

LAURA F. BRIGHT, PH.D.

Associate Professor
Department of Strategic Communication
Bob Schieffer College of Communication
Texas Christian University

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EDUCATION

Ph.D., Advertising (2008)
University of Texas at Austin
Concentrations in New Media, Online Consumer Behavior, and Information Studies

M.A., Advertising (2004)
University of Texas at Austin
Concentrations in Online Consumer Behavior and Information Studies

B.S., Advertising (2000)
University of Texas at Austin
Concentrations in Interactive Advertising, Media Planning, and Business Foundations

RESEARCH STATEMENT

My research focuses on understanding advertising and consumer behavior within interactive environments such as social media, news feeds, and websites. To date, I have investigated the impact of content customization on interactive advertising, the psychological factors that contribute to the creation and consumption of user-generated content, the impact of new forms of technology on teaching and learning, as well as the perceptions of advertising delivered through social media channels. Upcoming research projects focus on the effects of social media fatigue and the use of big data in advertising media planning.

PEER-REVIEWED PUBLICATIONS

Lambiase, Jacqueline, and **Laura F. Bright** (2016). Boosters, idealized citizens, and cranks: Community managers for cities share nostalgia and information in social media, but real engagement is messy and time-consuming. In *Public Relations and Participatory Culture: Fandom, Social Media, and Community Engagement*, eds. Amber L. Hutchins and Natalie Tindall, Routledge, Taylor & Francis Group, New York, NY.

Bright, Laura F., Susan Bardi Kleiser, and Stacy Landreth Grau (2015). Too Much Facebook?: An Exploratory Examination of Social Media Fatigue. *Computers in Human Behavior*, Volume 44, March 2015, pp. 148 - 155.

Logan, Kelty, and **Laura F. Bright** (2014). Deal Me In!: Assessing Consumer Response to Daily-Deal Websites. *International Journal of Internet Marketing and Advertising*, Volume 8(3), pp. 161-180.

Bright, Laura F. (2014). Taming the Information Beast: Content Customization and Its Impact on Media Enjoyment. *Online Journal of Communication and Media Technologies*, Vol. 4(3), pp. 143 - 169.

Gangadharbatla, Harsha, **Laura F. Bright**, and Kelty Logan (2014). Social Media and News Gathering: Tapping Into The Millennial Mindset. *Journal of Social Media in Society*, Vol. 3(1), pp. 45 - 63.

Bright, Laura F. (2013). Methodologies for Assessing Effects of Media. In *Encyclopedia of Media Violence*, Matthew S. Eastin (ed.), Sage Publications, Thousand Oaks, CA.

Bright, Laura F. (2013). Effects of Violent Internet Content. In *Encyclopedia of Media Violence*, Matthew S. Eastin (ed.), Sage Publications, Thousand Oaks, CA.

Bright, Laura F. and Terry Daugherty (2012). Does customization impact advertising effectiveness? An exploratory study of consumer perceptions of advertising in customized online environments. *Journal of Marketing Communication*, Vol. 18(1), pp. 19 - 37.

Cunningham, Nicole, and **Laura F. Bright** (2012). The Tweet is in Your Court: Measuring the Effectiveness of Athlete Endorsements in Social Media. *International Journal of Integrated Marketing Communications*, Vol. Fall 2012, pp. 73 - 87.

Logan, Kelty, **Laura F. Bright**, and Harsha Gangadharbatla (2012). Facebook Versus Television: Advertising Value Perceptions Among Females. *Journal of Research in Interactive Marketing*, Vol. 6(3), pp. 164 – 179.

Bright, Laura F. (2010). Media Evolution and Web 2.0 Technologies. In *A Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*, Matthew S. Eastin, Terry Daugherty, and Neal Burns (eds.), IGI Global, Hershey, PA.

Daugherty, Terry, Matthew S. Eastin, **Laura F. Bright**, and Shu-Chuan Chu (2010). Expectancy-Value: Identifying Relationships Associated with Consuming User-Generated Content. In *A Handbook of Research on Digital Media and Advertising: User Generated Content Consumption*, Matthew S. Eastin, Terry Daugherty, and Neal Burns (eds.), IGI Global, Hershey, PA.

Daugherty, Terry, Harsha Gangadharbatla and **Laura F. Bright** (2010). Presence and Persuasion. In *Presence and Popular Media: Understanding Media Users' Everyday Experiences*. Cheryl Campanella Bracken and Paul Skalski (eds.), Lawrence Erlbaum.

Daugherty, Terry, Matthew S. Eastin, and **Laura F. Bright** (2008). Exploring Consumers Motivations for Creating User-Generated Content. *Journal of Interactive Advertising*, Vol. 8(2).

Turnbull, Donald and **Laura F. Bright** (2008). Advertising Academia with Sponsored Search: An Exploratory Study Examining the Effectiveness of Google AdWords at the Global and Local Level. *International Journal of Electronic Business*, Vol. 6(2), pp. 149 - 171.

PEER-REVIEWED CONFERENCE PROCEEDINGS

Brinson, Nancy, Matthew S. Eastin, and **Laura F. Bright** (2016). Privacy and the Quantified Self: An Examination of Trust, Attitude toward Personalized Advertising and Health Expectancies. *American Marketing Association Summer Educator's Conference Proceedings* (extended abstract), Atlanta, Georgia, August 4th – 6th.

Jung, Jong-Hyuok, Jane Kucko, Jacqueline Lambiase, Catherine Coleman, James Ebel, Huizhen Du, Wonsun Shin, **Laura F. Bright**, Karen Lancendorfer, Spencer, Anthony, and Oscar Gomez (2016). Strategies for Developing Study Abroad Programs in the Global Era. *American Academy of Advertising Annual Conference Proceedings* (extended abstract), Seattle, Washington, March 17th – 20th.

Brinson, Nancy, Matthew S. Eastin, and **Laura F. Bright** (2016). Consumer Privacy Concerns in the Age of Unlimited Data: Is the Privacy Paradox Really True?. *American Marketing Association Annual Mid-Winter Conference Proceedings* (extended abstract), Las Vegas, NV, February 26th – 27th, 2016.

Bright, Laura F., Stacy Landreth Grau, and Susan Bardi Kleiser (2015). Thumbs Down to Facebook? Exploring Social Media Addiction Among Millennials Using the Consumption Continuum Framework. *American Academy of Advertising Annual Conference Proceedings* (extended abstract), Chicago, Illinois, March 26 – 29.

Gangadharbatla, Harsha, Glenn Griffin, **Laura F. Bright**, Trina Arnett, Harish Valsan, and Eric Schwieger (2015). The Role of Technology in Advertising Education and Practice. *American Academy of Advertising Annual Conference Proceedings* (extended abstract), Chicago, Illinois, March 26 – 29.

Grau, Stacy Landreth, **Laura F. Bright**, Kelty Logan, Chris Wilson, and Kevin Keith (2014). So Long Don Draper?: Account Planning, Big Data and the Implications Inside and Outside the Advertising Classroom. *American Academy of Advertising Annual Conference Proceedings* (extended abstract), Atlanta, Georgia, March 27 – 30.

Bright, Laura F. (2013). Taming the Information Beast: Content Customization and Its Impact on Media Enjoyment for Online Consumers. *American Academy of Advertising Annual Conference Proceedings* (extended abstract), Albuquerque, New Mexico, April 4 – 7.

Bright, Laura F., and Glenn Griffin (2013). Finding Synergy: How Creative and Media Can (and Should) Work Together. *American Academy of Advertising Annual Conference Proceedings* (extended abstract), Albuquerque, New Mexico, April 4 - 7.

Cunningham, Nicole, and **Laura F. Bright** (2012). The Power of a Tweet: An Exploration of Female Perceptions of Celebrity Endorsements on Twitter. *American Marketing Association*

Summer Marketing Educators' Conference Proceedings (extended abstract), Chicago, IL, August 17 – 19.

Grau, Stacy Landreth, **Laura F. Bright**, and Susan Bardi Kleiser (2012). Too Much Facebook: An Exploratory Examination of Social Media Fatigue. *American Marketing Association Summer Marketing Educators' Conference Proceedings* (extended abstract), Chicago, IL, August 17 – 19.

Bright, Laura F. and Terry Daugherty (2011). Advertising in the Web 2.0 World: Online Customization and Its Impact on the Perception of Advertising Amongst Digital Natives. *American Academy of Advertising Annual Conference Proceedings* (extended abstract), Phoenix, Arizona, March 27 - 30.

Bright, Laura F., Terry Daugherty and Matthew S. Eastin (2008). Attitudes Toward User-Generated Content, *American Marketing Association Educator's Conference Proceedings* (extended abstract), Austin, Texas, February 15 - 18.

Bright, Laura F., Matthew S. Eastin, Terry Daugherty, and Harsha Gangadharbatla (2008) The Psychology of Consumer Control Contextualized Within DVR Technologies, *International Communication Association Conference Proceedings* (extended abstract), Montreal, Quebec, Canada, May 22 - 26.

Bright, Laura F., and Gary Wilcox (2008). Am I on Your Playlist?: Explorations into the Impact of Podcasting on Academic Performance, *Texas Computer Educator's Association Technology Research Symposium Conference Proceedings*, Austin, Texas, February 4 - 8.

INSTRUCTOR'S GUIDE

Developed lecture materials and test bank for:

Kelly, Larry D., Donald Jugenheimer, and Kim Sheehan (2015). *Advertising Media Planning: A Brand Management Approach (4th edition)*. M.E. Sharpe, USA. (Release date: March 2015)

CONFERENCE PRESENTATIONS

Brinson, Nancy, Matthew S. Eastin, and **Laura F. Bright** (2016). How Many Steps Have You Taken Today? Examining the Role of Outcome Expectancies on Quantified Self Technology Use and Health Outcomes. *National Communication Association Annual Conference*, Philadelphia, Pennsylvania, November 10th – 13th.

Logan, Kelty, **Laura F. Bright**, and Stacy Grau (2016). Unfriend Me, Please: An Examination of Social Media Fatigue and Its Antecedents. *Marketing EDGE Direct/Interactive Marketing Research Summit*, Los Angeles, California, October 15th – 16th.

Bright, Laura F. (2016). Communication Planning in a Digital Age. *Texas Association of School Boards Annual Conference*. Houston, Texas, September 22nd – 25th.

Bright, Laura F. (2016). Creating a Traditional and Digital Media Plan for Your Organization. *3CMA: City-County Communications and Marketing Association Annual Conference*. San Antonio, Texas, September 7th – 9th.

Lambiase, Jacque, and **Laura F. Bright** (2016). Ins and Outs of Research: Surveys, Focus Groups, and More for Your Organization. *3CMA: City-County Communications and Marketing Association Annual Conference*. San Antonio, Texas, September 7th – 9th.

Brinson, Nancy, Matthew S. Eastin, and **Laura F. Bright** (2016). Privacy and the Quantified Self: An Examination of Trust, Attitude toward Personalized Advertising and Health Expectancies. *American Marketing Association Summer Educator's Conference*, Atlanta, Georgia, August 4th – 6th.

Jung, Jong-Hyuok, Jane Kucko, Jacqueline Lambiase, Catherine Coleman, James Ebel, Huizhen Du, Wonsun Shin, **Laura F. Bright**, Karen Lancendorfer, Spencer, Anthony, and Oscar Gomez (2016). Strategies for Developing Study Abroad Programs in the Global Era. *American Academy of Advertising Annual Conference*, Seattle, Washington, March 17 – 20.

Brinson, Nancy, Matthew S. Eastin, and **Laura F. Bright** (2016). Consumer Privacy Concerns in the Age of Unlimited Data: Is the Privacy Paradox Really True?. *American Marketing Association Annual Mid-Winter Conference*, Las Vegas, NV, February 26th – 27th, 2016.

Bright, Laura F. and Jacqueline Lambiase (2016). Communication Leadership and Planning Pre-Conference. *Texas School Public Relations Association Annual Conference*. Horseshoe Bay, TX, February 22 - 25.

Lambiase, Jacqueline, and **Laura F. Bright** (2016). Content Marketing (and a little metrics, too). *Texas School Public Relations Association Annual Conference*. Horseshoe Bay, TX, February 22 - 25.

Bright, Laura F. and Jacqueline Lambiase (2015). Communication Leadership and Planning. *3CMA: City-County Communications and Marketing Association Annual Conference*. Atlanta, GA, September 8 – 10.

Lambiase, Jacqueline, and **Laura F. Bright** (2015). Content Marketing (and a little metrics, too). *3CMA: City-County Communications and Marketing Association Annual Conference*. Atlanta, GA, September 8 – 10.

Gangadharbatla, Harsha, **Laura F. Bright**, and Kelty Logan (2015). The Role of Social and Mobile Media in News Consumption. *What is Journalism? Conference*, Portland, Oregon, April 9 – 11.

Bright, Laura F., Stacy Landreth Grau, and Susan Bardi Kleiser (2015). Thumbs Down to Facebook? Exploring Social Media Addiction Among Millennials Using the Consumption Continuum Framework. *American Academy of Advertising Annual Conference*, Chicago, Illinois, March 26 – 29.

Gangadharbatla, Harsha, Glenn Griffin, **Laura F. Bright**, Trina Arnett, Harish Valsan, and Eric Schwieger (2015). The Role of Technology in Advertising Education and Practice. *American Academy of Advertising Annual Conference*, Chicago, Illinois, March 26 – 29.

Lambiase, Jacqueline, and **Laura F. Bright** (2015). Back to Basics: Building a Solid Crisis Communication Plan for Your District. *Texas School Public Relations Association Annual Conference*. San Antonio, Texas, February 23rd – 27th, 2015.

Bright, Laura F. and Jacqueline Lambiase (2015). ROI for Communication: Effective Measurements in Your District's PR Campaign. *Texas School Public Relations Association Annual Conference*. San Antonio, Texas, February 23rd – 27th, 2015.

Bright, Laura F. and Jacqueline Lambiase (2014). Effective Government Communications: Not An Oxymoron. *3CMA: City-County Communications and Marketing Association Annual Conference*. Minneapolis, MN, September 2 – 5.

Lambiase, Jacqueline, and **Laura F. Bright** (2014). Getting Creative with Marketing Plans. *3CMA: City-County Communications and Marketing Association Annual Conference*. Minneapolis, MN, September 2 – 5.

Bright, Laura F. (2014). Meaningful Measurement. *Texas Association of Municipal Information Officers Annual Conference*, Richardson, Texas, June 18 – 20.

Bright, Laura F. (2014). Social Media Campaign Planning for Your City. *Texas Association of Municipal Information Officers Annual Conference* (Pre-Conference Symposium), Richardson, Texas, June 18 – 20.

Bright, Laura F., and Steven Levering (2014). Technology Culture and Strategies for New Media. *DFW Non-Profit Communicators Conference*, Fort Worth, Texas, May 16th.

Grau, Stacy Landreth, **Laura F. Bright**, Kely Logan, Chris Wilson, and Kevin Keith (2014). So Long Don Draper?: Account Planning, Big Data and the Implications Inside and Outside the Advertising Classroom. *American Academy of Advertising Annual Conference*, Atlanta, Georgia, March 27th – 30th, 2014.

Bright, Laura F. (2013). The Certified Public Communicator Program Launch Announcement, *Texas Association of Municipal Information Officers Annual Conference* (Keynote Presentation), College Station, Texas, June 6 – 8.

Bright, Laura F. (2013). Taming the Information Beast: Content Customization and Its Impact on Media Enjoyment for Online Consumers. *American Academy of Advertising Annual Conference*, Albuquerque, New Mexico, April 4 - 7.

Bright, Laura F., and Glenn Griffin (2013). Finding Synergy: How Creative and Media Can (and Should) Work Together. *American Academy of Advertising Annual Conference*, Albuquerque, New Mexico, April 4 - 7.

Bright, Laura F., Susan Bardi Kleiser, and Stacy Landreth Grau (2013). Inspiration and Brand Engagement in Social Media: An Examination of Consumer Uses for Social Media and the Relationship with Brand Engagement. *Association for Education in Journalism and Mass Communication Mid-Winter Conference*, Norman, Oklahoma, March 2nd.

Lambiase, Jacqueline, and **Laura F. Bright** (2012). Beyond the Basics: How Social Media Can Change Your City for the Better. *100th Texas Municipal League Annual Conference*, Grapevine, Texas, November 14th.

Logan, Kelty and **Laura F. Bright** (2012). Deal Me In!: Assessing Consumer Response to Daily Deal Sites. *Direct Marketing Education Foundation Research Summit*, Las Vegas, NV, October 13 – 14.

Bright, Laura F. and Nicole R. Cunningham (2012). The Tweet is in Your Court: Measuring the Effectiveness of Athlete Endorsements in Social Media. *Direct Marketing Education Foundation Research Summit*, Las Vegas, NV, October 13 – 14.

Cunningham, Nicole, and **Laura F. Bright** (2012). The Power of a Tweet: An Exploration of Female Perceptions of Celebrity Endorsements on Twitter. *American Marketing Association Summer Marketing Educators' Conference*, Chicago, IL, August 17 – 19.

Grau, Stacy Landreth, **Laura F. Bright**, and Susan Bardi Kleiser (2012). Too Much Facebook: An Exploratory Examination of Social Media Fatigue. *American Marketing Association Summer Marketing Educators' Conference*, Chicago, IL, August 17 – 19.

Lambiase, Jacqueline, and **Laura F. Bright** (2012). The Certified Public Communicators Program Proposal and Survey Results. *Annual Conference for the Texas Association of Municipal Information Officers* (Keynote Presentation), Round Rock, TX, June 19 – 21.

Bright, Laura F., and Harsha Gangadharbatla (2012). Hey, Whipple, Tweet This: A Guide to Bridging the Gap Between Social Media Education and Practice in 2012 and Beyond. *Advertising Education Federation Annual Pedagogy Conference*, Austin, Texas, June 2 – 5. (TOP POSTER SESSION)

Bright, Laura F., and Julie O'Neil (2012). Five New Channels & Five New Measures for Non-Profits. *DFW Non-Profit Communicators Conference*, Fort Worth, Texas, May 18th.

Bright, Laura F. (2012). Advertising Curriculum in 2012 and Beyond: The Future of Media Planning. *American Academy of Advertising Annual Conference* (Pre-Conference Symposium), Myrtle Beach, South Carolina, March 15 – 18.

Gangadharbatla, Harsha, Kelty Logan, and **Laura F. Bright** (2012). Just How Valuable is Television Advertising Compared to Advertising in Social Media in the Minds of Consumers?. "What is TV?" Conference, Portland, OR, March 2 – 5.

Bright, Laura F. and Terry Daugherty (2011). Advertising in the Web 2.0 World: Online Customization and Its Impact on the Perception of Advertising Amongst Digital Natives. *American Academy of Advertising Annual Conference*, Mesa, Arizona, April 7 – 9.

Turnbull, Donald and **Laura F. Bright** (2008). Advertising and Awareness with Sponsored Search: An Exploratory Study Examining the Effectiveness of Google AdWords. *American Society for Information Science and Technology*, Columbus, Ohio, October 24 – 29.

Bright, Laura F., Matthew S. Eastin, Terry Daugherty, and Harsha Gangadharbatla (2008) The Psychology of Consumer Control Contextualized Within DVR Technologies, *International Communication Association Conference*, Montreal, Quebec, CA, May 22 – 26.

Bright, Laura F., Terry Daugherty and Matthew S. Eastin (2008). Attitudes Toward User-Generated Content, *American Marketing Association Educator's Conference*, Austin, TX, February 15 – 18.

Bright, Laura F., and Gary Wilcox (2008). Am I on Your Playlist?: Explorations into the Impact of Podcasting on Academic Performance, *Texas Computer Educator's Association Technology Research Symposium*, Austin, TX, February 4 – 8.

Bright, Laura F. and S. Marina Choi (2007). An Exploratory Study Examining Intra-site Advertising and Its Effect on the Online Consumer Experience. *Information Architecture Summit*, Las Vegas, NV, March 23 – 25.

Bright, Laura F., and Gracieli Scremin (2006). Blue Ads, Red Ads: Are Connections Being Made in the Political Blogosphere?. *Association of Education in Journalism and Mass Communication Conference*, San Francisco, CA, August 1 – 4.

Scremin, Gracieli and **Laura F. Bright** (2006). Deconstructing Brazil's Racial Democracy: An Analysis of African Brazilian Portrayals in Magazine and Television Advertising. *American Academy of Advertising Conference*, Reno, NV, April 1 – 3.

UNDER REVIEW

Jung, Jyong Hyuok, Blake McAdow, Jacqueline Lambiase, and **Laura F. Bright** (2016). Penalties Off the Field: Exploring Social Media Policies for Students at Universities. Submitted to the *Journal of Social Media in Society* on September 21st, 2016.

Logan, Kelty, **Laura F. Bright**, and Stacy Landreth Grau (2016). "Unfriend Me, Please!": An Examination of Social Media Fatigue Using the Theory of Rational Choice. Submitted to the *Journal of Marketing Theory and Practice* on October 30th, 2016.

Brinson, Nancy, Matthew Eastin, and **Laura F. Bright** (2016). Advertising in a Quantified World: A Proposed Model of Consumer Trust, Attitude toward Personalized Advertising and Health Expectancies. Submitted to the *Journal of Current Issues in Research and Advertising* on November 1st, 2016.

TEACHING INTERESTS

Digital Media, Interactive Advertising, Media Planning and Strategy, Integrated Marketing Communications, Consumer Behavior, Research Methods, Account Planning, and Information Management in New Media Environments

TEACHING EXPERIENCE

Channel Planning, Professor – Fall 2016, Texas Christian University (undergraduate, 45 students, 2 sections)

Strategic Communication in New Media, Professor – Fall 2016, Texas Christian University (graduate, 16 students, 1 section)

New Media in Central America, Professor, Maymester, 2016, Texas Christian University (undergraduate, 3 students, 1 section)

National Student Advertising Competition AAF Campaigns, Professor – Spring 2016, Texas Christian University (undergraduate, 17 students, 1 section)

New Media, Professor – Fall 2015, Texas Christian University (undergraduate, 16 students, 1 section)

Channel Planning, Professor – Fall 2015, Texas Christian University (undergraduate, 45 students, 2 sections)

Strategic Communication in New Media, Professor – Spring 2015, Texas Christian University (undergraduate, 16 students, 1 section)

Special Topics: History of Digital Media, Professor – Spring 2015, Texas Christian University (undergraduate, 13 students, 1 section)

Strategic Communication in New Media, Professor – Fall 2014, Texas Christian University (undergraduate, 20 students, 1 section)

Channel Planning and Strategy, Professor – Fall 2014, Texas Christian University (undergraduate, 40 students, 2 sections)

Research and Evaluation, Professor – July 2014, Texas Christian University (undergraduate, 7 students, 1 section)

Strategic Communication in New Media, Professor – Spring 2014, Texas Christian University (graduate, 15 students, 1 section)

Channel Planning and Strategy, Professor – Spring 2014, Texas Christian University (undergraduate, 22 students, 1 section)

Research and Evaluation, Professor – Fall 2013, Texas Christian University (undergraduate, 36 students, 1 section)

Strategic Communication in New Media, Professor – Fall 2013, Texas Christian University (undergraduate, 25 students, 2 sections)

Research and Evaluation, Professor – June 2013, Texas Christian University (undergraduate, 7 students, 1 section)

Online Content and Advertising, Professor – Maymester 2013, Texas Christian University (undergraduate, 11 students, 1 section)

Channel Planning and Strategy, Professor – Spring 2013, Texas Christian University (undergraduate, 25 students, 1 section)

Research and Evaluation, Professor – Spring 2013, Texas Christian University (undergraduate, 37 students, 1 section)

Strategic Communication in New Media, Professor – Spring 2013, Texas Christian University (undergraduate, 14 students, 1 section)

Channel Planning and Strategy, Professor – Fall 2012, Texas Christian University (undergraduate, 25 students, 1 section)

Strategic Communication in New Media, Professor – Fall 2012, Texas Christian University (undergraduate, 26 students, 2 sections)

Channel Planning and Strategy, Professor – Summer 2012, Texas Christian University (undergraduate, 5 students, 1 section)

Channel Planning and Strategy, Professor – Spring 2012, Texas Christian University (undergraduate, 43 students, 2 sections)

Strategic Communication in New Media, Professor – Spring 2012, Texas Christian University (undergraduate and graduate, 20 students, 1 section)

Channel Planning and Strategy, Professor – Fall 2011, Texas Christian University (undergraduate, 50 students, 2 sections)

Strategic Communication in New Media, Professor – Fall 2011, Texas Christian University (undergraduate and graduate, 23 students, 1 section)

Channel Planning and Strategy, Professor – Summer 2011, Texas Christian University (undergraduate, 20 students, 1 section)

Strategic Communication Campaigns, Professor - Spring 2011, Texas Christian University (undergraduate, 25 students, 1 section)

Channel Planning and Strategy, Professor – Spring 2011, Texas Christian University
(undergraduate, 50 students, 2 sections)

Channel Planning and Strategy, Professor – Fall 2010, Texas Christian University
(undergraduate, 50 students, 2 sections)

Advertising and the Consumer, Professor – Fall 2010, Texas Christian University (cross-listed
for graduate and undergraduate students, 9 students, 1 section)

Integrated Marketing Communications, Instructor – Spring 2010, St. Edward's University
(graduate, 12 students, 1 section)

Information and Analysis, Instructor – Spring 2010, University of Texas at Austin
(undergraduate, 30 students, 1 section)

Advertising on the Internet, Instructor – Spring 2008, University of Texas at Austin
(undergraduate, 148 students, 1 section)

Advertising on the Internet, Instructor – Spring 2007, University of Texas at Austin
(undergraduate, 45 students, 1 section)

Advertising Research, TA – Spring 2005 - Fall 2006, University of Texas at Austin
(undergraduate, 30 students, 1 section)

Media Management, TA – Fall 2006, University of Texas at Austin (graduate, 50 students, 1
section)

Media Planning, TA – Summer 2005, University of Texas at Austin (undergraduate, 30 students,
1 section)

Media Research, TA – Spring 2005, University of Texas at Austin (undergraduate, 30 students, 1
section)

STUDY ABROAD PROGRAMS

“Strategic Communication in London” – New Media and Digital Storytelling, June 2017 (20
applications pending, 2 faculty advisors)

“Engaging Vital Sites” Art and Strategic Communication in Central America (Panama and
Nicaragua) – Maymester 2016 (8 students, 2 faculty advisors)

“Wetlands International and Strategic Communication” Professional Development Trip
(Panama) – May 2015 (5 students, 2 faculty advisors)

INDUSTRY EXPERIENCE

Brightly Coded, LLC

August 2015 - Present

A digital consultancy specializing in responsive design and cohesive branded communication
in online and mobile spaces.

Consultant on a Per Project Basis

- Client relationship management including contract acquisitions and negotiations, project tracking, and communications management
- Development of overall communication strategy
- Deployment of interactive marketing campaigns, including Google AdWords, search engine optimization, and social media marketing
- Analysis of various measurement techniques for ROI

Seedling Online

August 1996 – Fall 2010

Internet consultancy specializing in website development and maintenance as well as optimization efforts including search engine marketing and interactive advertising.

Digital Media Consultant / Partner

- Client relationship management for a roster of 15 clients, including contract acquisitions and negotiations, project tracking, and communications management
- Content management for all websites using HTML and content management systems
- Management of e-mail marketing efforts for 10+ clients
- Deployment of interactive marketing campaigns, including Google AdWords, search engine optimizations, Amazon affiliate programs, and email marketing
- Experience with clients in a variety of industries including real estate, music, accounting, health care, non-profits, entertainment and environmental engineering
- Responsible for acquisition of \$200,000+ in client sales
- Conducted usability testing to facilitate website improvements and redesigns

Media Research Labs, LLC

November 2008 – July 2009

Privately held market research facility that conducts consumer research on media effects. Data collection methods include biometrics, eye gaze, perception analysis, and surveys.

Research Fellow

- Creation and management of online consumer panel including recruitment of 2,000+ panel members via direct marketing efforts
- Development and execution of survey instruments for all studies
- Data integration via Excel and SPSS for all survey data
- Contribution to research design and experimental protocols
- Management of research assistant staff to ensure data integrity
- Writing and editing of 15+ market research studies and reports
- Website maintenance and content management
- Secondary research analysis for report contributions
- Completion of work in a fast paced, team focused environment

The University of Texas at Austin

January 2007 - May 2008

Instructor of Record for *Advertising on the Internet*

- Responsible for creating and delivering 3 50-minute lectures to 100+ undergraduate students on a weekly basis
- Development and execution of class assignments, projects, and exams
- Created readings packet including topics related to interactive advertising, search engine optimization, web 2.0, social media, permission marketing, interface design and usability
- Obtained access to 10+ guest speakers to deliver special topics lectures as well as facilitate networking opportunities for students

- Held office hours on a weekly basis to assist students with assignments, resolve issues and clarify key points to be derived from the readings
- Consistently received positive feedback on student evaluations

Texas Media Research Lab

January 2005 – August 2008

Research facility funded by a Ford Foundation grant and operated by Department of Advertising at UT. Lab is used to conduct primary research on media effects specifically related to advertising and interactive media.

Consumer Panel Manager / Research Assistant

- Managed 30,000 member consumer panel via Cold Fusion and MS Access configuration, including cleaning data, sampling, and demographic reporting
- Responsible for all panel member communications including prize notifications and account information management
- Administrated 20+ studies for the online panel resulting in over 40 publications and conference presentations
- Conducted primary research in the lab environment including working on a research team to develop and execute experiments related to media effects
- Teaching assistant duties for Advertising Research courses (grading, advising students, teaching labs, managing communications)
- Produced theory based research articles for academic conferences and journals

Texas Interactive Lab

August 2002 – May 2004

Research facility funded by The University Co-Op and operated by the Department of Advertising at UT. The lab serves as reference center that makes media-related research available to students as well as providing access to latest interactive advertising tools.

Lab Manager

- Responsible for creation of training materials for all media based software applications including MRI, Qualitap, SRDS, Scarborough, Redbooks, and Media Flight Plan
- Managed communications with college technology team to insure smooth operation of all technical components of the lab
- Worked with professors and students to effectively analyze secondary market research data
- Developed assignments for professors related to specific software skills needed to complete course projects
- Primary contact point for lab visitors including providing tutorial sessions and tours

SchoolPeople, Inc.,

January 1999 – June 2001

Web-based educational management software company.

Marketing Coordinator

- Communicated product specifications to development team
- Managed graphic design team for the creation of all marketing collateral, including corporate website, print advertising, and premier product line brochures
- Managed marketing budget (\$75K/year)
- Coordinated attendance and/or presentations at national conferences for 9 salespeople
- Trained and provided technical assistance for national accounts

EXTERNAL SERVICE

Associate Editor, *Journal of Interactive Advertising*, Beginning Spring 2015

Membership Committee Chair, American Academy of Advertising, 2015 – 2016

Member of Research Committee, American Academy of Advertising, 2015 - 2016

Member of Ad Hoc Community Service Committee, American Academy of Advertising, 2014

Membership Committee Chair, American Academy of Advertising, 2012 – 2013

Membership Committee Member, American Academy of Advertising, 2011 – 2014

Editorial Board Member, *Journal of Social Media in Society*, Summer 2013 - Present

Ad Hoc Reviewer, *International Journal of Advertising*, 2015 - Present

Ad Hoc Reviewer, *Journal of Interactive Advertising*, 2010 – 2015

Ad Hoc Reviewer, *International Journal of Electronic Business*, 2012 – Present

Ad Hoc Reviewer, *Journal of Electronic Commerce Research*, 2012 – Present

Reviewer, Special Issue on Green Advertising, *Journal of Advertising*, Spring 2012

Reviewer, Special Issue on Social Media, *Journal of Research in Interactive Marketing*, Spring 2012

Reviewer, Special Issue on Social Media, *Journal of Interactive Advertising*, Summer 2011

Competitive Paper Reviewer, American Academy of Advertising, Annual and Global Conferences, Yearly from 2010 – present

Competitive Paper Reviewer, Association for Education in Journalism and Mass Communication, Annual Conference, 2014

Competitive Paper Reviewer, Direct Marketing Education Foundation, Annual Conference, Yearly from 2011 – present

Moderator, American Academy of Advertising, 2013 Annual Conference, Albuquerque, NM

Moderator, American Academy of Advertising, 2011 Annual Conference, Mesa, AZ

Associate Board Member, American Society for Information Science and Technology, University of Texas Chapter, 2007 (one year term)

Texas Media Program Representative, Department of Advertising, University of Texas at Austin Advertising Graduate Council, Spring 2005 – Fall 2008

Logistics Coordinator, Women's Scholarship Fund Silent Auction & Banner Brunch, Association for Women in Communication, Austin, Texas Chapter, Spring 2009

Co-Chairwoman, Women's Scholarship Fund Silent Auction & Banner Brunch, Association for Women in Communication, Austin, Texas Chapter, Spring 2010

Volunteer, Artist's for Media Diversity, A4MD.org development, promotion, and grant writing, Fall 2009 – Spring 2010

DEPARTMENTAL SERVICE

Curriculum Committee, School of Strategic Communication, 2015 – 2018 (three year term)

Certified Public Communicator Program Co-Founder and Advisory Board Member, January 2012 – present

School of Strategic Communication Webmaster, April 2014 - present

Media Planning Advisor, NSAC Competition Team, 2011 – present
(1st place District 10 2012, Best Media Plan District 10 2012, 3rd place District 10 2013, 4th place District 10 2015, Spirit Award 2015)

Search Committee Chair for three tenure-track faculty lines in Strategic Communication, Fall 2015 – Spring 2016

College of Communication Research and Creativity Colloquium Committee Chair, Spring 2013

Co-Advisor for TCU Ad Association, Fall 2011 – Spring 2014

Co-host of Career Development Session for Schieffer School students featuring Kendall Gibbs (Moroch Agency), Chip Hanna (Balcom Agency), and Carlo Capua (Z's Café), Fall 2011

Frog Camp Faculty Facilitator, Summit Camp, Bruceville Eddy, Texas, August 2011

Moderator, College of Communication Research Colloquium, Spring 2011

Co-host of Career Development Session featuring Karen Phillips (T3, Austin, TX), October 2010

UNIVERSITY SERVICE

Ad Hoc Committee on TCU Research Productivity, Fall 2016 – Fall 2017 (one year term)

College Executive Committee, College of Communication, 2015 – 2018 (three year term)

University Court Committee Representative, Fall 2012 – Fall 2014 (two year term)

Undergraduate Council Representative for College of Communication, Texas Christian University, Fall 2011 – Spring 2014 (three year term)

Member of Search Committee for Director Position of the Schieffer School of Journalism, 2013

Member of Ad Hoc Governance Committee, Schieffer School of Journalism, Fall 2013

Member of Ad Hoc University Graduate School Vision and Strategy Committee, Spring 2012

Member of Search Committee for Tenure-Track Assistant Professor Position in Strategic Communication with International Advertising Specialization, Fall 2011 – Spring 2012

Member of Schieffer School Technology Committee, Fall 2011

Member of Ad Hoc Class Size Committee for Schieffer School of Journalism, Spring 2011

Member of Ad Hoc Committee for Advertising Curriculum Development, Division of Strategic Communication, Schieffer School of Journalism, 2010 – 2011

GRADUATE COMMITTEES (CHAIR)

Masters Report Committee Chair, Callie Cunyus (Fall 2014 – Spring 2015)

Project Title: “Fashion and Technology: A Social Media Marketing Plan for a Curated Online Boutique”

Masters Report Committee Chair, Laura Rasmussen (Fall 2013 – Spring 2014)

Project Title: “Big 12 Conference 20th Anniversary Communication Strategy and Engagement Plan”

Masters Report Committee Chair, Caitlyn Derdeyn (Fall 2012 – Spring 2013)

Project Title: “How to Bark Up the Right Tree: A Strategic Marketing Plan for Wag”

Thesis Committee Chair, Nicole Cunningham (Spring 2011 – Spring 2012)

Thesis Title: “Nothing But Net: Measuring the Effectiveness of Athlete Endorsements on Twitter”

GRADUATE COMMITTEES (MEMBER)

Masters Report Committee Member, Blake McAdow (Spring 2016)

Project Title: “Developing Guidelines for Social Media Policies within University of Texas Athletics”

Masters Report Committee Member, Weiyi Zhong (Spring 2016)

Project Title: “A Strategic Communication Plan for the 1 KG Box”

Masters Report Committee Member, Caten Hyde (Spring 2015)

Project Title: “An Analysis of Online Recruiting Campaigns for TCU Baseball and a Proposed Strategic Plan”

Masters Report Committee Member, Kaiyi Sun (Spring 2015)

Project Title: “A Strategic Communication Plan for Home Link Co., Beijing China: High Quality Rental Life & “Beijing Young, A New Way of Renting” Campaign”

Masters Report Committee Member, Jianyao Chang (Spring 2015)

Project Title: “A Strategic Communication Plan for Alitrip: The Business Pioneer to Advocate for China’s LGBT People”

Masters Report Committee Member, Miaojian Zheng (Spring 2015)

Project Title: “Project Blanc: An Integrated Marketing Communication Project for Maison Margiela’s Brand Extension”

Masters Report Committee Member, Lauren Land (Spring 2014)

Project Title: “A Social Media Campaign Strategy for *B by Brandie*”

Masters Report Committee Member, Sara Safi (Fall 2012 - Spring 2013)

Project Title: “Social Media Use in the Healthcare System”

Masters Report Committee Member, Digna Joseph (Fall 2012 - Spring 2013)

Project Title: “An Integrated Marketing Communications Program for the Adams Group”

Masters Report Committee Member, Meagen Bechtel (Spring 2012)

Project Title: “Social Media in the Legal Sector”

Masters Report Committee Member, Ashley Iszkun (Spring 2011)

Project Title: “The New Way for Two-Way Conversation: A Content Analysis of Celebrity Twitter Use”

Masters Report Committee Member, Rachel O’Neal (Fall 2010 – Spring 2011)

Project Title: “At Peace Floatation & Massage Case Study: Investigating the Use of Market Research and Audience Identification in Developing a Social Media Marketing Campaign for a Microbusiness”

UNDERGRADUATE HONOR’S COMMITTEES

Undergraduate Honor’s Practicum Advisor, Addy Kryger (Fall 2015)

Project Title: “A Digital Audit and Analysis of the “Ready to Drink” Tea Market”

Undergraduate Honor’s Thesis Committee Chair, Shelly Crossland (Fall 2014 – Spring 2015)

Project Title: “An Examination of Non-Profits and Their Activities on Social Media”

Neeley School Honor’s Thesis Committee Member, Steven Imaizumi (Fall 2013 – Spring 2014)

Project Title: “An Exploratory Study of Slacktivism: Where Cause and Social Marketing Meet”

Neeley School Honor's Thesis Committee Member, Trey Alexander (Fall 2012 – Spring 2013)
Project Title: "Celebrity Endorsements in Social Media"

Neeley School Honor's Thesis Committee Member, Moriah Sallis (Fall 2012 – Spring 2013)
Project Title: "The Relationship Between Social Media Addiction and Engagement"

GRANTS AWARDED

TCU Senior Fellows in Entrepreneurship Grant, Coleman Foundation, 2015 – 2016

TCU Fellows in Entrepreneurship Grant, Coleman Foundation, 2014 – 2015

TCU Senior Fellows in Entrepreneurship Grant, Coleman Foundation, 2013 – 2014

TCU Fellows in Entrepreneurship Grant, Coleman Foundation, 2012 – 2013

TCU Invests in Scholarship Grant for "Smart Cities, Big Data" Project with Jacqueline Lambiase, Ph.D. and Stacy Landreth-Grau, Ph.D., 2012 – 2013

Texas Association of Municipal Officers Grant to Fund Graduate Assistant with Jacqueline Lambiase, Ph.D., 2012

College of Communication Research Grant, Dean's Office, Fall 2011

Junior Faculty Summer Research Grant, Texas Christian University, 2011

HONORS AND AWARDS

Cheryl A. Soward Communicator of Distinction Award for Outstanding Achievements in Government Communication, Texas Association of Municipal Information Officers (2014)

Nominated for Wassenich Award for Mentoring, Texas Christian University (2013)

Ranked in "Top Marketing Professors on Twitter" by Social Media Marketing Magazine (2012, 2013)

Ranked in "Top 100 Web Savvy Professors" by Best Online Universities (2012)

Media Advisor for National Student Advertising Competition Team, "First Place" for District 10 (Spring 2012)

Media Advisor for National Student Advertising Competition Team, "Best Media Plan" for District 10 (Spring 2012)

Media Advisor for National Student Advertising Competition Team, "Third Place" for District 10 (Spring 2013)

Media Advisor for National Student Advertising Competition Team, “Fourth Place” for District 10 and Spirit Award recipients (Spring 2015)

Jesse Jones Continuing Education Fellowship, 2007 – 2008 (\$13,000)
College of Communication, University of Texas at Austin

Ray Hall Continuing Education Fellowship, 2007 – 2008 (\$4,000)
Department of Advertising, University of Texas at Austin

David Bruton, Jr. Endowment Fund Fellowship, 2007 (\$1,000)
Office of Graduate Studies, University of Texas at Austin

GUEST LECTURES

“Living in a Mediated World: A (Brief) History of Digital Media” for the TCU Retiree’s Association, March 24th, 2016

“Consumer Acceptance of Technology Models and Media Effects” for the Graduate Theory course in the School of Strategic Communication, Texas Christian University, November 11th, 2015

“Social Media Engagement, Policies, and Measurement for Government Organizations” for the Certified Public Manager Program, Texas State University, November 5th, 2015

“Communication Planning in an Age of Social Media Fatigue” for the Sookmyung Women’s University visitors from South Korea, July 10th, 2015

“New Media Research for Grad Students” for Graduate Pro-Seminar course in Schieffer School of Journalism, Texas Christian University, Fall 2013

“Is It Time to “De-Face”?: Social Media Addiction and the Consumption Continuum” for the Honors College Colloquia on Technology, Texas Christian University, Fall 2013

“Social Media Addiction” for Intermediate Composition: Social Media and Gen Y course in AddRan College of Liberal Arts, Texas Christian University, Spring 2013

“Building Your Brand Online” for Seminar in Art Professions course in School of Art, Texas Christian University, Spring 2013

“Teaching with an iPad” for Schieffer School Faculty and Staff, Texas Christian University, Spring 2013

“Lunch and Enlightenment: Overview of Research”, Research Colloquium Brown Bag Lunch, Schieffer School of Journalism, Fall 2012

“Zero Moment of Truth” for Digital Metrics course in the Department of Advertising, University of Texas at Austin, Fall 2012

“New Media Research for Grad Students” for Graduate Pro-Seminar course in Schieffer School of Journalism, Texas Christian University, Fall 2012

“Research in Interactive Environments” for Graduate Pro-Seminar course in Schieffer School of Journalism, Texas Christian University, Fall 2010

“Persuasion Techniques for Information Scientists” for Introduction to Information Studies course, iSchool, University of Texas at Austin, Spring 2010

“Digital Metrics and Engagement” for Advertising and New Media course, Department of Advertising, University of Oregon, Fall 2009

PROFESSIONAL AFFILIATIONS

American Academy of Advertising

American Advertising Federation

American Marketing Association

Certified Public Communicator Program

Texas Association of Municipal Information Officers

Texas School Public Relations Association

3CMA: City and County Communication and Marketing Association

SOCIAL MEDIA

Twitter: @lbright

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Academia.edu: <https://tcu.academia.edu/LauraBright>

Blog: <http://brightwoman.com/>

Pinboard: <https://pinboard.in/u:lbrightphd>