

Nahla Bendefaa — Curriculum Vitae

EDUCATION

Ph.D. in Communication and Media Studies, 2022 - Present

University of Oregon, Eugene, OR

School of Journalism and Communication

Research interests: communication as social change, activism, journalism ethics

Master of Arts in Communication Studies, 2017 - 2019

Kent State University, Kent, OH

Emphasis: Global Communication

Grade Point Average: 3.55/4.0

Advisor: Dr. Tewodros Workneh

Independent Research Project: *“The biggest loser of them all:” The interplay of intersectionality and hybridity in season 4 of SKAM*

Bachelor of Arts in Communication Studies, 2012 - 2016

Al Akhawayn University in Ifrane, Morocco

Concentration: Media Studies

Minor: Human Resource Development

Grade Point Average: 3.85/4.0

Capstone: *Framing analysis of the news coverage of the Syrian refugee crisis by the BBC, Euronews, and Al Jazeera English*

Committee: Dr. Bouziane Zaid (supervisor), Pr. Timothy Pearson

RELEVANT COURSEWORK

- International/Intercultural Communication
- Communication in a Global Society
- Communication in an Information Society
- Qualitative Research Methods
- Social Movements & Nonviolent Action

TEACHING EXPERIENCE

Fall 2022	Graduate Employee - University of Oregon, Eugene, OR J201 - Media and Society
2018 - 2019	Instructor of Record - Kent State University, Kent, OH Introduction to Human Communication <ul style="list-style-type: none">• Hybrid public-speaking course with speeches as main assignments• Responsible for teaching all class sessions, grading all assignments, and holding office hours to provide personalized help for students
Spring 2018	Graduate Teaching Assistant - Kent State University, Kent, OH Introduction to Human Communication - co-taught <ul style="list-style-type: none">• Hybrid public-speaking course with speeches as main assignments

- Responsible for three modules (one third) of the course content
- Coordinated grading and support responsibilities among three instructors

Foundations of Communication

- Introduction course for communication majors offered 100% online for students across all eight Kent State University campuses
- Responsible for grading weekly journal entries, quizzes, and final paper drafts while providing personalized feedback to students

Fall 2017

Graduate Teaching Assistant - Kent State University, Kent, OH

International Communication

- Upper-level course in Global Communication
- Responsible for grading assignments and proctoring exams
- Held weekly office hours to assist students in the development of final projects

2015 - 2016

Teaching Assistant - Al Akhawayn University in Ifrane, Morocco

Art & Design

- Upper-level course in graphic design
- Responsible for leading lab sessions, assisting students in the development of projects, and explaining assignment guidelines

ADMINISTRATIVE EXPERIENCE

2016 - 2017

Outbound Study Abroad Advisor - Al Akhawayn University in Ifrane, Morocco

Office of International Programs

- Liaised between students, various academic units at Al Akhawayn University, and 60+ partner institutions
- Established regular communication with outbound exchange students before, during, and after their time abroad
- Processed all exchange and study abroad applications within a week of submission;
- Oversaw a +70% increase in outbound students within a year
- Coordinated outgoing students' visa processes with a dozen embassies and consulates (USA, UK, France, Republic of Korea, etc.)
- Managed 2 student workers and peer advisors and assessed their project progress on a weekly basis

ADDITIONAL EMPLOYMENT

Oct 2021 - Sept 2022

Manager, Digital Content Creation - National Pork Board, Des Moines, IA

- Ideate and develop creative content that connects with audiences through storytelling and delivers on organizational strategic imperatives
- Serve as a trusted partner in creating content calendars, maintaining content schedules, and facilitating content workflows and approvals
- Contribute to recipe content management and workflows
- Evaluate content performance and provide measurement reports

Aug 2021

Freelance Content Creator - Pivot Bio, Ames, IA

- Worked alongside the content team to create digital content for Pivot Bio's Nitrogen's Turning Point Tour event
- Crafted social media copy for each stop of the tour with a quick turnaround

- Designed signage for the event
- Feb 2021 - Present Freelance Reporter - WKSU, Kent, OH
 - Craft features for broadcast and online publication by securing sources and showcasing research skills
 - Pitch stories on public education and criminal justice as part of the Learning Curve and Justice Matters series respectively
 - Collaborate with editors, graphic designers, and producers to create captivating content for Morning Edition and All Things Considered
 - Engage with audience members through live radio appearances and community tour events
- Jul 2020 - Present Freelance Writer & Reporter - The Devil Strip, Akron, OH
 - Interviewed members of the Akron community and write feature-length pieces for online and print publication
 - Pitched stories on the Akron cultural scene and immigrant communities
 - Created and curated visual content to accompany the articles, including original photographs and illustrations
 - Designed a community engagement program to strengthen the ties between contributing writers and the Akron community at large
- Nov 2019 - Jul 2020 Customer Experience Manager - APG Office Furnishing, Cleveland, OH
 - Crafted and implemented customer marketing campaigns focused on the sales experience and customer advocacy
 - Produced written and visual content for digital and print deliverables for customer visits, proposals, and bids, etc.
 - Created a clear communication channel between the Business Development team and the Customer Experience Managers
 - Organized several customized customer event programs per month, including developing marketing and trade show assets

SCHOLARSHIP

Manuscripts in Progress

Workneh, T. W., & Bendefaa, N. *Covering the ET500 crash: Western erasure of an African tragedy.*

Book Reviews

Bendefaa, N. (2019). [Review of the book *Twitter and Tear Gas: The Power and Fragility of Networked Protest*, by Z. Tufekci]. *The Journal of Social Media in Society*, 8(1), 279-281. Retrieved from <https://thejsms.org/index.php/TSMRI/article/view/493/267>

Other Writing

Bendefaa, N. (2021, Jul. 22). *Advocates face challenges in reforming Ohio's sentencing laws.* WKSU. <https://www.wksu.org/government-politics/2021-07-22/advocates-face-challenges-in-reforming-ohios-sentencing-laws>

Bendefaa, N. (2021, Jun. 21). *Irie Jamaican Kitchen brings sunny flavors to Highland Square just in time for summer.* The Devil Strip. <https://thedevilstrip.com/2021/06/21/irie-jamaican-kitchen-brings-sunny-flavors-to-highland-square-just-in-time-for-summer/>

- Bendefaa, N.** (2021, Jun. 8). *School districts look for opportunities in pandemic pivot*. WKSU.
<https://www.wksu.org/education/2021-06-08/school-districts-look-for-opportunities-in-pandemic-pivot>
- Bendefaa, N.** (2021, May. 24). *Sunshine Taekwondo Academy Celebrates Two-Year Anniversary With Event Highlighting Four-Time Guinness World Record Holder Dinesh Sunar*. The Devil Strip.
<https://thedevelopstrip.com/2021/05/24/sunshine-taekwondo-academy-celebrates-two-year-anniversary-with-event-highlighting-four-time-guinness-world-record-holder-dinesh-sunar/>
- Bendefaa, N.** (2021, Apr. 26). *Resettlement Agencies Struggle with Education Needs of Refugee Children* WKSU.
<https://www.wksu.org/education/2021-04-26/resettlement-agencies-struggle-with-education-needs-of-refugee-children>
- Bendefaa, N.** (2021, Apr. 6). *Student Teaching Struggles: COVID-19 Puts a Damper on Experiences, but Educators in the Making Forge Ahead*. WKSU.
<https://www.wksu.org/education/2021-04-06/student-teaching-struggles-covid-19-puts-a-damper-on-experiences-but-educators-in-the-making-forge-ahead>
- Bendefaa, N.** (2021, Mar. 8). *How UA's Juan Contreras Made Akron Home*. The Devil Strip.
<https://thedevelopstrip.com/2021/03/08/how-uas-juan-contreras-made-akron-home/>
- Bendefaa, N.** (2020, Oct. 19). *Donovan Harris | A Pillar in the Akron Community*. The Devil Strip.
<https://thedevelopstrip.com/2020/10/19/donovan-harris-a-pillar-in-the-akron-community/>
- Bendefaa, N.** (2020, Sept. 8). *In New Book, David Giffels Travels Ohio to Understand the U.S.* The Devil Strip.
<https://thedevelopstrip.com/2020/09/08/in-new-book-david-giffels-travels-ohio-to-understand-the-u-s/>
- Bendefaa, N.** (2020, Aug. 5). *'You Get Panic:' Changing Student Visa Orders Confuse International Students*. The Devil Strip.
<https://thedevelopstrip.com/2020/08/05/you-get-panic-changing-student-visa-orders-confuse-international-students/>

Conference Presentations

- Bendefaa, N.** (2018, June 21-24). *Crossing Textual Borders & Expanding Storytelling Boundaries: The Interplay of Intertextuality & Hybridity in SKAM's Reception by Global Audiences*. International Association for Media and Communication Research Conference, Eugene, OR, USA.

Panel Chair

- Communicating Gender in a Global Context: International Constructions of Identity*. Graduate Research Symposium, Kent State University, Kent, OH, USA. April 4-5, 2019.

Panel Participation

- Intersectionality of Sexual Assault*. Kent State University Center for Sexual and Relationship Violence Support Services, Kent, OH, USA. April 4, 2018.

GUEST LECTURES & INVITED TALKS

- Bendefaa, N.** (2021, September). *Moroccan Food & Media*. In T. Workneh, *Media, Food, & Foodways*. Kent, OH
- Bendefaa, N., & Pillsbury, N.** (2021, June). *Lessons Learned from the Learning Curve Series*. In Kent League of Women Voters Annual Meeting. Virtual Event.
- Bendefaa, N., Bhatia, K., Huntsman, A., & St. Clair, J.,** (2021, May). *Learning Curve Community Tour: Lessons Learned from Reporting on Education During the Pandemic*. Ideastream Public Radio & WKSU. Virtual Event.
- Bendefaa, N.** (2021, February). *International Experience Speaker Event*. In The Society of Global Cultures. Kent, OH

- Bendefaa, N.** (2018, March). Cultural Spaces & Nonverbal Communication. In D. Socha, Intercultural Communication. Guest lecture. Kent, OH.
- Bendefaa, N.** (2017, November). Internet & Social Movements. In. T. W. Workneth, International Communication. Guest lecture. Kent, OH.
- Bendefaa, N.** (2017, November). Stereotypes & Prejudice. In M. C. Lin, Intercultural Communication. Workshop facilitator. Kent, OH.

SERVICE TO THE UNIVERSITY

Kent State University

- Communication Graduate Student Association** Vice President & GSS Representative, 2018 - 2019
- Graduate Student Senate** College of Communication & Information Representative, January 2018 - May 2019
- Graduate Student Orientation** Graduate Teaching Fellow, 2018-2019
- The Society of Global Cultures (Formerly Order of the Global Flashes)** Communication Chair & Founding Member, 2018 - 2019

Al Akhawayn University in Ifrane

- AUI Amnesty International Club** Faculty Advisor, 2016 - 2017
Vice President, 2015 - 2016
President & Founding Member, 2013 - 2014
- Al Akhawayn Short Film Festival** Communication & Community Manager & Founding Member, 2015 - 2017
- Al Akhawayn Chronicle** Lead graphic designer for the Al Akhawayn English newspaper, 2015 - 2016

AWARDS

- 2022-2026 Columbia Scholarship, School of Journalism and Communication, University of Oregon (\$1000/year)
- 2022 Promising Scholar Award, Division of Graduate Studies, University of Oregon (\$6000)
- 2019 Presentation Award Winner, Graduate Research Symposium, Kent State University (\$200)
- 2018 Domestic Travel Award, Graduate Student Senate, Kent State University (\$415)
- 2018 Dr. Dominic A. Infante Communication Scholarship (\$2,000)
- 2018 The D. Ray and Susanne E. Heisey Endowed International Scholarship Fund (\$2,000)
- 2016 Best Flyer Award, Al Akhawayn University Student Activities Office
- 2016 Career Leadership Camp First Place, Al Akhawayn University in Ifrane