

JENNIFER M. GRYGIEL

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ADDRESS 211 FELLOWS AVENUE, SYRACUSE, NY 13210

EDUCATION

- 2010 **Harvard University, Master's (ALM)**
Graduate Program in Management
- * Concentration: Finance and Control.
 - * Relevant coursework: Principles of Finance, Financial Accounting, International Economy/Business, Law of Business Enterprises, Writing for PR and Marketing, Social Media Marketing, and The Global Financial Crisis.
- 2001 **St. Lawrence University, Bachelor of Arts**
Magna Cum Laude
- * Concentration in Art and Education.
 - * Additional coursework: macroeconomics and statistics.
 - * Faculty scholar, London term abroad, Women's Soccer Team, and University EMT.
- Additional Coursework & Workshops **Massachusetts College of Art and Design**
- * Graduate courses: Web Design (Dreamweaver), Photoshop, Illustrator, and InDesign.
- Harvard University**
- * Graduate course: Digital Multimedia Art (Flash and ActionScript).
- ONLC Training**
- * Microsoft SharePoint Designer Certificate
- National Press Photographers Association**
- * 2016 NPPA Multimedia Immersion
- Pharnal Longus Weekend Institute**
- * 2015 Undoing Racism/People's Institute for Survival & Beyond Workshop

SCHOLARLY ARTICLES, CONFERENCES, PRESENTATIONS, AND ACTIVITIES

- Grygiel, J. (2017). Twitter Needs to Monitor Trump's Tweets. Retrieved from http://www.slate.com/articles/technology/future_tense/2017/08/a_modest_proposal_to_moderate_trump_s_tweets.html
- Grygiel, J. (2017). Social Media and Digital Citizenship. Presented at the Syracuse University, Maxwell School's Young African Leaders Initiative (YALI) Executive Education Program, Syracuse, New York.
- Grygiel, J. (2017). Police Facebook Pages: The New Pillory for Publicly Shaming Women. Paper presented at the 2017 International Communication Association annual conference, San Diego, California.
- Grygiel, J. & Lysak, S. (2017, August). U.S. Law Enforcement Social Media and TV News: What are Agencies Posting and How is it Being Reported? Paper presented at the 2017 Association for Education in Journalism and Mass Communication, Annual Conference, Chicago, Illinois.

- Grygiel, J. & Brown, N. (2017, August). Corporate Social Responsibility and Social Media: Can Corporate Citizenship Motivate Companies to Create Safe Social Media Platforms? Paper accepted at the 2017 Association for Education in Journalism and Mass Communication, Annual Conference, Chicago, Illinois.
- Grygiel, J. (2017). #fakenewstrainwreck: a social media post mortem and plan. Talk given at Hamilton College, Clinton, New York.
- Grygiel, J. (2017). Virtual Honor Codes in the Age of Social Media. Presented at the DoD's Defense Information School's 2017 Social Media Workshop, Fort Meade, United States.
- Grygiel, J. (2017). Why We Need Data: The Importance, the Access, and the Barriers to Marketing Data in a Digital World. Participated on a panel at the 2017 American Academy of Advertising Conference, Boston, Massachusetts.
- Grygiel, J. (2017). Digital Citizenship: Social Disruption for Social Good. Seminar and workshop presented at St. Lawrence University, Canton, New York.
- Grygiel, J. & Brown, N. (2017, March). The Role of Corporate Social Responsibility in Increasing Social Media Safety. Paper presented at the 2017 Association for Education in Journalism and Mass Communication, Mid-Winter Conference, Norman, Oklahoma.
- Grygiel, J. (2017). How to Enable Students to Identify Bias in Product Development. Retrieved from <http://mediashift.org/2017/02/how-to-enable-students-to-identify-bias-in-product-development/>
- Grygiel, J. (2016). U.S. Law Enforcement Facebook Pages: A Study of Mugshot Racial Bias, Gatekeeping and Cultivation Effects. Presented at the 32nd annual Q Conference, New Orleans, Louisiana.
- Grygiel, J. (2016). Social Media and Social Change. A Lesson in Biased Product Development and Collective Action. Presented lesson at the 2016 Association for Education in Journalism and Mass Communication annual conference, Minneapolis, Minnesota.
- Huang, Y., Huo, S., Yao, Y., Chao, N., Wang, Y., Grygiel, J., & Sawyer, S. (2016, June). Municipal Police Departments on Facebook: What Are They Posting and Are People Engaging? In Proceedings of the 17th International Digital Government Research Conference on Digital Government Research (pp. 366-374). ACM.
- Grygiel, J. (2016). Flash Points. Participated on a panel at the Newseum Institute and Knight Foundation "Free Speech on Campus" Conference, Washington, DC.
- Crane, D. & Grygiel, J. (2016). Preserve Social Media Data to Ensure Justice for Syrian People. http://www.syracuse.com/opinion/index.ssf/2016/10/preserve_social_media_data_to_ensure_justice_for_syrian_people_commentary.html
- Grygiel, J. (2016). The Why Behind Newhouse School's Partnership with BuzzFeed. Retrieved from <http://mediashift.org/2016/07/behind-newhouse-schools-partnership-buzzfeed/>
- Grygiel, J. & Noll, J. (2016). How Does This Thing Work? Snapchat and the Chaotic World of Branding. Retrieved from <https://www.commpro.biz/how-does-this-thing-work-snapchat-and-the-chaotic-world-of-branding/>
- Grygiel, J. (2016). Dear Twitter: Your Platforms Are Hurting People. Retrieved from http://www.huffingtonpost.com/jennifer-grygiel/dear-twitter-your-platfor_b_9916338.html
- Birkhead, H. (2016). Text from Hillary: Political Meta-Meming, Likeability, and Social Presence. Newhouse Thesis Advisor and Committee Member.

Brown, N. & Grygiel, J. (2015). An Anti-Bullying Emoji Is Not Enough. Retrieved from http://www.huffingtonpost.com/nina-brown/an-antibullying-emoji-is-_b_8560876.html

Grygiel, J. (2016). Emo Kylo Ren Has Eclipsed Hot Topic. Retrieved from http://www.huffingtonpost.com/jennifer-grygiel/emo-kylo-ren-has-eclipsed_b_8945646.html

Grygiel, J. (2016). The Importance of Spelling in the 2016 Election. Retrieved from http://www.huffingtonpost.com/jennifer-grygiel/the-importance-of-spelling_b_9009560.html

Grygiel, J. (2015). Industry Perspectives. Participated on a panel at the 2015 Northeastern University Reach (OUT) Career Conference, Boston, Massachusetts.

Grygiel, J. (2014). “Keeping up with the Joneses” Mentality: Not a Sound Basis for Public Policy. In Perspectives on the Global Financial Crisis from Emerging Managers and Public Policy Makers [Full Version] (35-46). Financial Services Forum Publications. Paper 33.

Grygiel, J. (2014). If You Build it, Will They Come? Presentation given at the 2014 Strition Collective, Orlando, Florida.

Grygiel, J. (2014). If You Build it, Will They Come? (2014). Telephonically presented at PR Summit, Boston Social Media in Financial Services Group.

Grygiel, J. (2014). If You Build it, Will They Come? (2014). Presented to the Boston Social Media in Financial Services Group, Boston, Massachusetts.

Grygiel, J. (2012). LGBT Awareness and Inclusion. Presented at CAARE (Consent, Assault Awareness and Relationship Educators) Student Training, Harvard University, Cambridge, Massachusetts.

Grygiel, J. (2010). reCAPTCHA Exploits the Masses. Retrieved from <http://karouselmag.com/2010/10/recaptcha-exploits-the-masses/>

MEDIA INTERVIEWS

Bustle	2017/07/05	Lady Gaga Defends Ed Sheeran From Online Trolls In A Way We Can All Learn From
Reuters (New York Times, Daily Mail, Nasdaq, The Street, etc.) USA Today	2017/06/30	Facebook changes algorithm to curb 'tiny group' of spammers
TWC News	2017/06/30	Trump's bully pulpit: Twitter insults spark outrage, accusations of misogyny
Bustle	2017/06/09	Syracuse Police Talk Impacts of Live Streaming During Active Scenes
Cleveland 19 (WOIO)	2017/05/24	Real Journalists Skewer Julian Assange's Wikileaks Election Boast
CTV News Ottawa	2017/05/04	Facebook plans to hire more to monitor content
CBS News	2017/05/04	CTV Morning Live: Facebook Hires Content Reviewers
NBC Websites (New York, Washington, Los Angeles, Chicago, Boston, etc.)	2017/05/02	Facebook will research you at the request of marketers
MSNBC / Katy Tur	2017/04/28	How Trump's Tweets Have Changed in 100 Days as @POTUS
CTV News Ottawa	2017/04/19	Broadcast Show: Commented on Mark Zuckerberg's comments on the Cleveland Facebook Live murder
CBS News	2017/04/18	CTV Morning Live: Dangers of Facebook
	2017/04/17	Cleveland murder raises questions about violent videos on Facebook

CNET	2017/04/16	Instagram Stories thrives in social media's copycat culture
Cleveland 19 (WOIO)	2017/04/16	The dangers of Facebook Live
McClatchy (Miami Herald)	2017/02/13	Trump takes a Twitter break, and the world wonders what's he trying to say?
AP Big Story	2017/02/07	Twitter broadens its campaign against hate and abuse
The Guardian	2017/02/07	Twitter announces new measures to tackle abuse and harassment
USA Today	2016/12/14	Will Twitter get a Trump bump? Don't count on it
USA Today	2016/11/20	Twitter accused of political bias in right-wing crackdown
Le Temps (Swiss)	2016/11/16	Facebook doit assumer son nouveau rôle de média
Wall Street Journal	2016/11/15	Social-Media Companies Forced to Confront Misinformation and Harassment
Wall Street Journal	2016/11/15	Fake Content Puts Pressure on Facebook, Google
NBC Nightly News	2016/11/15	Facebook, Twitter, Google Face More Criticism Over Bullying, Fake News
Investor's Business Daily	2016/11/14	How Businesses Harness the Power of Hashtags, Social Influencers
The Cristian Science Monitor	2016/10/5	Facebook launches encryption option for Messenger
Jezebel	2016/09/29	Regarding the Pain of Terrence Sterling
BBC Radio 5 - Up All Night - segment feature	2016/09/02	9/2/16 Radio Show
BBC News	2016/09/01	Cash for Catastrophes?
BBC World Service: Trending	2016/08/28	Cash for Catastrophes?
Chronicle of Higher Education	2016/08/02	Professors Assign Students to Post to BuzzFeed. You'll Never Believe What Happens Next.
Washington Times	2016/07/21	Milo Yiannopoulos' Twitter ban reignites social media bias accusations
Upworthy	2016/06/09	Why we got obsessed with France's fake email ban.
Washington Post	2016/05/22	How Facebook can influence the news, not just share it
Bustle	2016/05/03	The Pivotal Issue That Pro-Trans Rights Celebrities Remain Oddly Silent About
Global Times, China	2016/04/19	Savvy social media use gets millenials feeling the Bern
NorthJersey.com	2016/03/12	Presidential election through eyes of North Jersey's millennials
HuffPost New York	2016/03/09	Facebook Friends and the Partisan Divide
Watertown Daily Times	2016/03/05	Facebook or Twitter? North country state legislators talk social media effectiveness
TheStreet	2016/03/05	How Millennials Will Impact the 2016 Election Without Voting
E-Commerce Times	2016/02/22	Facebook May Launch Risky Messenger Ad Program
E-Commerce Times	2016/02/05	Facebook Invites 1.5B Close Friends to Its Birthday Bash
Inc.com	2015/11	Unlocking the Power of LinkedIn
Macworld	2015/10/05	5 little-known Facebook tips and tricks to make your News Feed less frustrating
Sacramento News and Review	2015/10/01	The jerks Nextdoor Is the social-media site that aims to unite neighbors actually the worst thing to happen to Sacramento communities?
InformationWeek	2015/09/25	Big Data Ethics: 8 Key Facts To Ponder
CIO Online	2015/09/24	Social media bans in college sports offer lessons for enterprises

Society for Human Resource Management Portland Press Herald WBUR Boston Globe	2015/09/08 2015/09/06 2012/07/18 2011/10/13	Why Job Seekers Should Clean Up Their Social Media Presence Rogue Facebook page exposes potential danger of sexting Teens Speak Out With 'Make It Out' Gay Bullying Video Boston bands hoping to make an impression at CMJ
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TEACHING

2015-Current	S.I. Newhouse School of Public Communications, Syracuse University <i>Assistant Professor of Communication (Social Media), Tenure-track Appointment</i>
	* COM600 Social Media Theory and Practice
	* COM427 Social Media for Communicators
	* COM400/600 BuzzFeed: Future Media Skills (BuzzFeed collaboration)
	* COM107 Communications and Society.
	* COM100 First-Year Seminar
2001-2002	George Washington High School, Denver, CO <i>Photography Teacher and Testing Assistant supporting the Vice Principal</i>

EMPLOYMENT

2013-2015	State Street Corporation <i>Social Business & Emerging Media Manager, Assistant Vice President</i>
2011-2013	Committee on Capital Markets Regulation, Inc. <i>Executive Director for Public Affairs & Communications, Chief of Staff, and Corporate Secretary</i>
2005-2011	Harvard Law School <i>Corporate Secretary & Assistant Director, Committee on Capital Markets Regulation (2009-2011)</i> <i>Program Manager, Committee on Capital Markets Regulation (2007-2009)</i> <i>Communications & Technical Coordinator, Program on International Financial Systems (2005-2007)</i>
2010-2011	Timeout Boston <i>Freelance Photographer</i>
2005-2007	Houghton Mifflin Company <i>Freelance PowerPoint Designer</i>
2002-2005	MIT Computer Science and Artificial Intelligence Laboratory <i>Administrative Assistant to the Assistant Director</i> <i>Senior Office Assistant supporting the Administrative Officer</i>

OTHER ACTIVITIES AND PROJECTS

2016	Illuminating 2016 <i>Election Share of Voice Project Lead</i>
	* Website: http://illuminating.ischool.syr.edu/sov

- 2015-Current **Makers Media Group LLC**
CEO & Founder
 * Website: <http://makersmediagroup.com/>
- 2014 **Clergy for a New Drug Policy**
Web Designer and Public Communications Advisor
 * Clergy for a New Drug Policy: <http://newdrugpolicy.org/>
- 2014 **Bagly (The Boston Alliance of Gay, Lesbian, Bisexual and Transgender Youth), Inc.**
Development Committee Member
- 2013-2015 **State Street Corporation**
Global Pride Steering Committee and Corporate Diversity Working Group Member
- 2012 **Charles Hamilton Houston Institute for Race and Justice, Harvard Law School**
Web Designer
- 2011 **Prison Studies Project**
Web Designer and Public Communications Advisor
 * Website: <http://prisonstudiesproject.org/>
- 2011 **No Gay Left Behind**
Founder
 * Website: <https://www.facebook.com/nogayleftbehind/>
- 2009 **Karousel Mag**
Founder and Publisher
 * Website: <http://karouselmag.com>
- 2001-Current **GRYGIEL and MEandJOANCOLLINS**
Musician
 * 2009 Boston Music Awards Nominee – Pop Act of the Year
 * CMJ Performer: 2012 and 2013

HONORS AND AWARDS

- 2016 **First Place, Best Practices in Ethics in an Emerging Media Environment Teaching Competition, Association for Education in Journalism and Mass Communication**
 * Social Media and Social Change: A Lesson in Biased Product Development and Collective Action
- 2014 **IABC Gold Quill Merit Award**
 * Social Intranet Project.
- 2014 **Wommy, Womma (Word of Mouth Marketing Association)**
 * Liquid Alts Social Media Campaign.

PROFESSIONAL ORGANIZATION

- 2017-Current **Member, International Communication Association**
- 2017-Current **Member, National Communication Association**
- 2017-Current **Member, American Academy of Advertising**
- 2016-Current **Member, Association for Education in Journalism and Mass Communication**
- 2013-2014 **Member, SocialMedia.org**
- 2014 **Member, Public Relations Society of America**