

Emma Jayne Stanley
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Qualifications Summary

Emma Stanley is a Ph.D. candidate (ABD) in Communication, Rhetoric, and Digital Media at North Carolina State University. She has 8+ years of experience in digital humanities research, teaching, project management, and academic technology support in higher education. She currently teaches at North Carolina State University, serves as president of the Digital Humanities Collaborative of North Carolina, and works with the University of North Carolina System Office to coordinate research on sustainable models for open and equitable systems of education, which is heavily based in digital humanities and data ethics.

Education

Ph.D., North Carolina State University – Anticipated graduation year: 2025
Communication, Rhetoric, and Digital Media
Raleigh, North Carolina

Primary Advisor: Dr. Adriana de Souza e Silva, Professor of Communication

M.A., Clemson University – May 2020
English – Literary Studies
Clemson, South Carolina

M.A. Thesis: “Computational Configurations: Behind the Bricolage of *The Truelist*”
Advisor: Dr. Cynthia Haynes, Professor of English

B.A., Piedmont College (Piedmont University) – December 2017, *magna cum laude*
English – Literary Studies
Demorest, Georgia

Professional Employment Experience

The University of North Carolina System, Raleigh, North Carolina (Hybrid)

Project Coordinator – Sustainable Models for Open & Equitable Systems of Education, IMLS Grant Project

August 2024 – Present

- Grant-funded position, funded by the Institute of Museum and Library Services (IMLS), to research sustainable models for open and equitable systems of education.
- Managing communications; serving as the primary point of contact for communication with program participants, responding to inquiries and providing necessary information in a timely manner.
- Liaising with conference centers to organize logistics for events, meetings, and other project-related activities.
- Assisting in the administration of surveys, including distribution, collection, and data entry, ensuring compliance with project requirements.
- Coordinating webinars by scheduling sessions, inviting speakers, managing registrations, and providing technical support during sessions.
- Collaborating with project team members to collect white papers, reports, and other written outputs generated by the grant project.
- Performing various administrative tasks as needed, such as scheduling meetings, maintaining project documentation, and assisting with budget tracking. Includes coordinating the regular meetings (stand-ups), sprints (clear goals for individuals and groups to meet during a week), and retrospectives (reflecting on what worked, what didn't, why, and where we should go next).

North Carolina State University, Raleigh, North Carolina

Instructor – Communication and English

August 2020 – Present

Graduate Assistant Director of the First-Year Writing Program

2021-2022 Academic Year

- Taught a wide range of undergraduate courses from 100-400 level in the English and Communication departments; some courses were cross listed with the Honors Program (explicated in “Courses Taught” below).
- Developed curriculum and advised students as they entered the workforce and/or graduate programs.
- Served as the Graduate Assistant Director of the First-Year Writing Program in addition to teaching.
- Performed qualitative and quantitative studies to assess the interest and outcomes of undergraduate education; saw significant increases in student success each year; prepared reports and built/utilized databases to further research.

- Performed significant volunteer service for the university (explicated in “Departmental and University Service” volunteer section below); created print and digital marketing and communications content (design and copywriting) for a variety of organizations.
- Communicated effectively orally and in writing; researched, analyzed, and assembled pertinent facts into finished reports; utilized computer systems and LMS to receive and provide information using databases/sources; applied collection methods and techniques/skills relevant to data collection/research.
- Provided consulting and wrote co-authored publications in areas of expertise.

Consultant (Freelance and/or on retainer)

Information Design, Corporate Communications, Writing, and Editing

December 2017 – Present

- Provided consulting services to government contractors, start-ups, and non-profits across the United States.
- Utilized AP Style.
- Created and implemented brand guidelines, including stylistic and tone guidelines, for communication products.
- Provided market research and analysis, establishing a full report of the client’s market and best approaches to internal and external corporate communications, as well as executive communications.
- Established relationships within and between businesses.
- Designed and implemented strategic marketing campaigns across a variety of platforms, including paid media, for enterprise-level software related to a government contractor.
- Utilized all brand guidelines, especially regarding tone and style.
- Tracked data analytics for clients; KPIs and sales impacts.
- Managed all projects while consulting with the clients to understand and exceed their needs.
- Scheduled regular meetings, sprints, retrospectives, and planning sessions with clients.
- Utilized Adobe Creative Cloud products to produce content.
- Mentored individuals on content creation and design principles, as well as writing and editing skills.

Novozymes, Franklinton, North Carolina

Internal and External Communications Intern

May 2023 – September 2023

- Assisted in designing and implementing internal and external communication strategies on a corporate communications team.
- Utilized project management software.
- Worked with third-party vendors to fulfill internal and external communications needs.
- Developed social media content for the company pages.

- Wrote press releases picked up by the local news to boost company exposure and outreach, as well as other copywriting tasks.
- Learned from our government affairs department to understand public and congressional liaison work; developed communications content for the team to distribute in Washington, D.C.
- Gained knowledge regarding biotechnology and government relations.
- Co-ran tours of the Franklinton site for students and congressional staffers.
- Worked with United Way of Franklin County on the Innovation Mobile Lab Bus to bring Science, Technology, Engineering, Arts, and Mathematics education to students in rural areas.
- Utilized AP style in all documents.

Clemson University, Clemson, South Carolina

Graduate Teacher of Record and University Press Editorial Assistant

August 2018 – May 2020

- Taught introductory English courses on rhetoric and composition to classes of 20+ students; utilized LMS.
- Developed curriculum related to rhetoric and composition.
- Advised undergraduate students through their research and writing development.
- Provided teaching assistance for 2000-level literature courses with 30+ students and provided breakout sessions for smaller seminar discussions (explicated in “Courses Taught” section below).
- Edited, curated, and collaborated to develop the *Rhetorics of Campus History* book project (primarily August – December 2018; book has now been released through the Clemson University Press).

Great Beginnings of Sugar Hill, Sugar Hill, Georgia

Lead Teacher

February 2018 – July 2018

- Worked with preschool-aged children through grade school-aged children.
- Developed curricula for all subject areas.
- Helped younger students work on their fine motor skills development with basic introductions to writing, using tools such as scissors and paintbrushes, taught them interpersonal relationship skills, behavioral skills, etc.
- Helped older students with computer projects, editing, interpersonal relationships, understanding their goals, etc.
- Managed classrooms of 15-30 children.
- Ran summer camp activities.

Piedmont College, Demorest, Georgia
Writing Center Tutor and English Department Secretary
August 2014 – November 2017

- Tutored peers in a variety of majors with their writing and research.
- Helped coach Education majors in preparation for their qualifying exams.
- Worked one-on-one and with groups of students.
- Performed secretarial duties for the English department including, but not limited to, answering phones, utilizing Microsoft Office tools, developing spreadsheets to track data, developing work schedule for student workers, editorial assistance for our department's literary publication submissions, planning and executing Sigma Tau Delta (National English Honor Society) events during my concurrent presidency, assisting with inter-departmental communications, and event advertising/coordination.

Volunteer Service Experience

Horses for Hope, Therapeutic Riding Center, LLC. 501(c)(3) non-profit organization (Spring 2024 – Present):

- Head of Media Marketing and Fundraising
- Board of Directors treasurer
- Developed strategic plan for marketing, fundraising, agritourism opportunities, and communications (currently implementing).
- Designed professional quality visual and written content for all social media platforms.
- Worked within a budget to maintain horse and property care.
- Assisted with labor around the facility (maintaining pasture, fixing electric fences, maintaining stables, tractor use, horse care).
- Assisted with riding lessons (Western and English), especially those for therapeutic riding at the PATH International-certified barn, equipped with certified therapeutic instructors.

North Carolina State University (Fall 2020 – Present):

- Conducted alumni interviews: contacted, interviewed, and kept record of alumni from the Communication, Rhetoric, and Digital Media Ph.D. program.
- Faculty sponsor for the "Acts of Kindness" Club: monitored club activities and the budget for my students.
- First-Year Writing Program Council: voting member on the council to help the development of the first-year writing program; voted and provided input on curriculum choices and other programmatic matters.
- First-Year Writing Program Administration: implemented decisions made during the first-year writing program council meetings; advised masters students who were

- developing pedagogical techniques and introduced them to higher-education practices.
- Tenure-track job interviews group member: helped field incoming candidates for tenure-track professorship positions.
- Advisor to MS students: advised masters students through their programs; helped masters students enter Ph.D. programs.
- Advisor to new Ph.D. students: helped new students in my program become acquainted with the department, teaching requirements, and research responsibilities.
- President of the Communication, Rhetoric, and Digital Media Student Association (Departmental Graduate Student Association Chapter): primary leader of all association meetings; developed agendas; managed a budget of over \$6,000 dollars, helped overhaul and reform the association into more productive practices; managed 50+ members, as well as my executive board; corresponded with faculty to communicate programmatic needs; organized events; maintained social media accounts to increase following and program recruitment; applied for multiple forms of funding per year; maintained tax status; organized conferences.

Clemson University (Fall 2018 – Spring 2020):

- Tenure-track job interviews group member: helped field incoming candidates for tenure-track professorship positions.
- Advisor to first-year graduate students: helped new students in my program become acquainted with the department, teaching requirements, and research responsibilities.

New Media and Society journal: peer-reviewer for article submissions. (Spring 2022 – Present)

Digital Humanities Collaborative of North Carolina: president; helping to maintain humanities collaboration across universities in North Carolina, as well as other research spaces; planning and leading relevant conferences, plus handling all A/V and advertising; providing guest lectures on my research; providing digital media content creation. (Summer 2023 – Present)

United Way of Franklin County, North Carolina: volunteered to design curriculum and teach STEM-related courses to grade school students in rural areas using the Innovation Mobile Lab; developed social media content; helped develop and maintain website using Drupal (partnership with Novozymes during my internship). (Summer 2023)

Explicated Professional Experience

Courses Taught

North Carolina State University:

English Courses:

ENG 101: Academic Writing and Research (Graduate Instructor), Fall 2020 – Spring 2021

ENG 426: Analyzing Style [with University Honors Program] (Graduate Instructor), Spring 2023, Spring 2024

ENG 624: Teaching College Composition (Graduate Assistant Program Director for the First-Year Writing Program; Assisting Dr. Zachary Beare), Fall 2021

Communication Courses:

COM 267: Electronic Media Writing: Theory and Practice (Graduate Instructor), Spring 2023, Fall 2023

COM 487: Internet and Society (Doctoral Supervised Teaching with Dr. Adriana de Souza e Silva), Spring 2021; (Graduate Instructor), Fall 2022, Fall 2023

COM 110: Public Speaking (Graduate Instructor), Summer 2021, Fall 2024

Clemson University:

English Courses:

ENG 1030: Rhetoric and Composition (Graduate Teacher of Record), Fall 2019 – Spring 2020

ENG 2120: World Literature (Teaching Assistant for Dr. Walt Hunter), Spring 2019

Publications

Journal Articles

Stanley, Emma. (2020). "Perspectives of Dis/ability in Gaming: Analyzing Deafness in a Text-Based Adventure." *Diverse and Inclusive Design: Making Games for and about Everyone*. OneShot: A Journal of Critical Games & Play [accepted; delayed due to COVID-19].

Edited Works

Trillium

Editor, Piedmont College's publication of literature and art. 2015-2016, 2016-2017 editions.

Interviews/News Contributions

Interviewed for *The Technician* by Myra Bari, Assistant Culture Editor.

Article: "Wordle: Every Game Developer's Worst Nightmare," 12 April 2022.

Access: https://www.technicianonline.com/culture/wordle-every-game-developer-s-worst-nightmare/article_8d8af29e-bb7f-11ec-a6a0-5399dba6d890.html

Press release for Novozymes, published in *The Butner-Creedmoor News*.

Article: "Novozymes Partners with United Way to Provide Accessible Learning Experiences," 30 July 2023.

Access: <https://restorationnewsmedia.com/articles/local-news-butnercreedmoor/novozymes-partners-with-united-way-to-provide-accessible-learning-experiences/>

Interactive Content & Relevant Media

Stanley, Emma (2023) for Novozymes. Novozymes North America Landing Page, Article Content + Video Content (*Giving Back through Biomass*).

Access: <https://www.novozymes.com/en/about-us/regions/north-america>

Stanley, Emma (2023) for United Way. United Way of Franklin County Innovation Mobile Lab Landing Page, Content.

Access: <https://www.uwfc.org/programs-and-experiments>

Stanley, Emma. (2022). “Waiting in Wake: An Interactive Content Analysis of Accessibility, Affluence, and GoRaleigh Bus Stops.” *ArcGIS StoryMaps*. 24 April 2022.

Access: <https://storymaps.arcgis.com/stories/82c5186dda0c41a28053640a9b9f5d56>

Stanley, Emma. (2019). “Exploring the Meadow: An interactive Derridean look into Robert Duncan’s Poetry.” *Twine and Weebly*. May 2019.

Access: <https://ejstanley.weebly.com>

In-progress Works

Stanley, Emma and Brian Ladd. (2024). Draft title: “Information Networks and Mobilities: Understanding Islamic Extremism and Information Movements in the Sahel.” In-progress for publication.

Frith, Jordan and Emma Stanley. (2023). “When the idealization of “authenticity” confronts the mundanity of mobility: The appeal and frustration of the mobile application BeReal.” In-progress.

Stanley, Emma and Will Dunn. (2022). “War and the Web: A Visual Content Analysis of the Ukrainian Government’s Usage of Twitter as a Medium for Crisis Response.” In-progress for submission to *Social Media and Society*.

Stanley, Emma. (2022). Book Review of *Design, Control, Predict: Logistical Governance in the Smart City* by Aaron Shapiro (2020). In-progress for submission to *Critical Studies in Media Communication*.

de Souza e Silva, Adriana, Glover-Rijkse, Ragan, and Emma Stanley. (2022). “Developing the Retro Mobile Gaming Database.” In-progress/editing for submission to *ROMChip: A Journal of Game Histories*.

Conference Presentations, Facilitations, and Invited Talks

Event organizer and coordinator, “The Institute of Museum and Library Services (IMLS) National Forum on Sustainable Models for Open and Equitable Systems of Education,” University of North Carolina System, April 2025.

Leading, moderating, marketing, and presenting at “Digital Humanities as a Tool for Resiliency: Analyzing and Addressing Crises through Innovative Digital Practices,” The 2025 Digital Humanities Institute for the Digital Humanities Collaborative of North Carolina, April 2025.

Organizing, marketing, and moderating “Ready, Set, Digital Humanities: The 2024 Digital Humanities Institute” for the Digital Humanities Collaborative of North Carolina, May 2024.

“Mobile Media, Self, and Society,” CRDM Symposium and Networked Mobilities Lab Lecture Series: Research Roundtable, North Carolina State University, March 2024.

“Pedagogical Practices for Networked Narratives: Incorporating Geographic Information Systems (GIS) and Public Space(s) into a Student’s Publication Process,” South Atlantic Modern Language Association Annual Convention, Atlanta, Georgia, November 2023

“ArcGIS and Data Storytelling,” invited talk for East Carolina University, Greenville, North Carolina, October 2023

“Civic Engagement, Games, and the Smart City,” CRDM Symposium and Lecture Series: Research Roundtable, North Carolina State University, March 2023

“How Data Tells Stories: Using GIS to Understand Layers of Narratives,” invited guest lecture for ENG/COM 395: Documentary Storytelling, North Carolina State University, Raleigh, North Carolina, March 2023

“Locative Media Through the Lens of Spatiality and Identity,” invited guest lecture for COM 477: Mobile Communication, North Carolina State University, Raleigh, North Carolina, March 2023

“*Twine* as Critical Making,” Electronic Literature Organization (ELO) Pedagogy Workshop/Teaching Session at the ELO (Un)conference. Virtual, January 2023

Facilitated/hosted Science, Technology, and Society (STS) Speaker Session. Featured Speaker: Olympic Athlete, Gwendolyn Berry. Raleigh, North Carolina, September 2022

“Passageways of Play: Teaching with *Twine*,” Teaching College Composition: First Year-Writing Program Pedagogy Workshop, Raleigh, North Carolina, May 2022

“Developing a Teaching Persona,” Teaching College Composition: First Year-Writing Program Pedagogy Workshop, Raleigh, North Carolina, May 2022

Facilitated “Infrastructures And/As Anticolonialism” for Dr. Chakanetsa Mavhunga (Massachusetts Institute of Technology), CRDM Symposium, North Carolina State University, Raleigh, North Carolina, March 2022

“Computational Cosmopolitanism: Coding an Antidisciplinary Literariness,” Rhetoric Society of America Conference, Portland, Oregon, May 2020 [paper accepted; conference canceled due to COVID-19]

“The Logic Puzzle: Coding the Dimensions of Robert Duncan’s ‘Meadow’,” South Atlantic Modern Language Association Annual Convention, Atlanta, Georgia, November 2019

“Powering the Parody of Tituba: Exposing Scenes of Subjection in *I, Tituba, Black Witch of Salem*,” The Institute for World Literature at Harvard University, Cambridge, Massachusetts, July 2019

“Dialectic Divergence: Walt Whitman’s Journey to Structural Selfhood,” South Atlantic Modern Language Association Annual Convention, Atlanta, Georgia, November 2017

“Brett Ashley: Master of Modernist Masculinity,” Popular Culture Association in the South Convention, Nashville, Tennessee, October 2016

Academic Laboratory Affiliations and Projects

Mobile Gaming Research Lab (MGRL)/ Networked Mobilities Lab (NML) at North Carolina State University and Northeastern University

Member

Spring 2021 – Present

- Public Health Location-based Mobile Game Development: Sweat Equity Challenge 2021 member, funded by the National Science Foundation Innovation Corps. Under the direction of Dr. Adriana de Souza e Silva and in development with Lithios Apps.
- Database Building: Retro Mobile Gaming Database
- Coordinating: Mobile Gaming Video Series
- Coauthored papers (in-progress)
- Directed/created advertisements for lab events, lecture series, and symposiums
- Helped coordinate student engagement for doctoral students and outside researchers (interviews, research roundtables, presentations, and local events)
- Led undergraduate student engagement with writing article contributions for the Mobile Networked Creativity research project/database

Institutes

The Institute for World Literature, Summer 2019
Harvard University, Cambridge, Massachusetts

Institute Seminars:

“Conceptualizing Cosmopolitanism and World Literature: A Critical Survey” – Seminar by Dr. Thomas Claviez

“Globalization and Its Discontents” – Seminar by Dr. David Damrosch

Awards, Fellowships, and Grants

Graduate School Summer Fellowship, North Carolina State University, Summer 2022

Graduate Assistantship, North Carolina State University, 2020-2024

University Fellowship, North Carolina State University, 2020-2021

Graduate Assistantship, Clemson University, 2018-2020

Dean’s Scholarship, Piedmont College, 2014-2017

Department Scholarship, English, Piedmont College, 2015-2017

Louise Kidder Davis Endowed Grant, Piedmont College, 2015-2017

Archibald and Helen McPheeters Scholarship, Piedmont College, 2015-2017

Dana-Carter Scholarship, Piedmont College, 2014-2016

Professional Societies and Honor Societies

South Atlantic Modern Language Association

Rhetoric Society of America

Electronic Literature Organization

Digital Humanities Collaborative of North Carolina, President-elect (2023-2024), President (2024-2025)

Communication, Rhetoric, and Digital Media Student Association, President (2023-2024), North Carolina State University

Sigma Tau Delta, Chapter President (2016-2017), Piedmont College

Alpha Chi, Piedmont College

Foreign Languages

Spanish reading knowledge

Software

Esri ArcGIS, SPSS Statistics, Drupal, Microsoft Office, Microsoft Teams, Adobe Creative Cloud, Twine, Canva, Moodle, Canvas, Oracle PeopleSoft, Zoom, WebEx, Google Workspace, QuickBooks, WordPress, MailChimp, Trello

References

Kathy Humphrey
Head of North America Communications
Novozymes (now Novonesis)
khp@novozymes.com

Dr. Heather McCollough
Director of Learning and Technology
University of North Carolina System Office
hamccullough@northcarolina.edu

Dr. Fernanda Duarte
Assistant Professor of Communication and Dissertation Advisor
North Carolina State University
fduarte@ncsu.edu

Dr. Zachary Beare
Associate Professor of English and Director of the First-Year Writing Program
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Additional references available upon request.