

GINA MARCELLO, Ph.D.
CURRICULUM VITAE
gmarcello28@me.com 732-962-0624

EDUCATION

Ph.D. 2008 Rutgers, The State University of New Jersey – Media Studies
M.C.I.S. 1995 Rutgers, The State University of New Jersey – Organizational Communication
B.A. 1993 Rutgers College. Rutgers, The State University of New Jersey. Double major.
Communication & English with Honors.

ACADEMIC APPOINTMENTS

2013-Present *Assistant Professor & Program Chair*, Digital Communication.
Georgian Court University. Department of Communication, Graphic Design &
Multimedia.
2009-2013 *Assistant Professor*. Department of Communication. College of Saint Elizabeth.
2005-2009 *Assistant Professor*. County College of Morris. English Department. Founding
faculty member of current Communication Program.
2002-2005 *Associate Director*. Center for Media Studies. New Jersey Media Literacy Project.
Rutgers, The State University of New Jersey.

HONORS & AWARDS

Faculty Research Grant. Summer 2018. *First Time, Long Time* documentary film project.
Awarded to produce short documentary film about sports talk radio callers. \$4,000

Commissioned work. (July, 2017) Love Taro & Ceno Consortium. Commissioned to produce two
digital short films to inspire Americans to visit the Taro & Ceno Valley in the Emilia-Romagna
province of Northern Italy. \$2,000.

Scholarship. (June, 2017). Yale University, THREAD consortium. Support provided to attend
weeklong consortium, Storytelling in Modern Media. \$750

Faculty Development Grant. Summer 2017. *The Evolution of Digital Storytelling: the people,
places and spaces of Emilia-Romagna, Italy in 360 degrees*. Awarded to finish filming
documentary \$1,000.

Faculty Excellence Award. (2016). W.I.L.D. Women in Leadership Development, Office of
Student Life. Georgian Court University, Lakewood, NJ.

Faculty Research Grant. Summer 2015. Georgian Court University. Study of cyberbullying in Justin Bieber fandom. \$4,000

Doctoral Fellow. September 2001- May 2002. Eagleton Institute of Politics. Henry J. Raimondo Legislative Fellowship. Rutgers, The State University of New Jersey.

Graduate Assistant. September 1997-May 1998. Livingston College. Student Activities Programming Board. Rutgers, The State University of New Jersey.

Graduate Research Fellow. January 1994- May 1996. Dual Appointment. Office of Quality & Communication Improvement and AT&T. Rutgers, The State University of New Jersey.

UNIVERSITY TEACHING

Georgian Court University (2013-2018 a total of 18 different courses)

CM212/EN213 News Writing and Reporting: Fall 2013

CM217 Media Production: Spring 2018

CM302 Mass Media & Social Issues: Fall 2013

CM215 News Editing: Fall 2013

CM242 Broadcast Journalism: Fall 2013

CM305 Media Law & Ethics: Spring 2014

CM401 Communication Theory & Research: Spring 2014

CM100 Fundamentals of Communication: Spring 2014

CM299 Practicum: Spring 2014; Spring 2015

CM405 Internship: Spring 2014; Fall 2014; Fall 2015

CM350 Independent Study

*CM403 Digital Journalism: Fall 2014; Spring 2018

*CM225 Transmedia Storytelling: Fall 2014; Spring 2015; Spring 2018

*CM110 Communication Revolutions: Fall 2014; Fall 2015; Fall 2016

*CM113 Digital & Visual Literacy: Spring 2015; Fall 2016; Fall 2017

*CM465 Digital Communication Professional Practices:

Spring 2014; 2015; 2016; 2017; 2018

*CM308 Special Events & Event Planning (Revised): Spring 2015

*CM310 Self & Society in Virtual Contexts: Fall 2015

* Indicates a new class created for the Digital Communication curriculum (7 in total)

College of Saint Elizabeth

COM219 Mass Media: Fall 2012
COM223 Marketing Communication: Fall 2011, Fall 2012
COMM224 Presentation Skills: Fall 2012, Spring 2012
SUMMCOM101 Power of Effective Communication (Summer Sampler/On-line): 2012
COMM351 Principles of Persuasion: Spring 2012, Spring 2010, Spring 2013 (on-line)
BUS627 Promotional Strategies: Spring 2012, Spring 2011
COMM411 Senior Seminar: Fall 2011
COMM350 Message Design: Spring 2011
COMM201 Dynamics of Communication: Fall 2010
COMM 362 Public Relations Writing: Fall 2010, Fall 2009
COMM361 Introduction to Public Relations: Fall 2010, Fall 2011
CSE110 Communication & The Art of Happiness - Integrated Literacy I (CSE 110):,
Spring 2013 (new class)
COMM321 Organizational Communication: Fall 2010, 2009, 2008, WNT (on-line) 2012
COMM243 Cross Cultural Communication: Spring 2012
COMM390 Communication Practicum: Spring 2013
COMM395 Professional Apprenticeship: Fall 2011, Spring 2013

County College of Morris

ENG109 Speech Fundamentals: multiple sections - Fall/Spring 2006, 2007, 2008, 2009
COMM103 Introduction to Public Relations: Fall 2008, Spring 2009
COMM101 Introduction to Communication: Fall 2007, Spring 2008
COMM115 Introduction to Mass Communication: Fall 2008, Spring 2009

Rutgers, The State University of New Jersey

COM102 Introduction to Media Systems & Processes: Fall 2005
POL301 Political Campaigning: Fall 2004, Fall 2003, Fall 2002
COM310 Communication and Popular Culture: Summer 2000
RU364 Diversity In the Workplace: Spring 2000
LIV100 Building Community Through Understanding (Core Requirement / Livingston College): Fall 2009 (2 sections)

William Patterson University

COMM360 Interpersonal Communication (COMM 360): Fall 2000
COMM260 Oral Interpretation: Fall 2001
COMM266 Communication In Action: Spring 2001
COMM244 Communication Research Methods: Spring 2001, Fall 2000
COMM110 Fundamentals of Speaking & Listening: Spring 2001, Fall 2000

SCHOLARLY ACTIVITY

- Marcello, G. (2018). *Science Reporting: Fact, Fiction or Kim Kardashian*. TeenTech, American Association of University Women of New Jersey, Georgian Court University, Lakewood, NJ.
- Marcello, G. (2018). *The State of State Associations*. Annual Conference of the Eastern Communication Association, Pittsburgh, PA.
- Marcello, G. (2018). *Branding insights from insiders: Publicity, celebrity and defining your personal brand on social media*. New Jersey Communication Association Conference, Brookdale Community College, Lincroft, NJ.
- Marcello, G. (2018). *Documenting Fandom: Participatory Culture, transmedia storytelling, and popular culture*. New Jersey Communication Association, Brookdale Community College, Lincroft, NJ.
- Marcello, G. (2018). *Welcome to the Digital Neighborhood*. Invited speaker. TedX Asbury Park, round 2 auditions, Asbury Park, NJ.
- Marcello, G. (2018). *Welcome to the Digital Neighborhood*. Digital Detox Week. Invited speaker Office of Student Life, Georgian Court University, NJ.
- Marcello, G. (2017). *There's an App for That*. Teaching & Technology Forum, Georgian Court University, Lakewood, NJ.
- Keynote** - Marcello, G. (2017). *The Power of Digital Storytelling: Communicating cross-culturally*. Love Taro & Ceno Tourism Consortium, Parma, Italy.
- Marcello, G., Dukes, A., Echol, M. & Mann, R. (2017). *The Death of Local Radio in a Digital World*. New Jersey Communication Association, Georgian Court University, Lakewood, NJ.
- Marcello, G. (2017). *Fake News: A paradigmatic shift from the ethics of objectivity*. New Jersey Communication Association, Georgian Court University, Lakewood, NJ.
- Marcello, G. (2016). *Sorry, not sorry: The role of trolls in Justin Beiber Social Media fandom*. New Jersey Social Media Summit. William Patterson University, Wayne.
- Marcello, G. (2015). *Haters Gonna Hate: A Case Study of Beliebers and Cyberbullying on the Virtual Playground*. National Communication Association. Cyberbullying, Hate Crimes, Privacy and Sex Crimes Panel. National Communication Association, Las Vegas.
- Marcello, G. (2015). *Adventures in Experiential Learning: Mickey Mouse, Magic Bands, and Imagineers*. New Jersey Communication Association Conference, Saint Peter's University, Jersey City, NJ.

- Pallant, D. & Marcello, G. (2015). *America's Promise: Free Community College*. The New Jersey Communication Association Conference, Saint Peter's University, Jersey City, NJ.
- Marcello, G. (2015). (Chair) *Inspiring the Next Generation: How Experiential Learning Can Transform the Communication Classroom*. New Jersey Communication Association Conference, Saint Peter's University, Jersey City, NJ.
- Marcello, G. (2014). *Experiential Exercises for 4 Levels of Communication: Exceptional Service Vacation*. Western States Communication Association Conference. Anaheim, California.
- Marcello, G. (2014). *Starting a New Communication Program and Issues of Transfer*. Presented at New Jersey Communication Association Conference. Kean University, Union, NJ.
- Keynote - Presentation Skills: Building Confidence, Relationships, and Spectacular Presentations.** Seiko of America National Sales Convention. Las Vegas, Nevada.
- Marcello, G. (2011). *Media Mindfulness: An Ontological Phenomological Approach to media consumption and production*. National Communication Association, New Orleans.
- Marcello, G. (2010). Lambda Pi Eta. Panel Chair. New Jersey Communication Association. College of Saint Elizabeth, NJ.
- Marcello, G. (2009). *Communication, community colleges and transfer*. Panel Chair. New Jersey Communication Association Conference. Kean University, NJ.
- Marcello, G. (2009). *The truth about the hybrid speech class*. Presented at the New Jersey Communication Association Conference. Kean University, NJ.
- Serafin, G. (2008). *Rate my professor: telling the world whether your prof is hot or not*. Presented at the New Jersey Communication Association Conference. Marymount Manhattan College, NY.
- Serafin, G. (2007). *Media Literacy: developing the motivation to process advertisements*. Presented at The National Media Education Conference, Research Summit, St. Louis, MO.
- Serafin, G. (2006). *Motherhood Series II: Connecting the Scholar and Mother in Me: Balancing the Demands of an Academic Career with Motherhood*, Women Studies Division. Presented at the National Communication Association, San Antonio, TX.
- Serafin, G. (2006). *Advertising, media literacy and the elaboration likelihood model of persuasion: developing the motivation to process advertisements*. Presented at The New Jersey Communication Association, Montclair State University.
- Serafin, G. (2005). *Media literacy: approaches, opportunities and challenges with media education*. Presented at The New Jersey Communication Association, Trenton.

Serafin, G. (2005). *Critical thinking and media literacy: a conceptual framework for assessing outcomes*. Presented at The National Media Education Conference, San Francisco, CA.

Serafin, G. (2005). *Media literacy and drug prevention workshop for K-12 teachers*. Sponsored by Drug-free Pennsylvania. Montgomery County Immediate Unit, King of Prussia, PA.

Serafin, G. (2004). *Media literacy and health prevention efforts*. Presented at Commonwealth of Pennsylvania Conference of Health Practitioners. Pennsylvania State University.

Marcello, G. & Blesnick, D. (2003). *Democracy in action: the spirit of compromise*. Presented at Literacy Unites Us: a professional development conference for adult educators. Elizabeth, New Jersey.

Marcello-Serafin, G. (2001). *Creating competent communicators: curriculum and NCA resources for K-12*. Presented at the National Communication Association, Atlanta.

Marcello-Serafin, G. (2001). *Media literacy evaluation research: current studies and future directions*. Presented at the International Communication Association, Washington, D.C.

Marcello-Serafin, G. (2001). *Assignment media literacy: statewide media literacy curriculum for elementary and middle school*. Presented at The National Media Education Conference, Austin, TX.

Marcello-Serafin, G. (2000). *Gender representation in music videos*. Residence Life Staff, Livingston College, Rutgers University.

CREATIVE WORKS

Documentary film. October 19, 2018. *La Bella Vita: The Beautiful Life of Northern Italy*. Travel Film Festival. Cypress, Greece. Official Selection. International festival screening.

Documentary film. April 28, 2018. *The Squeezebox Rocks: a short documentary about the accordion in American popular culture*. Official Selection. Asbury Park Music & Film Festival. International Festival screening.

Documentary film. (finalist) *La Bella Vita: The Beautiful Life of Northern Italy*. HIIDA. Hollywood International Independent Documentary Awards. Screening March, 2019.

Exhibit. November 21-December 10, 2018. *The Evolution of Digital Storytelling: the people, places and spaces of Emilia-Romagna, Italy in 360 degrees*. Georgian Court University, Lakewood NJ.

Exhibit. August, 2017. *Emilia-Romagna in 360 degrees* (Augmented Reality Exhibit). Spring Lake Community House, Spring Lake, NJ.

Television Co-Host & Producer, November 2006-March 2007. *Fact Chicks: Empowering Women in the Political Process*. Non-partisan program sponsored by The Morris County Women's Republican Club. Shows aired on Cablevision Public Access, Morris County, New Jersey.

Director / Producer / Writer. *Turning the Media Inside Out* (Community Theater). The Wilson School, Mountain Lakes, New Jersey.

Educational Film. Production Assistant (1995). *A Higher Education*. Office of Quality and Communication Improvement, Rutgers University.

Publications

Marcello, G. (2018, in press). The changing landscape of fan interactions and fan communities. In *Celebrity 2.0: The Rise and Fall of Hero*. Peter Lang Publishing Group, New York.

Serafin, G. (2009). Beyond Barbie and Mortal Kombat: New perspectives on gender and gaming, edited by Yasmin B. Kafai, Carrie Heeter, Jill Denner, and Jennifer Y. Sun [book review]. *Transformative Works and Cultures*, no. 2. <http://dx.doi.org/10.3983/twc.2009.0099>.

Doctoral Dissertation (Unpublished) Marcello, G. (2008). *Media Mindfulness: Developing the motivation and ability to process advertisements*. Unpublished doctoral dissertation, Rutgers, The State University of New Jersey. DAI A54/07, 2368.

Serafin, G. (2006). Media Mindfulness. In D. Macedo, & S. Steinberg (Eds.), *Handbook of Critical Media Literacy*. New York: Peter Lang Publishing.

Serafin, G. (2006). *Media Matters! Curriculum Materials*. Newark, NJ: New Jersey Seeds.

Jewish Vocational Services (JVS), East Orange, New Jersey, 03/2001 - 2003. *Customer Service Skills for the 21st Century*. Design and develop lecture, script, textbook and video for distance learning course under a grant from the U.S. Immigration and Naturalization Service.

Serafin, G. (2003). The importance of media literacy curriculum assessment in substance abuse prevention: an overview. In R. Hobbs (2003). *The Media Straight Up! CD-ROM and Curriculum*. Harrisburg, PA: Drug Free Pennsylvania.

Aidman, A., Beall, M., Bozik, M. Coakley, P. Cooper, P., Daniel, A. Hefferin, Heinman, J., Morreale, S., Perry, C., Marcello-Serafin, G. (2003). *Creating Competent Communicators: Activities for teaching speaking, listening, and media literacy in the k-12 classroom*. Arizona: Holcomb Hathaway Publishers.

Kubey, R. & Marcello-Serafin, G. (2001). Evaluation of assignment media literacy: a report to the discovery channel.

Marcello-Serafin, G. (2001). Talking your way to the top with style. Health Promotion Practice, Vol. 2, No. 4, 284-289

COLLEGE SERVICE
Georgian Court University

- Writing Intensive Course Certified, Georgian Court University, Spring, 2018.
- Chair, Digital Communication faculty search committee. Fall, 2017
- Member, Systems & Emerging Technologies Librarian Search, March 2018.
- Program Director, Digital Communication (2 course release per academic year). Recruitment of majors, student advising, internships, hiring of part-time faculty, curriculum revisions and updates, learning outcomes and assessments. 2014-current.
- Faculty Leader Study Abroad, Office of Global Education– 3 weeks - Italian Adventure (July 2015). Travel with nine students to Rome, Verona, and Bedonia. Students worked with Office of Tourism to develop promotional digital content for Office of Tourism. Partnership to assist with tourism efforts in the Emilia-Romania region.
- Member, Institutional Review Board (2016, 2017, 2018)
- Member, Black Board Implementation Task Force (2013-2015)
- Member, Academic Assessment Task Force, Appointed by Provost Behr (2015-2016)
- Summer Technology Institute, July 2014
- Faculty Mentor, Student Life (2014-current)
- Member, Business Faculty Search Committee for Assistant/Associate for Business Professor (Spring 2015)
- Member, Search Committee, English / Communication Administrative Assistant (Summer 2015)
- Collaboration with IT (Information Technology staff), Video Production, NJ Edge Conference Presentation (Spring 2015)
- Member, Business Faculty Search Committee for Assistant/Associate for Business (Fall 2015)
- Faculty Advisor, Lambda Pi Eta (2013-Present)
- Faculty co-advisor, Lion's Tale Newspaper (2013-Present)
- Faculty Advisor, The Court Report, On-line Student Paper (2013-Present)
- W.I.L.D. Key Note Speaker, Elect Her, March 2015
- Faculty travel with students to Walt Disney World during spring break (Spring 2015)
- Research, develop & revise Digital communication Major (Fall 2013-Spring 2014)
- Revise Digital Communication Minor (Fall, 2015)
- Implement new Digital Communication major (first year 2014-2015)
- Partner with local area businesses to provide students opportunity to serve the community (Digital Communication Professional Practices, Spring 2015).

- Critical Concerns Week (October, 2013). Attend *Light Up The Night*, Jenkinson's Pavilion, and Point Pleasant with eight Communication majors.
- Attended Georgian Court University Scholarship Dinner, Spring Lake Country Club, May 5, 2014.
- Open Houses – February 21, 2015; September 26, 2015; June 12, 2014, March 21, 2015, September 26, 2015.
- New Jersey Public Relations Society of America. *Video Killed the Radio Star and Twitter Buried Facebook*. May 8, 2014. Monmouth University. Attended with GCU students.
- New Jersey Public Relations Society of America, *PRSA NJ KICK OFF PROGRAM*. January 28, 2015. Tinton Falls. Attended with GCU students.
- Superior Court of New Jersey, Jury Duty Monmouth County, December 2014.

College of Saint Elizabeth

- Advisor, Lambda Pi Eta, National Honor Society, National Communication Association (2010, 2011, 2012, 2013). Advising and assisting high performing students. Responsibilities include planning and hosting induction ceremony, maintaining student communication, and working with National Office.
- Lectures & Concerts Committee (2012-2013) Academic Review Committee (2012-2013)
- Element III Working Group (2011-2012) - General Education Curriculum for mission and values.
- Assisted with development and creation of Communication Program's 4-credit curriculum conversion (2009-2011).
- Collaboratively developed CCM @ CSE curriculum. Active in public relations efforts including on-campus recruiting (2011, 2012).
- Holocaust Remembrance Week, Presenter (Fall 2012, Fall 2011, Fall 2010). Host to Laurel Leff author of *Buried By the Times: The Holocaust and America's Most Important Newspaper*. Canceled due to Storm (2012). Movie Presentation of Pierre Sauvage's *Not Idly By*, November 2011; *Propaganda of War*, November 2010.
- Organized and hosted New Jersey Communication Association Annual Conference Over 120 faculty and students from colleges and universities in the tri-state area attended (2009-2010).
- Developed two Communication Workshops (Interviewing Skills and The Secret of Communication) for campus community with assistance from Lynn Frauenpreis CSE Student Worker.
- Coordinated CSE Communication Majors student volunteer effort (15 students) at the Open Video Conference in New York City, Fall 2010.
- Collaboratively developed Media & Society course and Political Communication course for CSE's new general education curriculum, 2012.
- Team teaching "Communication & the Art of Happiness" for the General Education Integrated Literacy curriculum, Spring 2013.

- College Open House, Department Representative -Fall 2010, Fall 2011, Spring 2011, Fall 2012, Spring 2013.
- Vice-President's Admissions Task Force. Faculty Representative. 2012-2013.

County College of Morris

- Advisor, Phi Theta Kappa, National Honor Society, County College of Morris, 2008-2009.
- Speaker (October 2008). 40th Anniversary Panel: Media Then & Now. County College of Morris.
- Key Note Speaker (November 2007). Political Campaigning on the Web in 2007: Candidates' Use of Second Life. County College of Morris, Department of Political Science.
- College Council (2007-2009). County College of Morris.
- Communication Search Committee (June 2007, October 2007, May 2008). Hiring of two Communication faculty. County College of Morris.
- Co-Editor (2006, 2007, 2008), Journal of New Jersey Poets, County College of Morris.
- Event Co-Chair (November 2006), Political Impact of the 2006 Election panel discussion. Key Note Speaker, Ingrid Reed, Eagleton Institute of Politics. Event at County College of Morris.

PROFESSIONAL SERVICE

New Jersey Communication Association, (2002-current).

President, (2017-2018)

Vice President (2017), New Jersey Communication Association.

Membership Chair (2015-2012),

President (2010), College of Saint Elizabeth.

1ST Vice-President (2009).

2nd Vice President, (2008).

Public Relations Chair, (2007).

County College Representative, (2006).

Member, 2002.

International Documentary Association. Member (current).

National Communication Association. Member (current).

New Jersey Library Association, Member (2009-2011). Appointed to Board of Trustees for Kinnelon Library (2010-2011.)

Alliance for a Media Literate America (AMLA), Committee Chair, Higher Education Caucus, June 2001-2003. Member 1997-2008.

National Communication Association (NCA), Member, 1998-Present. Paper Reviewer. Public Relations Division. (2010) Paper Reviewer. Health Communication Division. (2009)

International Communication Association (ICA), Member, 1999-2008, 2010. Candidate for Mass Communication Division Board Member (2011).

OTHER RESEARCH, SCHOLARSHIP ACTIVITY & AWARDS

2015: Textbook Reviewer, *Storytelling and Technology: History & Evolution*. Focal Press. Taylor & Francis Group.

2014: Consult with Mayor and Council members of Eatontown to discuss creating a promotional video for the township. Meeting occurred March 12, 2015 with student MC Robinson.

2012: Content Analysis of press coverage related to New Jersey reality show Jersey Shore.

2011: Textbook reviewer Organizational Communication: A Critical Approach. Dr. Dennis Mumby.

2010-2011: Content analysis of Gubernatorial Tweets during election 2009 election. Dr. DeAngelis.

2009-2010: Kinnelon Library Board of Trustees. (Appointed)

2007-2009: County Committee Chair. (Appointed). Kinnelon, District 4.

2003: Research Assistant for Discovery Channel's: Assignment Media Literacy Curriculum Outcomes. Data collection and analysis in Maryland public schools. Dr. Robert Kubey (Lead).

2000: Nonverbal communication content analysis for Dr. Mark Frank. Detecting non-verbal leakage cues in facial expressions.

1994-1998: Communications Assistant. New Jersey State Senate, Trenton, New Jersey

1994: New Jersey Business Women's Scholarship Award Recipient.

1993: New Jersey State Senate Resolution.

1991: Morris County Board of Chosen Freeholders, Resolution.

CORPORATE TRAINING

2001- Present JVS Metro-West, Corporate Training Division, 2001-Present

Onsite Business Trainer and Facilitator *Select Courses Delivered:* Exceptional Customer Service, Team Building, Dealing with Difficult People, Effective Communication, Telephone Etiquette, Supervisory Skills, Leadership Skills, Stress Management, Blogging 101, Change Management.

RESEARCH INTERESTS

Documentary storytelling. Participatory culture. Fandom. Celebrity fandom. Media literacy education. Mindfulness.

Digital Skills

Adobe Premiere. Final Cut Pro. iMovie. Adobe Photoshop. Web design. MS Office suite.