

JESSICA P. NEEDLE

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Education

PhD Information Studies, University of Texas at Austin 2023-2028
Advisor: Dr. Ken Fleischmann

M.A. Journalism & Mass Communication, University of Wisconsin-Madison 2021-2023
Advisor: Dr. Kathleen Culver
Thesis: *Critical Data Literacy in U.S. Immigration Surveillance Discourse*

B.A. Communication & Spanish with Honors, *cum laude*, Trinity University 2011 - 2015
Advisor: Dr. Aaron Delwiche
Thesis: *Language Learning Through Gaming in the Digital Age*

Honors and Awards

NSF Research Traineeship Fellowship in Ethical AI, National Science Foundation (UT-Austin) 2024 - 2026
Graduate School Mentoring Fellowship (UT-Austin) 2023 - 2024
Teaching Excellence Award (UW-Madison) 2022 - 2023
Graduate Student Leadership Award (UW-Madison) 2021 - 2022
Dean's List (Trinity University) 2011 - 2015

Service

Marketing & Communication Co-Chair, March 2022
Communication Crossroads Conference, UW-Madison

Qualitative Research Workshop Co-Chair, Fall 2022-Spring 2023
Qualitative Research Workshop, UW-Madison SJMC

Research

Almeida, E. & **Needle, J.** (Accepted, March 25, 2022) *Hybridity without Hierarchy?: Evolving Representations of Mujeres on Latina-run Instagram Accounts* [Panel Presentation]. "Media and Communication in Global Latinidades" Pre-Conference, 72nd Annual ICA Conference 2022, Paris.

Almeida, E. & **Needle, J.** (Accepted, November 17, 2022) *Poderistas Overcoming Acculturative Stress* [Conference Presentation]. National Communication Association Conference 2022, New Orleans, LA.

Minich, M., Culver, K.B., Lloya, L., **Needle, J.** (forthcoming). A skills-driven approach to diversity, equity and inclusion in journalism curricula. In Barkho, L.Y. (Ed.) *The handbook of applied journalism and media studies—Investigating journalism practice across regions and cultures*. Intellect Books.

Teaching

Teaching Assistant Spring 2022-2023
JOURN 202 "Introduction to Mass Media Practices"
University of Wisconsin-Madison, School of Journalism & Mass Communication

Teaching Assistant Fall 2022
JOURN 162 "Mass Media in Multicultural America"
University of Wisconsin-Madison, School of Journalism & Mass Communication

Research Groups

Qualitative Research Workshop Fall 2021 - Spring 2023
Professor: Kathryn McGarr, PhD

The Ethics, Values and Information (EVI) Research Group Fall 2022
Professor: Alan Rubel, PhD

Professional Affiliations

Society for Social Studies of Science
International Communication Association
National Communication Association - La Raza Caucus

Professional Experience

Growth Marketing Manager and Strategist October 2019 - September 2022
Mirakl, Boston, MA

Marketing Manager August 2017 - August 2019
Celect (acquired by Nike, Inc.), Boston, MA

Marketing Manager / Marketing Analyst September 2015 - August 2017
IdeaCloud LLC, Houston, TX

Skills

- Knowledgeable in SPSS, HTML, CSS, Javascript, Adobe Flash ActionScript, Photoshop, InDesign, Illustrator, and Aftereffects
- Experience using web, CRM, and marketing automation tools including Hubspot, Salesforce, Marketo, Mailchimp, Hootsuite, Wordpress, and Squarespace
- Google Analytics & Google AdWords Certified
- Fluent in Spanish