Jennifer de la Fuente

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TEACHING EXPERIENCE

Public Relations Lecturer, University of Southern California, 2017-present
Courses: Introduction to Digital Design Tools, Strategic Public Relations Media and Content, Visual Communication of Information.
- Rewrote one design course (Introduction to Digital Design Tools) and created a second (Visual Communication of Information), mainly to meet the demand of students who wished to learn additional print design and production skills and digital design skills, and how to use industry-standard design software (Adobe Creative Suite).
- Guest lectured every semester in various Public Relations courses (Strategic Public Relations Media and Content and Lifestyle Public Relations) about building basic pages and posts in WordPress, and about publication design and using InDesign.
- Have served as a reader on several public relations thesis committees and as an undergraduate communication honors thesis advisor.
- Currently overseeing one Directed Research course for a graduate student.

Journalism Lecturer, University of Southern California, 2015-2017
Courses: Directed Research (Narrative Gaming and Journalism Products), Journalism Capstone Project (graduate level), Introduction to Coding for Storytelling (graduate level), Journalism Fall Immersion (graduate level)

Adjunct Professor, University of Southern California, 2014
Course: Introduction to Online Media

Front-End Web Development Lead Instructor, General Assembly, Los Angeles, 2013-2015
- Taught HTML, CSS, and JavaScript to several cohorts at General Assembly's Santa Monica and Downtown Los Angeles locations, and also held info sessions for those interested in learning code and interested in General Assembly's offerings.
- Participated in several instructor workshops and meetings to help decide what skills would be best taught in these courses.

Design Lab Coordinator, Sacramento City College, 2009-2011
- Supervised computer lab run by the graphic design department at Sacramento City College.
- Supervised one tutor who served as an assistant.

- Helped students with technical and computer issues and issues with the Adobe Creative Suite, and also answered a variety of print design and web design questions.
- Aided in printing posters and other large-format materials.

DEPARTMENTAL SERVICE

Media Center Web Developer, University of Southern California, 2016-2018
- Worked on Annie app for the newsroom, supervising a student web developer. The Annie app features a news feed of all stories produced on uscannenbergmedia.com, as well as a chat component that tells users the top three stories of the day in a more conversational format.
- Worked on Amy the Stylebot, a Slack-based chatbot that helps students look up Associated Press style rules and answers to other journalism-related questions. Collaborated with Professor Laura Davis on the bot, providing technical support and helping launch the first iteration.
- Aided the creation of several student projects, including Neon (neon.uscannenbergmedia.com), the Faces of USC (diverseusc.uscannenbergmedia.com), and the Women of Annenberg (annenbergwomen.uscannenberg.org).
- Oversaw day-to-day technical operations on our content management system, managed student accounts and troubleshooting, and also answered students' questions on coding.
- Created the Media Center Resources site (resources.uscannenbergmedia.com) as a repository for Media Center faculty to post relevant operational documents and helpful information for students working in the newsroom.
- Conducted training in our content management system and wrote operational manuals for many newsroom systems.

Other Service, University of Southern California, 2017-Present
- Currently serve on Public Relations Curriculum Committee and Adjunct Hiring Committee.
- Serving as advisor on establishment of chat bot to teach Associated Press style for all PR writing courses.
- Evaluator for Spring 2019, Fall 2019 and Spring 2020 comprehensive exams.
- Previously served on Media Center Faculty Committee.
- Currently serve as faculty advisor for the Trojan Marketing Group.

OTHER MENTORSHIP/TEACHING EXPERIENCE OUTSIDE THE UNIVERSITY

NPR NextGenRadio project, 2016-present
- Served as a web producer, creating a website for each iteration of the project as it travels around the country to conduct week-long bootcamps for college students interested in public media.
- Also built and currently maintain the main NextGenRadio website (nextgenerationradio.org) and provide support for other web producers who work on the project.

Gloria Shields All-American Publications Workshop, Dallas, TX, 2016-present
- Have served as a faculty member. Taught an online journalism/publication course for the workshop, serving students from Texas, Kansas, Missouri, and Oklahoma.

AIGA Los Angeles

- Previously served on the event committee for the Los Angeles chapter of AIGA (the national graphic design association) and did student portfolio review for the graphic design department at California State University, Los Angeles.

Asian American Journalists Association (AAJA)
- Served as a mentor for AAJA's student convention project, VOICES, in 2011 and 2013.

PROFESSIONAL EXPERIENCE

Rosebud Designs, Owner / Principal / Designer, 2009-Present
- Handled all aspects of a small web design consulting firm: Gaining clients, client relations, project management, heading small teams, and also doing work as subcontractor for other firms or agencies.
- Primary work is in web design and web development, particularly custom WordPress theming and infrastructure. Clients include Heal the Bay, Invisible People, the USC Sol Price Center for Social Innovation, the Center for Public Diplomacy at USC Annenberg, 826 National, NPR's NextGenRadio, and the San Francisco Foundation.

Sacramento Asian Chamber of Commerce, Sacramento, CA, 2009
- Designed print and digital collateral for events.
- Oversaw conversion of website from Drupal to WordPress framework.

The Sacramento Bee, Sacramento, CA, 2005-2009
- Worked as a web producer, posting stories throughout the news cycle to the newspaper's website, managed the front page, and built modules for the site.
- Previous to that, worked as a copy editor in the newspaper's sports department, aided in compiling boxscores, and trained high school interns in how to compile statistics and take boxscores for the paper.

The News Journal, New Castle, DE, 2001-2005
- Worked as a sports copy editor, editing stories, compiling boxscores, and assisting with the design of several interior pages in the sports section.
- Covered high school sports and women's college basketball as a reporter.

EDUCATION

B.A, Print Journalism, University of Southern California, Los Angeles, CA, 2001

RELEVANT SKILLS

Programming ability in HTML, CSS, PHP/MySQL, and JavaScript.

Extensive knowledge of WordPress programming, web design, print design, design production, user experience design, user interface design, app design, prototyping and wireframing.

High proficiency in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Sketch, and various IDEs used to write code in web development.

Working knowledge of React and Ionic app frameworks.