

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. (2018). The Left Shouldn't Be Too Proud to Meme. Retrieved from <https://www.nytimes.com/2018/03/05/opinion/democrats-memes-social-media.html>
- Grygiel, J. (2018). Platforms and Publishers: In Search of New Standards in Media Ethics. Participated on a panel at the Ethics of Social Platforms and Content Moderation Conference, Los Angeles, California.
- Grygiel, J. (2017). Media and Terrorism. Participated on a panel for Remembrance Week at Syracuse University, Syracuse, New York.
- Grygiel, J. (2017). Counter-Memeing Micro-influencer Cigarette Paraphernalia on Instagram. Guest lectured (virtual) at the Johns Hopkins Bloomberg School of Public Health, Baltimore, Maryland.
- Grygiel, J. (2017). Social Media and Law Enforcement: Are Social Media Being Adopted for Communications?

- Paper presented at the 2017 National Communications Association annual conference, Dallas, Texas.
- Grygiel, J. (2017). Social Listening: Queer Fashion. Guest lectured at the Fashion Institute of Technology, New York, New York.
- Grygiel, J. (2017). Whose Fair Share: Opportunity and Inclusion in the Sharing Economy. Participated on a panel at an event sponsored by the event is sponsored by the Charles Hamilton Houston Institute for Race & Justice at Harvard Law School, Cambridge, Massachusetts.
- Grygiel, J. (2017). How to not be a dumpster fire on social media. Workshop given at Institute for Veterans and Military Families at Syracuse University, Syracuse, New York.
- Grygiel, J. (2017). Why Did Facebook Promote Fake News About the Las Vegas Massacre? Retrieved from <http://fortune.com/2017/10/04/las-vegas-shooting-facebook-google-fake-news/>
- Grygiel, J. (2017). Twitter Needs to Monitor Trump's Tweets. Retrieved from <http://slate.me/2GuckUe>
- Grygiel, J. (2017). Social Listening: What to do with all this data? Workshop given at Institute for Veterans and Military Families at Syracuse University, Pulaski, New York.
- 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, May). 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). Social Listening: What to do with all this data? Workshop given at 4A's, Syracuse, New York.
- 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 Sitrion 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.)	2017/06/30	Facebook changes algorithm to curb 'tiny group' of spammers
USA Today	2017/06/30	Trump's bully pulpit: Twitter insults spark outrage, accusations of misogyny
TWC News	2017/06/09	Syracuse Police Talk Impacts of Live Streaming During Active Scenes
Bustle	2017/05/24	Real Journalists Skewer Julian Assange's Wikileaks Election Boast
Cleveland 19 (WOIO)	2017/05/04	Facebook plans to hire more to monitor content
CTV News Ottawa	2017/05/04	CTV Morning Live: Facebook Hires Content Reviewers
CBS News	2017/05/02	Facebook will research you at the request of marketers
NBC Websites (New York, Washington, Los Angeles, Chicago, Boston, etc.)	2017/04/28	How Trump's Tweets Have Changed in 100 Days as @POTUS
MSNBC / Katy Tur	2017/04/19	Broadcast Show: Commented on Mark Zuckerberg's comments on the Cleveland Facebook Live murder
CTV News Ottawa	2017/04/18	CTV Morning Live: Dangers of Facebook
CBS News	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 millennials 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
Portland Press Herald	2015/09/06	Rogue Facebook page exposes potential danger of sexting
WBUR	2012/07/18	Teens Speak Out With 'Make It Out' Gay Bullying Video
Boston Globe	2011/10/13	Boston bands hoping to make an impression at CMJ

TEACHING

2015-Current **S.I. Newhouse School of Public Communications, Syracuse University**

Assistant Professor of Communication (Social Media), Tenure-track Appointment

- * 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**

Photography Teacher and Testing Assistant supporting the Vice Principal

EMPLOYMENT

2013-2015 **State Street Corporation**

Social Business & Emerging Media Manager, Assistant Vice President

2011-2013 **Committee on Capital Markets Regulation, Inc.**

Executive Director for Public Affairs & Communications, Chief of Staff, and Corporate Secretary

2005-2011 **Harvard Law School**

Corporate Secretary & Assistant Director, Committee on Capital Markets Regulation (2009-2011)
Program Manager, Committee on Capital Markets Regulation (2007-2009)
Communications & Technical Coordinator, Program on International Financial Systems (2005-2007)

- 2010-2011 **Timeout Boston**
Freelance Photographer
- 2005-2007 **Houghton Mifflin Company**
Freelance PowerPoint Designer
- 2002-2005 **MIT Computer Science and Artificial Intelligence Laboratory**
Administrative Assistant to the Assistant Director
Senior Office Assistant supporting the Administrative Officer

OTHER ACTIVITIES AND PROJECTS

- 2016 **Illuminating 2016**
Election Share of Voice Project Lead
* 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**