

AVA FRANCESCA BATTOCCHIO

(she/they)

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EDUCATION

MS Global Strategic Communication (Dual-Degree)

Loyola University Chicago (LUC), Chicago, IL

| since 2018

Cumulative GPA: 3.91

Expected graduation: Spring 2020

BA Advertising, *magna cum laude* (Dual-Degree)

Loyola University Chicago (LUC), Chicago, IL

| 2017-2019

Thesis: "Advertising and Ethics: Theme and Community Segregation on CTA's EL"

Advisor: Dr. Pamela Morris

Cumulative GPA: 3.86

AS General Studies, Criminal Justice concentration

Housatonic Community College, Bridgeport, CT

| 2015

Cumulative GPA: 3.49

RESEARCH

RESEARCH INTERESTS

Advertising, AdTech, communication ethics, media ecology, communication knowledge and information systems, collective memory, industrial heritage, and civic infrastructures and technology industries

REFEREED CONFERENCE PAPERS

Pamela K. Morris and **Ava Francesca Battocchio**. "Outdoor Advertising Heats Up: Transforming Digital Signage and Ethical Issues." *Presented at Ninth Symposium on Digital Ethics, Center for Digital Ethics and Policy, Loyola University, Chicago, IL, November 7-8, 2019.*

Ava Francesca Battocchio. "Advertising and Ethics: Theme and Community Segregation on Chicago's Rapid Transit System." *Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Toronto, ON, August 8, 2019.*

MANUSCRIPTS IN PREPARATION FOR JOURNAL SUBMISSION

Ava Francesca Battocchio. (2019). "Advertising and Ethics: Theme and Community Segregation on Chicago's Rapid Transit System."

MANUSCRIPTS IN PREPARATION FOR CONFERENCE SUBMISSION

Jing Yang and **Ava Francesca Battocchio**. (2019). "The Role of Brand Authenticity: Consumers' Moral Attentiveness and Their Response to Transparent Brand Messages." *To be submitted to 19th International Conference on Research in Advertising (ICORIA) 2020.*

RESEARCH AND GRADUATE ASSISTANTSHIPS

Graduate Assistant | Loyola University Chicago Rambler Success Program

- Overseeing 8 Peer Mentors who work with 75 conditionally admitted students | since 2019
- Tracking and analyzing grades, supplemental instruction attendance and faculty feedback

Research Assistant | Loyola University Chicago School of Communication

- Project: Image Predicting University Brand Personality and Engagement on Social Media: A Computational Visual Analysis Approach | since 2019
- Principal Investigators: Jing Yang, PhD and Quan Xie, PhD
- Analyzing and coding Instagram images and data from US Universities

Research Assistant | Loyola University Chicago School of Communication

- Project: "Flannery" | 2018-2019
- Principal Investigator: Elizabeth Coffman, PhD
- National Endowment for the Humanities-funded documentary film on author, Flannery O'Conner
- Winner of inaugural Library of Congress Lavine/Ken Burns Prize for Film
- Completed secondary research, content creation, web design and social media outreach

Research Assistant | Social and Interactive Media Lab (SIMLab)

- Project: "Safety Strategies and Social Boundaries in the Use of Rideshare Apps" | since 2018
- Principal Investigator: Florence Chee, PhD
- Assisted with drafting IRB and recruitment materials
- Compile and code mass and social media coverage on rideshare technology, legislation, criminal cases and civil proceedings.

TEACHING AND RESEARCH PRESENTATION EXPERIENCE

LOYOLA UNIVERSITY CHICAGO, RAMBLER SUCCESS PROGRAM

UNIV 102, Loyola Seminar, co-instructor on record
Spring 2020

UNIV 101, First Year Seminar, co-instructor on record
Fall 2019

LOYOLA UNIVERSITY CHICAGO, SCHOOL OF COMMUNICATION

COMM 211, Principles of Advertising, guest lecture, "Transforming Digital Signage and Ethical Issues: Perspectives of Practitioners and Anti-Ad Activists", November 7, 2019

COMM 360, Digital Media Ethics, guest lecture, "Intro to Research Poster Creation", October 2, 2019

COMM 100, School of Communication Seminar, guest lecture, "Intro to SIMLab and On-Campus Research Opportunities", September 18, 2019

COMM 322, Guerilla Media, guest lecture, "Creation and Distribution of Fringe Publications", February 26, 2019

COMM 360, Digital Media Ethics, guest lecture, "Disclosure and Doxing: Creating Ethical Guidelines for 'Me Too' Narratives", November 6, 2018

EDUCATIONAL TOURS, PRESENTATIONS AND WORKSHOPS

Ava Francesca Battocchio. "Chicago History 101: The City That Works—Grains, Trains, and Labor in Chicago." Chicago for Chicagoans, Speakeasy Series, Chicago, IL, to be presented January 22, 2020.

Patti Swanson and **Ava Francesca Battocchio**. "Cultural Geography Exploration Tour: Albany Park." Chicago for Chicagoans, Chicago, IL, September 25, 2019.

Ava Francesca Battocchio. "Cultural Geography Exploration Tour: Edgewater." Chicago for Chicagoans, Chicago, IL, July 18 and July 27, 2019.

Ava Francesca Battocchio and Patti Swanson. "Brown Line Chicago Transit Authority Tour: Kimball to Montrose." Chicago for Chicagoans, Chicago, IL, May 4, 2019.

Ava Francesca Battocchio. "Photographs as Poetic Reference Material." Lecture and Workshop to Department of Writing and Library Science's "Intro to Writing Studies" at University of Wisconsin, Superior, Superior, Wisconsin, March 3, 2015.

UNIVERSITY PRESENTATIONS

"Advertising and Ethics: Theme and Community Segregation on the CTA's EL." Poster presentation at Loyola University Chicago Undergraduate Research Symposium, Chicago, IL, April 13, 2019.

INVITED PRESENTATIONS

Ava Francesca Battocchio and Laura Gapske. "Hear Our Story: Engaging Women's Art and Writing in Fringe Publication." Presentation at Summit on Equity, Diversity and Multiculturalism: Creating Inclusion: One Story at a Time, University of Minnesota Duluth, February 25, 2015.

"If You Don't Have a Scene, Build One: Creating Alternative Print Media for Under-Represented Voices." Presentation in Department of Writing and Library Science at University of Wisconsin Superior, March 3, 2015.

PUBLIC PRESENTATIONS

"Raising Voices; Breaking Down Gender Barriers in the Trapping Community." Presentation at Northwest Ontario Fur Trappers Association Convention, Thunder Bay, Ontario, February 28, 2016.

"That's Not My Name: Self-Identification and NW Ontario's Female Trapping Community." Presentation at Prøve Collective, Duluth, Minnesota, February 13, 2015.

Ava Francesca Battocchio and Julie Gard. "Pollution, Poetry and Photography: Celebrating the River's Restoration through Words and Images." Presentation at River Talks, Duluth, Minnesota, June 10, 2015.

"A Celebration of Writing." Presentation with Terrance Griep and Kate Monson in the Department of Writing Studies at University of Minnesota Duluth, Duluth, Minnesota, September 29, 2014.

SELECTED PUBLIC WRITING

TRADE PUBLICATIONS

"Raising Voices: Breaking Down Gender Barriers in the Trapping Community." *Ontario Fur Managers Federation Magazine*, November 2016.

MINERVA ZINE

"The Great Disconnect: Relationships in the Digital Media Age." December 2014.

ZENITH CITY ONLINE

Heidi Bakk-Hansen, Tony Dierckins and **Ava Francesca Battocchio**. "[Forest Hill Cemetery](#)." 2015.

Heidi Bakk-Hansen, Tony Dierckins and **Ava Francesca Battocchio**. "[Oneota Cemetery](#)." 2015.

Heidi Bakk-Hansen, Tony Dierckins and **Ava Francesca Battocchio**. "[Park Hill Cemetery](#)." 2015.

Heidi Bakk-Hansen, Tony Dierckins and **Ava Francesca Battocchio**. "[Symbolism in Historic Grave Markers](#)." 2015.

SUBSTREET

Ava Francesca Battocchio and Daniel Turner (Dan Glass). "[Grain Elevators of Port Arthur & Fort William](#)." 2015.

Ava Francesca Battocchio and Daniel Turner (Dan Glass). "Ogilvie's Grain Elevators." 2015.

Ava Francesca Battocchio and Daniel Turner (Dan Glass). "Saskatchewan Wheat Pool Elevators #4 and #5." 2015.

SCHOLARSHIPS AND AWARDS

LOYOLA UNIVERSITY CHICAGO

Loyola Business Leadership Doug Reese Scholarship	Quinlan School of Business	2019
Provost Fellowship	Loyola Undergraduate Research Opportunities Program	2019
Stock Family Scholarship	School of Communication	2018
Rambler Award Scholarship	Undergraduate Admissions	2018
Rambler Award Scholarship	Undergraduate Admissions	2017

EXTERNAL

Alfred J. Seaman Undergraduate Paper of the Year	ANA Educational Foundation	2019
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PROFESSIONAL EXPERIENCE

Marketing, Web Design and Events Assistant	Gulliver's Candles	since 2018
Administrative- Student Worker	Loyola University Chicago- School of Communication	2018-2019
Marketing Intern	Fresh Out of Home Media	2018-2019
Evening Office Administrator	Chicago Waldorf School	2017-2018
Designer, Marketer, and Small Business Owner	Timely Attire Company	2016-2019
Auto Insurance Claims Investigator and Adjuster	Progressive Insurance	2015-2017
Enrollment and Eligibility Representative	United Health Group	2013-2015
Writer and Production Collaborator	Minerva Zine	2012-2015
Store Manager	Hot Topic	2010-2013
Regional In-Store Event Planning and Marketing	Hot Topic	2009-2012
Legislative Intern	Connecticut General Assembly	2007
Assistant Manager	Hot Topic	2005-2010

SERVICE

LOYOLA UNIVERSITY CHICAGO – UNIVERSITY-WIDE

Graduate Student Representative	Executive Council on Diversity and Inclusion	2019-2020
Graduate Student Representative	Shared Governance Task Force	2019-2020
Co-Chair	Graduate Professional Adult Council	2019-2020
School of Communication Representative	Graduate Professional Adult Council	since 2019

LOYOLA UNIVERSITY CHICAGO – SCHOOL OF COMMUNICATION

Chair Great Wolf Scholarship Selection Committee	2019
Student Reviewer Dean Search Student Panel	2019
Dual-Degree Program Student Ambassador School of Communication Ambassadors	since 2019

NON-PROFIT SERVICE

Public History Researcher Chicago for Chicagoans – Chicago, IL	since 2019
Tour Guide Chicago for Chicagoans – Chicago, IL	since 2019
Historic Preservation Advertising Campaign Designer Decay Devils – Gary, IN	2018-2019
Hospital Advocate Program for Aid to Victims of Sexual Assault (PAVSA) –Duluth, MN	2013-2019

PROFESSIONAL MEMBERSHIP

American Academy of Advertising Joint (AAA)	since 2019
European Academy of Advertising (EAA)	since 2019
Association of Internet Researchers (AoIR)	since 2019
Society for Industrial Archeology (SIA)	since 2019
Association for Education in Journalism and Mass Communication (AEJMC)	since 2019

CERTIFICATIONS

ADVOCACY TRAINING

LUC I'm Here for You Certificate Title IX, stalking, dating/sexual violence support	2019
LUC Share the Dream Certificate Undocumented/DACAmented student support	2019
LUC Safe Space Certificate LGBTQIA+ student support	2019
Survivor Advocacy Specialization LGBT, Indigenous, pediatric, geriatric, university	2013
Minnesota Domestic and Sexual Violence Victim Advocacy Certificate	2013

RESEARCH

Collaborative Institutional Training Initiative IRB Certification	expiry 2021
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SKILLS

LANGUAGE

English Native
German Advanced Mid
Dutch Beginner High- Reading
Latin Beginner High- Reading

SOFTWARE

Adobe Illustrator, Lightroom, and Photoshop Proficient
Microsoft Excel, PowerPoint and Word Proficient

STATISTICAL

R Beginner
SPSS Beginner