

S. B. McCULLOUGH

Rhetoric, Writing, and Professional Communication
Bate 2129
East Carolina University
Greenville, NC 27858
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EDUCATION

Doctor of Philosophy in Rhetoric, Writing, and Professional Communication 2024
East Carolina University, Greenville, NC
Expected graduation, Spring 2024

Master of Business Administration with Concentration in Marketing
Colorado State University, Fort Collins, CO

Bachelor of Fine Arts in Media Arts
Minneapolis College of Art & Design, Minneapolis, MN

AWARDS

East Carolina University, Research & Creative Achievement Week Award Winner 2023
East Carolina University, Thomas W. Rivers Scholarship 2022
East Carolina University, Department of English, Fearing Award for Excellence in Teaching 2021
East Carolina University, Department of English, Ebbs Fellowship 2020, 2021
Rotary International, Study Grant, Nord-Pas-de-Calais, France 2009

CONFERENCES & WORKSHOPS

“Reckoning with Gendered Physical Violence as a Site of Visual Rhetoric.” *CF5HRC FemRbet Conference*, Sept 2023 (Presented)

“Optics and Implications: A Zoom Inc. Quarterly Earnings Webinar Case Study.” *Association of Business Communication Conference*, Oct 2023 (Presented)

“Visual Disruptions: (Re)Envisioning Ethical Data Visualization in the TPC Classroom.” *Association of Teachers of Technical Writing*, June 2023 (Accepted)

“Optics of Implication: A Zoom Quarterly Earnings Webinar Case Study.” *East Carolina University-Research & Creative Achievement Week*, April 2023 (Presented)

“Implications of Looking/Seeing: Visual Rhetoric in the College Writing Classroom.” *Conference on College Composition & Communication*, Feb 2023 (Presented)

“UX and the Audience: Audience Experience.” *IEEE International Professional Communication Conference*, July 2022 (Presented)

“Accessing the Audience: Big Data Rhetoric and the Media Industry.” *Rhetoric Society of America Conference*, May 2022 (Presented)

“Audience Experience: Agentive Audiences and the Media Industry.” *Computers & Writing Conference*, May 2022 (Presented)

“Salacious Acts with Words: Ownership and Authorship.” Roundtable: “Plagiarism as Scandal: Breaking the Rules and Making Texts.” *South Atlantic Modern Language Association-Rhetoric and Composition*, November 2020 (Presented)

TEACHING EXPERIENCE

Graduate Teaching Associate, East Carolina University 2020 – Present
Department of English

ENGL 3880: Writing for Business and Industry
Theme: "Ethics in Business Communications"
Fall 2023

ENGL 3820: Scientific Writing
Theme: "Agency and Audience"
Fall 2022 (2 sections)

ENGL 3880: Writing for Business and Industry
Theme: "Democracy and Ethics in Business Comm"
Summer 2022 (1 section)

ENGL 3880: Writing for Business and Industry
Theme: "Democracy and Ethics in Business Comm"
Spring 2022 (2 sections)

ENGL 2201: Writing in the Disciplines
Theme: "Access and Genre"
Spring 2021 (2 sections); Summer 2021 (1 section)

ENGL 1100: Foundations of College Writing
Theme: "Empathy and The Rhetorical Situation"
Fall 2020 (2 sections); Fall 2021 (2 sections)

PUBLICATIONS

IEEE ProComm Conference Proceedings 2022

INVITED PRESENTATIONS

RWPC Doctoral Candidate Exemplar Panel 2023

ECU Graduate Forum 2022

SERVICE TO THE FIELD

Committee Member-CFSHRC-Advancing the Agenda Committee 2022-24

Proposal Reviewer-*Rhetoric Society of America Conference* 2022

Facilitator-Emerging Voices Forum *Computers & Writing Conference* 2022

Proposal Reviewer-*Computers & Writing Conference* 2022

Committee Member-2022 Fearing Award Committee-East Carolina University 2022

Committee Member-Horner Outstanding Book Award-Coalition of Feminist Scholars in the History of Rhetoric 2022

Co-Chair-Qualitative Research Network-*Conference on College Communication and Composition* 2022

Conference Planning Committee-*Computers & Writing Conference* 2022 & 2020

PROFESSIONAL EXPERIENCE

Editor

MA Handbook

East Carolina University 2023

Design Assistant

Drs. William Banks and Andrea Kitta

East Carolina University 2022

Assistant Editor <i>Best of Journals in Rhetoric and Composition</i> Parlor Press	2021
Editorial Assistant <i>North Carolina Literary Review</i> East Carolina University	2021
Research Assistant Dr. Erin Clark East Carolina University	2021
Copy Editor <i>The Peer Review</i>	2021
Advancement Manager Wayne Opportunity Center, Goldsboro, NC Grant writing. Policy and procedure development. Strategic communications. Managed 70+ employees.	2008 – 2020
Grant Writer HGDC Crisis Center, Goldsboro, NC Grant writing.	2019 – 2021
Grant Writer Three Eagles Rotary, Goldsboro, NC Grant writing.	2019 - 2021
Grant Writer PPHC, Goldsboro, NC Grant writing.	1994 - 2008

SPECIAL SKILLS

Project Management
 Strategic Assessment and Planning
 Capital Campaigns
 Events Planning
 Fundraising and Prospect Development
 Community Outreach
 Media Production-Video/Film/Photography
 Volunteer and Board Management
 Public Speaking
 Program Proficiencies: Adobe: Illustrator, InDesign, Photoshop, Premiere. Microsoft: SQL Server, Word, Excel, Power Point, Access. Google Suite, Google Analytics. Raiser's Edge. Blackbaud. Salesforce. Constant Contact. Grant Station. QuickBooks. Twitter, Snapchat, TikTok, Facebook, Instagram, WordPress.

PROFESSIONAL DEVELOPMENT

Rhetoric Society of America-Summer Institute Workshop on "Ethics and Representation in Documentary Filmmaking"	2021
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PROFESSIONAL AFFILIATIONS

College Composition and Communication (CCC)

National Council of Teachers of English (NCTE)
Coalition of Feminist Scholars in the History of Rhetoric and Composition (CFSHRC)
Rhetoric Society of America (RSA)
Association of Business Communication (ABC)

COMMUNITY SERVICE

Past-President, Three Eagles Rotary Club
Past-Chair, City of Goldsboro Mayor's Committee for Persons with Disabilities
Board Member, Wayne Community Foundation
Member, Eastpointe I/DD Services Advisory Committee
Tutor/Mentor, AmeriCorps Project REACH
Volunteer, NCDHHS, Covid Community Corps
Member, City of Goldsboro, Public Art Steering Committee