 2020 - Present).

Additional Comments: I serve on the Technology and Facilities Committee for the School of Journalism and Mass Communication, where I contribute to decisions that directly impact student learning. In this role, I help evaluate and recommend new equipment and technology to ensure our students have access to the tools needed for modern media production and professional development.

Social Media Coordinator, SJMC MILab. (August 2019 - May 2023).

Additional Comments: I managed the social media accounts for the Media Innovation Lab (MILab), where I showcased student projects, highlighted lab initiatives, and promoted events and opportunities. Through consistent, creative content, I helped raise the lab's visibility and celebrate the innovative work of our students.

Organizer, Media Innovation Week. (March 30, 2020 - April 3, 2020).

Additional Comments: I organized and lead the launch of *Digital Media Innovation Week*, a new School of Journalism and Mass Communication initiative designed to showcase and promote digital media innovation concepts to students and the campus community. While the event was ultimately canceled due to COVID-19, the planning process reflected my commitment to advancing innovative programming and creating opportunities for student engagement.

Speaker, Mass Comm Week. (October 17, 2019).

Additional Comments: I co-led a workshop that introduced students to drones and their applications in media and storytelling. We provided a crash course on FAA regulations, creative uses, and industry relevance, and concluded with a live flight demonstration to give students a hands-on look at drone technology in action.

https://www.txstatemcweek.com/drones-are-being-flown-by-texas-state-students/

Demonstrator, Mass Comm Week. (October 16, 2019).

Additional Comments: I co-led a virtual reality workshop during Mass Comm Week, introducing students to core VR concepts and guiding them through immersive experiences. This hands-on session helped students understand how emerging technologies are shaping storytelling and media production, while sparking curiosity about future applications in the industry.

C. Community:

Volunteer, City of San Marcos. (October 2021 - Present).

Additional Comments: I have been working with the City of San Marcos by contributing my professional photography and videography skills to document a variety of public events and community volunteer initiatives. My work has captured the spirit of civic engagement and community pride, providing the city with high-quality visual content to promote its programs, celebrate local events, and highlight the people who make a positive impact in the community.

Volunteer, Annual Great Texas River Clean Up, San Marcos, TX. (March 2020 - Present).

Additional Comments: I have volunteered with the Annual Great Texas River Cleanup, a large-scale community event dedicated to preserving the health and beauty of the San Marcos River. Each year, I join hundreds of volunteers in removing trash and debris from the river and its surrounding areas. Through my participation, I've contributed to maintaining one of Central Texas's most cherished natural resources and supported ongoing environmental conservation efforts in the community.

Volunteer, Wild Keepers. (August 2019 - Present).

Additional Comments: I participate in quarterly trash cleanups across Central Texas and Arizona with the organization Keep Nature Wild. Through these volunteer efforts, I help remove litter from parks, trails, and outdoor spaces to preserve the natural beauty of the environment. This ongoing involvement reflects my commitment to environmental stewardship and community engagement, combining my love for the outdoors with hands-on conservation work.

Volunteer, South Texas Aussie Rescue. (July 2023 - January 2025).

Additional Comments: I volunteered with South Texas Aussie Rescue by supporting their digital outreach efforts. Using my background in social media strategy and content creation, I helped strengthen the organization's online presence by developing a social media plan aimed at increasing visibility, engaging followers, and driving more foster and adoption opportunities. This work combined my passion for animals with my professional expertise in digital storytelling and audience engagement.

Volunteer, Central Texas Pig Rescue, Smithville, TX. (March 12, 2022 - July 2023).

Additional Comments: I volunteered my professional skills with Central Texas Pig Rescue by photographing their sanctuary, filming and editing promotional videos for events, and contributing hands-on support through tasks such as building enclosures and feeding the animals. This experience allowed me to combine my creative expertise with community service, helping the organization raise awareness and share its mission through impactful visual storytelling.

Volunteer, Regional San Marcos Animal Shelter, San Marcos, TX. (December 2013 - March 2023).

Additional Comments: I volunteered at the San Marcos Animal Shelter, donating my professional photography skills to capture high-quality portraits of adoptable animals. By improving the visual quality of their online adoption listings, I helped increase visibility and appeal for the animals, supporting the shelter's mission to find them safe and loving homes.

Volunteer, Austin Animal Center, Austin, TX. (February 2017 - June 2019).

Additional Comments: I volunteered at the Austin Animal Center, assisting with the daily care of animals and supporting adoption efforts. My work included helping socialize pets, maintaining clean and safe environments, and contributing to the center's mission of promoting animal welfare and responsible pet ownership.

D. Organization Memberships:

Broadcast Education Association (BEA). (March 2025 - Present).

Additional Comments: I am an active member of the Broadcast Education Association (BEA), a leading organization for educators and professionals in media, journalism, and digital storytelling. My involvement allows me to stay connected with industry trends, share best teaching practices, and engage with a community dedicated to advancing media education and innovation.

Sierra Club. (November 2021 - Present).

Additional Comments: I participate in environmental conservation initiatives and community outreach efforts supporting sustainability and outdoor preservation.

Greater Austin Professional Videographers Association (GAPVA). (September 2020 - Present).

Additional Comments: I am a vetted member of the Greater Austin Professional Videographers Association, a network of industry professionals dedicated to upholding high standards in video production. Through this organization, I stay connected with peers in the field, continue developing my craft, and maintain a strong commitment to professional excellence and ethical practices in videography.

Delta Gamma. (August 2011 - Present).

Additional Comments: I was an active member contributing to philanthropic events, leadership development, and community service initiatives. I continue to stay involved with the local chapter at Texas State University by making donations to the organization.

American Alpine Club (AAC). (April 2024 - April 2025).

Additional Comments: I engaged with a community of climbers dedicated to promoting safe climbing practices, environmental stewardship, and outdoor education.

Texas Climbers Coalition (TCC). (January 2024 - January 2025).

Additional Comments: I volunteered in efforts to maintain and preserve local climbing areas while advocating for climber access and safety.

South Texas Aussie Rescue (STAR). (July 2023 - January 2025).

Additional Comments: I supported animal rescue efforts through fostering, volunteer work, and helping promote adoptions.

Women Who Drone. (October 2020 - July 2024).

Additional Comments: I was part of a global network empowering women in drone technology and aerial storytelling through education and creative collaboration.

G. Service Professional Development Activities Attended:

Workshop, "SJMC Leadership Academy," School of Journalism and Mass Communication. (September 2022 - April 2023).

Additional Comments: I participated in the School of Journalism & Mass Communication (SJMC) Leadership Workshop to deepen my capacity to serve the school beyond the classroom. The session sharpened my skills in collaborative decision-making, strategic planning, and change management, and it clarified where I can step up—supporting cross-program initiatives, mentoring student leaders, and helping drive creative, student-focused projects across SJMC.