



DANIELLE M. HUEHNEL

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EDUCATION

Doctor of Philosophy, Education Theory and Practice/Intercultural Communication, The University at Albany—SUNY (Projected Graduation: Spring 2015)

Master of Arts, Applied Cultural Anthropology/US-Mexico Border, The University at Albany—SUNY (2011)

Agua Prieta, Sonora, Mexico, Applied Anthropology Field School, Western Oregon University (2007)

Bachelor of Arts, Anthropology and Writing, Western Oregon University (Honors, 2007)

High-school diploma, St. Mary's Academy (2003)

EMPLOYMENT

Independent Consultant, Crossfit.com

October 2012-Present

- Provide content for Northeast Region of United States for Crossfit.com community page

Editorial Assistant, Intercultural Pragmatics

August 2009-Present

- Edit papers to be published for grammar, fluency, and style
- Work with authors to gather copyright agreements
- Manage journal submissions list
- Edit once-yearly *Moutin de Gruyter* camera-ready volume

Owner, DMK Media

July 2009-Present

- Contract photography, writing, editing, blogging, design, public relations, and emerging-media management

Publicist, Word's Out PR

June 2009-Present

- Writing and distributing news releases
- Developing media relations
- Social-media strategizing
- Designing documents for clients
- Notable accounts include: The Sublimity Harvest Festival, Western Pulp Products, VoteCount, Tribal Moose BBQ, Oregon Sleep Specialists, Peery Products

President, Anthropology Graduate Student Organization

August 2010-May 2011

- Managed executive board
- Created, applied for, and worked with a strict budget
- Created, promoted, and sustained a social-media presence
- Planned important departmental events, including symposiums, film series, student outreach, monthly meetings, organization social trips, and more
- Acted as liaison between graduate students and faculty

Editor, Popular Anthropology

March 2010-2011

- Manage writers and pieces for "The Other" Department for *Popular Anthropology*, an online magazine

Photographic Specialist, Solestruck.com

August 2007-July 2009

- Photographing various products, mostly shoes for online use
- Writing original and creative copy for Web site
- Color correction and imaging using Photoshop
- Creating sustainable relationships with fashion-related bloggers
- Communicate regularly with overseas office, and manage imaging department
- Maintain official blog
- Web and advertisement concept and design
- Work on promotional emails and concepts

Assistant and Filmmaker, Western Oregon University

July 2007-August 2007

- Assisted leading professor on one-month applied anthropology field school in Agua Prieta, Sonora, Mexico
- Took footage and created a film, which was presented at Western Oregon University in May 2008

Editorial Assistant, Gannett Co., Inc.

April 2006-May 2007

- Regularly paginated Silverton and Stayton community newspapers, photographed, reported, and copy edited
- Frequently used art- and design-related programs such as Quark XPress and Photoshop
- Became acquainted with daily papers by filling in at the *Statesman-Journals* universal desk (copy-editing station)
- Some administrative duties, such as organization, answering phones, and general customer service

Editor-in-Chief, Western Oregon Journal

August 2006-June 2007

- Lead a major, successful redesign
- Staff management and hire
- Participate and approve major editorial decisions
- Oversee newspaper production, design, editing
- Oversee budget
- Train editors

Copy Intern, Willamette Week

June 2005-September 2005

- Gained professional editorial skills, and linguistic and writing skills
- Regularly fact checked and edited copy

eFellow, Western Oregon University Writing Center

August 2005-June 2006

- Taught freshman course on writing and research
- Assessed and graded coursework

Copy Editor, Western Oregon Journal

August 2004-June 2006

- Efficiently and accurately edited copy in the Associated Press style
- Aided in creating a style guide specific to the needs of the Western Oregon Journal

Columnist, Western Oregon Journal

September 2004-June 2007

- Wrote student-life column
- Developed narrative-writing voice

Writing Consultant, Western Oregon University Writing Center

September 2003-June 2007

- Tutored writing to other students
- Lead classroom writing workshops
- Trained to workshop writers at any stage of writing, across curriculum

VOLUNTEERING

Volunteer Photographer and Reporter, Anthropology News

December 2009

- Photographed and reported on various events at the 108th Annual AAA Meeting in Philadelphia, PA. Images were published in *Anthropology News*

Volunteer, Western Massachusetts Labor Action

August 2009–October 2009

- Graphic Design for leaflets and other literature

Volunteer, Western Farm Workers Association

May 2009–December 2010

- Member intakes
- Canvassing neighborhoods to spread word and membership
- Working on clothing and food drives at campos
- Photographing events
- Designing quarterly newspaper

Volunteer, Friends of Seasonal and Service Workers

May 2009–December 2010

- Participating in volunteer drives
- Working on clothing and food drives
- Photographing service events
- Designing quarterly newspaper, *Seasonal Greetings*

Buckman Elementary SUN Program

March 2009–Present

- Tutor children math, writing, and reading during Cranium Club portion of after-school program at art-magnet school

Circle K International

September 2003–June 2005

- Worked with Heron Point assisted living in Monmouth, Ore.
- Chaperoned events through Nite Court in Dallas, Ore.
- Fundraising for Doernbecher Children's Hospital
- Attended meetings, planned events, took minutes as club secretary

St. Andrew's Nativity School

September 1999–June 2003

- Mentoring at-risk youth
- Tutor students in reading and literacy

St. Francis Dining Hall

September 2001–June 2002

- Prepared and served meals
- Provided camaraderie to hall visitors

Los Embajadores (Tijuana, Mexico)

July–August 2001

- Built a retaining wall for a barrio school
- Led activities for area youth

HEARTS Workcamp (Yakima, Wash.)

July–August 2000

- Worked with community center to clean up grounds

HEARTS Workcamp (The Dalles, Ore.)

July–August 1999

- Helped to clean up property at Celilo Village
- Organized and executed a vacation Bible school for St. Peter's Catholic Church at St. Mary's Academy grade school

PAPERS & PRESENTATIONS

"Borderland Narratives: Public discourse and what stories about crossing the US-Mexico border can tell us," Master's Thesis

May 2011

Academic Excellence Showcase 2008

May 2008

During May 2008's Academic Excellence Day at Western Oregon University, I presented a rough cut of my first ethnographic documentary, entitled, "Far from Home: The Field Experience," which may be viewed and downloaded on my research page. This short film drew from footage taken on the US-Mexico Border at Agua Prieta, during the first Applied Anthropology field school, during the summer of 2007. It displays the often challenging field experience for the participating students (who had never done field work), and for the advising professor (who had never managed and advised students while in the field), while also introducing the harsh realities of life on the border, and the people who survive it every day. Through the making of this film, I taught myself how to operate a video camera, and the basics of Adobe Premiere Pro 1.5.

"Hometown Pride: The Medi(a)tion of a Community's Identity," Undergraduate Thesis

My undergraduate thesis is published and located in Western Oregon University's Hamersly Library as well as in the Honors Center.

Academic Excellence Showcase 2007

June 2007

During June 2007's Academic Excellence Day at Western Oregon University, I presented the findings of my undergraduate thesis, entitled "Hometown Pride: The Medi(a)tion of a Community's Identity."

Honors Program Thesis Panel

June 2007

As part of the Western Oregon University Honors Program, I presented the findings for my undergraduate thesis to an audience of peers, professors, and colleagues.

Academic Excellence Showcase 2006

June 2006

During June 2006's Academic Excellence Day at Western Oregon University, I presented the research proposal for my undergraduate thesis, which was completed and presented in June 2007.

CONFERENCES

- 1st International Pragmatics Conference of the Americas & the 5th International Conference on Intercultural Pragmatics—University of North Carolina at Charlotte (Participant, 2012)
- 4th International Conference for Intercultural Pragmatics—CLAN Corpus at Universidad Pontificia Comillas, Madrid (Participant, 2010)
- Social Action Conference at the University at Albany (Moderator for Immigration Panel, 2010)
- 108th Annual American Anthropological Association Meeting in Philadelphia, Penn. (Participant, 2009)
- Undocumented Hispanic Migration Conference at Connecticut College (Participant, 2009)
- College Media Advisers National Convention in New York City (Participant, 2005, 2006, and 2007)

MEMBERSHIP

- Member of Lambda Alpha
- American Anthropological Association
- Society for Latin American and Caribbean Anthropology
- Society for Visual Anthropology
- Interest Group for the Anthropology of Public Policy
- Sigma Tau Delta (Inducted 2004)
- Western Oregon University Honors Program
- Western Oregon University Anthropology Club & Communitas

AWARDS

- University at Albany—SUNY Graduate Assistantship Recipient (2010–2014)
- Binney Scholarship Recipient (2006, \$1,000)
- Honors Program Scholarship Recipient (2006, \$900)
- Western Oregon University Merit Scholarship Recipient (2005, \$750)
- Honors Program Scholarship Recipient (2004, \$250)
- JFR Foundation Scholarship Recipient (2004, \$500)
- Academic Excellence Scholarship Recipient (2003, \$4,000, allocated over four years)
- Binney Merit Scholarship Recipient (2003, \$500)
- American Freedom Scholarship Award for Service Recipient (2003, \$1,000)
- Dephane Sporrer Memorial Scholarship Recipient (2001, \$500)
- Dephane Sporrer Memorial Scholarship Recipient (2000, \$500)

RECOGNITION

- First Place, Best Inside Page/Feature Page Design, 2007 ONPA Better Newspapers Contest
- Third Place, Overall Excellence Award for the Silverton Appeal Tribune, 2007 ONPA Better Newspapers Contest
- Outstanding Leadership in Student Media, 2007 Western Oregon University Leadership Recognition Night
- Second Place, Best Headline Writing, 2007 ONPA Collegiate Day
- Second Place, Best Columnist, 2005 ONPA Collegiate Day
- Second Place, Best Writer, 2005 ONPA Collegiate Day
- First Place, Overall Excellence Award for the Western Oregon Journal, 2005 ONPA Collegiate Day

RELEVANT KNOWLEDGE

Adobe Creative Suite CS-CS3, Adobe Premiere Pro 1.5, Quark XPress, SLR photography, Mac and Windows OS, some Spanish language

Ethnographic methodology, interview skills, Echopass telephones, Skype, Wordpress, Twitter, Facebook, YouTube, Instagram, MySpace, Yelp, Blogger, LinkedIn

REFERENCES & WORK SAMPLES AVAILABLE UPON REQUEST