

# DAVIA ROSE LASSITER

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WRITER • LEADER • SCHOLAR

## EDUCATION

### **Doctor of Philosophy, Public Communication** (Emphasis: Media & Society)

Georgia State University, 2019-present (Expected: December 2026)

Dissertation: "A Qualitative Analysis of Coping & Black Women in White-Collar Worlds"

### **Master of Arts, Journalism and Mass Communication**

University of Georgia, 2006

Master's Thesis: "Parasocial Interaction: That's So Raven and the African American Tween Audience"

### **Bachelor of Arts, Journalism (News-Editorial) with a Business Administration minor**

University of Southern Mississippi, 2004

Undergraduate Thesis (Ronald E. McNair Scholars Program): "A Convergence of Culture: A Content Analysis of European Standards of Beauty in Cosmetic Advertisements in Ebony Magazine (1983-2003)"

### **Professional Certificates**

Kennesaw State University: Graphic Web Design (2019), Social Media Marketing (2013)

### **Certificates of Completion**

Kennesaw State University: InDesign Introduction (2019), Creating Web Pages (HTML) (2018), Business Acumen for Professionals (2016), Business and Marketing Writing (2013)

## TEACHING EXPERIENCE: INSTRUCTOR OF RECORD

### **Limited-Term Instructor:** University of West Georgia

August 2025-present

I teach a 4/4 courseload in the School of Communication, Film, and Media. Course delivery is hybrid (approximately 80% on campus, 15% online, and 5% asynchronous). I integrate real-time analyses, guest speakers, public speaking, team-based projects, and current events in the class discussion and activities.

- Public Relations Principles (COMM 3313): Introduces students to PR concepts and strategies by examining the nature and role of the industry, activities of public relations professionals, the major influences that affect organizational behavior, the ethics of public relations, and professional development of public relations professionals.
- Public Relations Cases (COMM 4413): Guides students through the analysis of public relations cases and situations and includes analysis of application of principles, processes, and theories of public relations to case management.
- Public Relations Management (COMM 4414): Provides students insights regarding key concepts, theoretical perspectives, essential skills and abilities, and critical thinking and problem solving skills necessary for effective communication within an organization and with its stakeholders. Topics include issues management, risk management, relationship management, crisis planning and preparation, case studies, and developing communication plans.
- Diversity & Mass Media (COMM 3357): Survey and critical analysis of scholarship concerned with the relationship between mass media, public relations, and selected populaces who have been given peripheral attention, i.e., minorities, women, lower socioeconomic class, and those who are aging or have physical disabilities. Emphasis is on the cultural impact of media and public relations in terms of representations, audience effects, and industry demographics, as well as media literacy and advocacy.
- Digital Social Media & Society (COMM 3354): An introduction to the foundations, applications, and techniques of digital social media. Opportunities for practical experience developing blogs and other social media content, and exploring the relation of these emerging technologies to traditional mass communication media within society.

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## **TEACHING EXPERIENCE: INSTRUCTOR OF RECORD (continued)**

- Introduction to Mass Communication (COMM 1154): An introductory, yet critical examination of the historical development, and paramount economic, legal/policy, ethical, political, and social effects issues concerned with mass media. Particular attention is given to competition, convergence, and reciprocal nature of mass media and society in alignment with course-relevant topics like music (Grammys), movies (Oscars), and advertising (Super Bowl).

**Adjunct Instructor:** University of West Georgia

August 2021-May 2025

I taught several 3-credit courses for the School of Communication, Film, and Media. The courses were primarily focused on public relations and offered as online asynchronous options.

- Public Relations Principles (COMM 3313): Introduces students to PR concepts and strategies by examining the nature and role of the industry, activities of public relations professionals, the major influences that affect organizational behavior, the ethics of public relations, and professional development of public relations professionals.
- Public Relations Cases (COMM 4413): Guides students through the analysis of public relations cases and situations and includes analysis of application of principles, processes, and theories of public relations to case management.
- Introduction to Mass Communication (COMM 1154): An introductory, yet critical examination of the historical development, and paramount economic, legal/policy, ethical, political, and social effects issues concerned with mass media. Particular attention is given to competition, convergence, and reciprocal nature of mass media and society in alignment with course-relevant topics like music (Grammys), movies (Oscars), and advertising (Super Bowl).

**WomenLead in Business:** Georgia State University

January 2022-May 2025

(3-credit course, hybrid)

This 3-hour elective course is designed to advance women's leadership in the world by empowering students to aspire to and achieve leadership roles. Students receive unprecedented access to faculty, research, leadership skills, community partners, networking and strategic career development to encourage them to strive for top leadership positions across various sectors. I led the business section and help students strengthen their professional brand (e.g., public speaking, resume and LinkedIn reviews, interview coaching, networking) through active-learning techniques and real-world integration of business practices.

## **INSTRUCTIONAL ACTIVITIES & CURRICULUM DEVELOPMENT**

**Early College Summer Learning Academy:** Georgia State University

July 2024

(non-credit course, in person)

This 2-week program invites metro-Atlanta high school students to enroll at GSU to earn up to 20 college credits. I developed the theme for the public speaking course — informative speeches and the power of persuasion — and incorporated improvisation, storytelling, role playing, social media trends, and various other interactive elements to provide different strategies for students to gain confidence in addressing an audience. At the end of both weeks, students delivered a 2-minute themed speech: Their most important person/place/object (week 1) and a pitch to a scholarship selection committee (week 2).

**Prison Education Program (PEP) Summer Enrichment Initiative:** Georgia State University

June 2023-July 2023

(non-credit course, in person)

This program helped reinforce academic continuity for men incarcerated in United States Penitentiary (Atlanta location) and enrolled at Perimeter College at GSU. I worked with the PEP team and Dr. Jazmyn Davis, WomenLead's Associate Director of Outreach, to develop a public speaking summer course titled "Cultivating Professional Development & Leadership Skills." Led by Dr. Davis, the students participated in four interactive sessions with activities centered on identifying their core values, setting goals, storytelling, giving and receiving feedback, and understanding how interdisciplinarity is a strength. The class culminated with the gentlemen developing and presenting their leadership statements and personal motto.

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## INSTRUCTIONAL ACTIVITIES & CURRICULUM DEVELOPMENT (continued)

**WomenLead Presents:** Georgia State University

March 2023-March 2025

An idea to provide external programming for the campus evolved into the “WomenLead Presents” series, semiannual “lunch and learn” events designed to engage undergraduate students with a networking lunch and workshop anchored in topics such as professional branding and entrepreneurship — now made possible by State Farm with an annual financial commitment. I’ve curated and led multiple sessions with topics ranging from professional presence, life in corporate America, and entrepreneurship. By leveraging partnerships with entities such as GSU’s Entrepreneurship & Innovation Institute and the WomenLead alumni network, we have been able to provide programming for students across campus.

## INVITED TALKS & LECTURES

- **McNair Scholars Program: A Legacy of Activism in the Academy:** University of Southern Mississippi (March 2026)
- **Ph.D. Job Market Panel:** Communication Graduate Student Association (February 2026)
- **Career Retrospective & Professional Branding:** University of Georgia (October 2025)
- **Exciting New Voices in Communication Research:** Mercer University (April 2025)
- **EmpowerHER: Crafting Brands & Inspiring Futures:** National Council of Negro Women (February 2025)
- **Mentoring Xponentially: Resume and LinkedIn Tips:** Howard University (October 2024)
- **Black Professionalism & the Journey to Achieving Career Success:** Georgia State University (February 2024)
- **Wondering Where to Work: Profit vs. Non-Profit:** University of Georgia (October 2023)
- **Public Relations: The Road Ahead:** Lipscomb University (November 2022)
- **Women’s Professional Roundtable:** Gordon State University (March 2022)
- **Social Media for Young Professionals:** University of Georgia (February 2022)
- **Transition to Adulthood:** Meridian Community College (February 2021)
- **Diversity & Inclusion:** University of Georgia (November 2020)
- **Building Your Brand:** University of Georgia (September 2020)
- **Public Relations:** Georgia State University (November 2019)
- **Spotlighting Student Success:** The City University of New York (August 2019)
- **Media & Gender:** Georgia State University (2019-2025)
- **Persuasion:** Georgia State University (2019-2025)
- **Decision-Making & Leadership in Groups:** Georgia State University (2019-2025)
- **Gender & Communication:** Georgia State University, Department of Communication (2019-2025)
- **Public Relations: Fundamentals, Crisis Communication, Cancel Culture:** Georgia State University (2019-2025)

## CONFERENCE PRESENTATIONS

- **Teaching Tubi: Using Free Resources as an Effective Pedagogical Tool:** Georgia Communication Association (February 2026)
- **Radical Love and Collective Care: Sister Circles as Sites of Resistance and Healing for Black Women:** Georgia Communication Association (February 2026)
- **Strong Black Woman Archetype and Legacies of Loss: Mamie Till & Sybrina Fulton:** Georgia Communication Association (February 2025)
- **When One Size Doesn’t Fit All: Rethinking Communication Research, Practice, and Theory:** Georgia Communication Association (February 2025)
- **Twice as Good: Black Women & 2024 Election:** Georgia Communication Association (February 2025)

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## CONFERENCE PRESENTATIONS (continued)

- **Shattering the Concrete Ceiling: The Brown Table Talk Podcast:** Georgia Communication Association (February 2024)
- **Great Ideas for Teaching Speech: Media & Gender, An Interactive Experience:** Georgia Communication Association (February 2024)
- **Reclaiming the Narrative: Methodological Approaches to Researching Black Women in Communication:** National Communication Association (November 2023)
- **Bull's Eye: A Multi-Layered Approach to Target Marketing:** STAMATS (February 2019)
- **Bull's Eye: A Multi-Layered Approach to Target Marketing:** Association for Continuing Higher Education (October 2018)
- **Bull's Eye: A Multi-Layered Approach to Target Marketing:** University Professional & Continuing Education Association, South & Mid-Atlantic Regional Conference (October 2018)
- **The CRM Spectrum: Finding a Solution that Fits:** University Professional & Continuing Education Association, Regional Conference (October 2018)
- **We Did It: Utilizing Student Testimonials to Market Your Programs:** Association for Continuing Higher Education National (October 2018)
- **True You — How Student Testimonials Can Power Your Marketing and Revitalize Your Brand:** Association for Continuing Higher Education (October 2018)
- **Bull's Eye: A Multi-Layered Approach to Target Marketing:** Georgia Adult Education Association (March 2018)
- **Increasing Marketing Efficiency with Marketing Data:** University Professional & Continuing Education Association Annual Conference (March 2018)
- **True You — How Student Testimonials Can Power Your Marketing and Revitalize Your Brand:** Georgia Adult Education Association (March 2016)
- **Identity Crisis: A Branding Success Story:** Georgia Adult Education Association (March 2016)

## ACADEMIC PAPERS

- **Conference Proceeding:** Lane, Lauren & Lassiter, Davia (2025). "Twice as Good: Black Women and the 2024 Election." *Proceedings*. Vol. 92. (Georgia Communication Association)
- **Under Review:** "Cancel Culture Belongs in the Classroom: Approaching Cancel Culture as a Pedagogical Opportunity from Callouts to Critical Consciousness." *Feminist Pedagogy*.

## PROFESSIONAL EXPERIENCE

**WomenLead Administrative Specialist:** Georgia State University

January 2023-July 2025

- Coordinated projects related to class instruction, recruitment, external partnerships, and speaking engagements
- Developed and executed special events with supporters such as Citizens Bank, State Farm, and Bank of America
- Recruited alumni for speaking engagements, led logistical planning, and moderated panel discussions
- Delivered guest lectures and presentations to promote WomenLead to undergraduate students
- Developed a social media content calendar with original and curated content with contributions from WomenLead students and alumni and increased social media audience by 300+ in a six-month period
- Supported hiring, onboarding, and training for WomenLead staff, and student/university assistants
- Researched and recommended books for a new "common read" starting with the Fall 2023 semester (100+ students)

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## **PROFESSIONAL EXPERIENCE (continued)**

**WomenLead Administrative Specialist:** Georgia State University (continued) January 2023-July 2025

- Developed and presented a biannual social media engagement and progress report for WomenLead's Advisory Board meeting
- Oversaw logistics (parking, meal orders, accommodations) for students and special guests
- Led to public relations efforts with collaborations with University-level MarComm teams

**Communications Specialist:** O'Neill Communications (independent contractor) April 2022-July 2022

- Led project planning for clients such as North Carolina Council on Developmental Disabilities, Ohio Developmental Disabilities Council, TiE Atlanta, and TiE New York
- Wrote and edited copy for email newsletters, developed press releases for distribution, and designed branded graphics
- Utilized MailChimp and Constant Contact to draft and deliver monthly newsletters
- Supported conference planning for TiECON, an annual conference hosted by TiE Atlanta

**Director of Marketing, Interim:** Applerouth (independent contractor) March 2022-January 2023

- Served as project management lead for event campaigns and established processes for marketing duties including coordinating quarterly marketing planning for social media, email communication, campaigns, webinars, and partnerships
- Created original copy for public-facing content, including developing integrated marketing campaigns for all-virtual events designed for college-bound students and their families
- Led "Focus on the Month" meetings with business development team to inform them of upcoming campaigns and to collaborate on their outreach needs
- Supported Human Resources processes by serving on interview committees
- Served on Diversity, Equity and Inclusion team to supplement social media content

**Independent Contractor:** Creative Circle February 2022-May 2022

### **Applerouth Tutoring**

- Developed campaigns to promote educational services, drive registration for webinars, and generate revenue
- KPIs included 2,300+ registrants for an "Ask The Experts" campaign for college admissions and 300+ registrations for "Ask The APs" webinar

### **Carter's**

- Collaborated with Human Resources and Marketing Departments for copy writing projects for employee recruitment
- Helped to revitalize "Sizzle Reel" and "Sizzle Bites" by writing copy for recruitment collateral
- Developed website and email copy for employees for Earth Day fundraising campaign

**Senior Communications Coordinator:** The BLK+Cross (independent contractor) August 2021-February 2022

- Oversaw COVID-19 awareness, advocacy, and action messaging for Alive & In Color, a Fulton-County based organization dedicated to health equity for marginalized communities
- Developed strategy and oversaw production of virtual town-hall style events in collaboration with Morehouse School of Medicine and Georgia CEAL
- Led communications team to develop content creative content to reinforce company branding
- Engaged vendors to facilitate advertising efforts for brand awareness

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## PROFESSIONAL EXPERIENCE (continued)

**Owner:** The Lassiter Firm, LLC

April 2020-June 2025

- Provided career-based services (resume review and development, cover letter creation, and interview coaching)
- Consulted with companies to develop solutions for challenges in marketing and/or administrative operations, including Duke University's Student Affairs department (2022)
- Recruited to speak at in-person and virtual events to deliver workshops on professional branding and career readiness

**Director, Marketing & Communications:** Georgia Department of Community Affairs

February 2019-June 2021

- Collaborated with the Governor's Office, county commissions, and other government officials for media relations efforts
- Coordinated internal and external communications (organic and curated content) for social media, blogs, employee newsletters, media advisories, press releases, speeches, and talking points
- Established policies and procedures to manage the intersection of communication, finance, and programming
- Performed website content updates, developed marketing strategy to promote success stories and events for 70+ programs, and hired and trained team members
- Launched branded campaigns for internal and external events and multiple #OnTheDCABlog series for agency programs
- Coordinated the marketing and outreach structure for the Georgia Rental Assistance Program
- Organized agencywide initiatives such as complimentary professional headshots and quarterly website training session

**Director of Marketing:** College of Continuing and Professional Education, KSU

November 2014-January 2019

**Marketing Manager:** College of Continuing and Professional Education, KSU

October 2013-November 2014

**PR Specialist:** College of Continuing and Professional Education, KSU

November 2012-October 2013

- Developed and executed revenue-generating inbound and outbound marketing plans for professional, executive and community non-credit programs with the following team: Creative Director, Digital Content Specialist, Public Relations Specialist, Administrative Associate, and Student Assistants
- Coordinated production of The Course Catalog, a magazine with a 350,000-person circulation and various printed and online materials designed to promote courses for adult learners and industry professionals
- Created award-winning "I Did It" campaign focused on student success and storytelling
- Oversaw production for photography, video and commercial shoots and selected vendors for advertising
- Collaborated with Finance, Registration and Finance teams regarding enrollment and budget projections
- Awarded individual and team awards on state, regional, national, and international levels for excellence in marketing
- Served on multiple campuswide committees and CCPE's Senior Leadership team

**Lifestyle Editor:** Times Journal, Inc.

October 2009-November 2012

**Copy Desk Chief:** Times Journal, Inc.

October 2007-December 2009

**Copy Editor:** Times Journal, Inc.

May 2007-October 2007

- Managed production of Marietta Daily Journal and Cherokee Tribune newspapers and directed final edits on completed layouts involving local news and AP articles
- Trained and managed a seven-member team, set biweekly work schedules, coordinated daily production deadlines, designed front-page spreads and inside pages
- Approved final edits before they were sent to pre-press/production
- Curated award-winning Lifestyle sections by overseeing including content, writing, graphic design and photography
- Recognized by the Georgia Press Association and Georgia Associated Press contests in Feature Writing and Local Lifestyle Coverage categories

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## **PROFESSIONAL EXPERIENCE (continued)**

**Lifestyle Editor:** Times Journal, Inc. October 2009-November 2012  
**Copy Desk Chief:** Times Journal, Inc. October 2007-December 2009  
**Copy Editor:** Times Journal, Inc. May 2007-October 2007

- Coordinated interviews and wrote celebrity features, movie reviews, health articles, religious stories, hometown highlights, and food articles
- Arranged photography shoots, maintained event calendars, oversaw all correspondence for Lifestyle, collaborated with multiple editors for content
- Designed lifestyle and real estate sections for the MDJ, Cherokee Tribune and Neighbor Newspapers
- Contributed to semi-annual publications and the Neighbor Newspapers weekly editions

**Freelance Copy Editor and Writer:** August 2006-November 2012

- Wrote articles for *Atlanta Sports and Fitness*, *Upscale*, *Jezebel*, *Sister2Sister*, *Warning*, *SPSU Magazine*
- Edited various copy including articles, calendar listings, beauty articles, pet sections, and travel

## **AWARDS**

- **Top Student Presentation:** Georgia Communication Association (2025)
- **Top Student Paper:** Georgia Communication Association (2024)
- **Graduate Peer Mentoring Award:** Georgia State University Department of Communication (2023)
- **Harold Davis Outstanding Graduate Service Award:** Georgia State University Department of Communication (2022)
- **40 Under 40:** Georgia Trend Magazine (2021)
- **Leadership Award:** Association for Continuing Higher Education (2018)
- **Crystal Marketing Award:** Association for Continuing Higher Education (2018)
- **Communicator Awards of Excellence** (2018)
- **Communicator Awards of Distinction** (2018)
- **University Professional and Continuing Education Association:** Dorothy Durkin Award for Strategic Innovation in Marketing and/or Enrollment Management (2017)
- **Georgia Adult Education Association:** Innovative Marketing (2016)
- **Learning Resources Network:** Marketing (2015)
- **University Professional and Continuing Education Association:** Division Winner (2015, 2016)
- **University Professional and Continuing Education Association:** Gold Awards (2015, 2016, 2017, 2018)
- **University Professional and Continuing Education Association:** Silver Awards (2014, 2015, 2016, 2017, 2018)
- **Georgia Adult Education Association:** Innovative Marketing (2014)
- **Crystal Marketing Award:** Association for Continuing Higher Education (2014)
- **University Professional and Continuing Education Association:** Bronze Awards (2013, 2015, 2016, 2017, 2018)
- **Georgia Associated Press:** Lifestyle Feature (2012)
- **Georgia Press Association:** Lifestyle Section (2012)
- **Georgia Press Association:** Lifestyle Section (2011)
- **Media Excellence:** Alpha Kappa Alpha Sorority, Inc. (2009)

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## SERVICE

- **On-site PR contest prompt writer:** Southeast Journalism Conference (February 2026)
- **Student Film Race Judge:** University of West Georgia (October 2025-present)
- **President:** Communication Graduate Student Association, Georgia State University (August 2022-May 2023)
- **Vice President:** Communication Graduate Student Association, Georgia State University (August 2021-May 2022)
- **Troop Leader:** Girl Scouts of America (October 2018-July 2020)
- **Mentor:** Hickory Hills Elementary (August 2018-May 2022)
- **Board Member:** STAMATS (July 2018-February 2019)
- **Board Member:** Georgia Adult Education Association (July 2016-June 2017)
- **Mentor:** University of Georgia (January 2015-present)
- **Executive Board Member:** Safe Campuses Now (August 2004-May 2006)
- **Member:** Alpha Kappa Alpha Sorority, Inc. (November 2003-present)

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## TEACHING PHILOSOPHY

Journalist. Editor. Graphic designer. Public relations specialist. Marketing director. Communications director. Entrepreneur. Sought-after speaker. This list encompasses nearly 20 years of professional experience in the communications industry. Nevertheless, being an educator is the best title I'll ever hold. After earning two degrees in six years, I dedicated several years to gaining real-world experience into the field so I could bring this knowledge into the classroom. At the onset, I was inspired by learning the intricacies of my profession while utilizing what I was taught in the classroom. As a student, I valued the professors who effortlessly combined theory and key terms with practical application to curate a one-of-a-kind learning experience. As an educator, I am proud to continue this tradition of intentional, experiential learning.

My key performance indicators include:

- Curating an "Ask The Expert" series where I interview communications professionals in alignment with chapter concepts for public relations majors at the University of West Georgia
- Creating a biannual "Professional Presence" module for WomenLead students at Georgia State University where I employ role-playing and storytelling to hone their interviewing skills, educate them on professional dress, discuss the importance of their digital presence, and teach them strategies for networking
- Strategically align chapter themes (such as the history of film and advertising) to curate time-bound assignments (such as the Oscars and Super Bowl) for students taking Introduction to Mass Communication at University of West Georgia
- Lead interactive sessions about recognizing implicit bias, complete with subject-matter experts and activities for students to practice interventions and effective leadership at Georgia State University
- Served as a guest lecturer at schools such as University of Georgia, Meridian Community College, Howard University, and Lipscomb University on a variety of topics ranging from leadership, public speaking, post-college preparation, and diversity

Entering the workforce during the height of journalism's evolution with technology has served me well. I am able to teach foundational elements of communication while also providing a contemporary level of expertise. Teaching is also an extension of how I prepare students to build their careers. I have hired and trained dozens of students to apply their education and skills to various projects such as press releases, media pitches, billboards, blogs, and social media. These transformational experiences have been anchored by my proficiency as a teacher. For example, students have applied what they learned in the classroom to secure internships and full-time jobs.

My motivation is driven by "light bulb" moments – when a student realizes their passion and strength and carries it with them from the classroom to a student assistant/intern position to their first professional job. I never tire of this. Therefore, it is important that each of the classes I teach result in students leaving with not only a passing grade but the tools that will serve as the building blocks for their career goals. It is also important that I focus on my ultimate goal of creating an environment that supports learning, advocacy and respect.

Active learning is another essential component of my teaching philosophy. Engagement is important – I want my students to make an emotional and cognitive investment in their future and view the collegiate experience as more than just passing tests and writing papers. This is my clear vision of the impact I want to make in the classroom, knowing that my purpose as an educator goes beyond syllabi and final exams. I am in a key position to affect someone's life by creating a space where they can learn about themselves, learn from others, and develop skills that will help them evolve into the person they envision themselves being. I look forward to promoting critical thinking, academic excellence, and professional development as well as being an advocate, mentor, and leader.