

Danielle M. Kuehnel

Email: danielle@daniellemkuehnel.com

<http://www.daniellemkuehnel.com>

EDUCATION

- 2011** Master of Arts Degree in Applied Cultural Anthropology
The University at Albany (SUNY): Albany, New York
- 2007** Agua Prieta, Sonora, Mexico, Applied Anthropology Field School
Western Oregon University: Monmouth, Oregon
- 2003-2007** Honors Bachelor of Arts Degree in Anthropology and Writing
Western Oregon University: Monmouth, Oregon
- 2003** High-school diploma
St. Mary's Academy: Portland, Oregon

RESEARCH INTERESTS

The Anthropology of Mexico, the Anthropology of the US-Mexico Borderlands, the Anthropology of Media, sustainability and consumption/production, development, globalization, humanitarian aid, community management, creation of identity, urban anthropology.

MEDIA-SOFTWARE EXPERIENCE

I have experience with, and am either fluent or literate in, some media-related software, such as Adobe InCopy, Quark, Adobe Illustrator, Adobe Photoshop CS2, Adobe Dreamweaver CS3, PowerPoint, Excel, Adobe Premiere Pro 1.5, and Adobe InDesign CS3.

AWARDS & RECOGNITION

- 2007** First Place, Best Section Front/Inside Page Design, 2007 ONPA Better Newspapers Contest
- Third Place, Overall General Excellence Award for the Silverton Appeal Tribune, 2007 ONPA Better Newspapers Contest
- Second Place, Best Headline Writing, 2007 ONPA Collegiate Day
- Excellence in Leadership Award for Outstanding Leadership in Media
- 2006** Binney Scholarship Recipient (\$1,000)
- Honors Program Scholarship Recipient (\$900)
- 2005** 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
- Western Oregon University Merit Scholarship Recipient (\$750)

- 2004** Inducted into Sigma Tau Delta
- Honors Program Scholarship Recipient (\$250)
- JFR Foundation Scholarship Recipient (\$500)
- 2003** Inducted into the Western Oregon University Honors Program
- Academic Excellence Scholarship Recipient (\$4,000, allocated over four years)
- Binney Merit Scholarship Recipient (\$500)
- American Freedom Scholarship Award for Service Recipient (\$1,000)
- 2003-2007** Honors Roll
- 2001** Dephane Sporrer Memorial Scholarship Award Recipient (\$500)
- 2000** Dephane Sporrer Memorial Scholarship Award Recipient (\$500)
- 1999** St. Mary's Academy Leadership Award

PAPERS & PRESENTATIONS

- 2008** **Academic Excellence Showcase 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." 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.
- 2007** "Hometown Pride: The Medi(a)tion of a Community's Identity," Undergraduate Thesis, published and located in Western Oregon University's Hamersly Library as well as in the Honors Center.
- Academic Excellence Showcase 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**
- 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.
- 2006** **Academic Excellence Showcase 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.

- 2005** "De-Respiration," Poetry, The Northwest Passage, Fall 2005
Cover photographs, The Northwest Passage, Fall 2005
- 2004** "Light and Truth," Prose, The Northwest Passage, Fall 2004
- 2003-2008** Various news stories and columns (please refer to my website, www.daniellemkuehnel.com, for a complete collection of full-text articles and additional writing samples)

EMPLOYMENT

Publicist and Writer, Word's Out PR

(June 2009-Present)

Independently owned Word's Out PR is a small public-relations firm based out of Gates, Oregon. In addition to securing publicity for various accounts; I manage media and blog relations; specialize in social-media strategizing; write, edit, and distribute news releases; ghostwrite; write SEO-rich Web site copy; and take on various print-design projects including rack cards and fliers.

Copy Writer, A-CTI

(June 2009-July 2009)

For A-CTI, the parent company of Solestruck.com, I am aiding in the redesign of one of its brands--AnswerConnect--in addition to writing copy for potential startups, such as American Adjusters.

Photographic Specialist, Solestruck.com

(August 2007-July 2009)

For nearly two years, I was the Photographic Specialist for Solestruck.com, an upscale, online shoe boutique. For this position, I did several things. I was, first and foremost, the photographer of all of the shoes on the website, which involved photographing each shoe at seven different angles and color-correcting them. I also was in charge of custom shoe photography; writing shoe descriptions and other copy; designing advertisements; and advertising, promoting, and managing relationships with fashion bloggers. Finally, I contributed to Solestruck's blog--Solevoice--and created shoe-related videos on YouTube promoting their products.

Art Director, El Con

(November 2007-June 2009)

I worked with up-and-coming Portland, Oregon, and Tucson, Arizona, collective El Con to create their Web site and album art. They released their first album in 2008.

Assistant and Filmmaker, Agua Prieta Field School

(July-August 2007)

During my one-month applied anthropology research period in Agua Prieta, Sonora, Mexico, I was the assistant to Dr. William Smith, the leader of the Western Oregon University Agua Prieta Field School. I also took footage for an ethnographic documentary that was shown at Western Oregon University on 29 May 2008. This experience helped tremendously in the improvement of my Spanish skills.

Editorial Assistant, Silverton Appeal-Tribune and Stayton Mail

(April 2006-May 2007)

During my time with the *Appeal-Tribune* and the *Stayton Mail*, I learned a few very important things: working on deadline and the elements of design. For this weekly paper, it was imperative that the writing be good and the content relevant

and all completed in a timely manner. I also had the opportunity to learn page design with Quark and gain an understanding of what works on a page and why. I have also had the opportunity to work at the *Statesman-Journal's* universal desk, helping me be better acquainted with daily deadlines, and to become familiar with headline writing as well as rimming.

Editor-In-Chief, Western Oregon Journal

(2006-2007 Academic Year)

During my senior year in college, I was the editor-in-chief for Western Oregon University's *Western Oregon Journal*. Under my supervision, we went through a successful major redesign. I also learned how to step into the role of leader and how to manage a staff of my peers. Through my work at the *Journal*, I have also become literate in the Adobe Creative Suite, which includes using such programs as InDesign CS2 and Photoshop CS2.

Copy Intern, Willamette Week

(June-September 2005)

Working at *Willamette Week*, a Portland, Oregon-based alternative newsweekly, taught me how to be a copy editor in a professional-publication environment, for a paper that reaches an entire metropolis. The skills that I gained from this experience—editorial skills, linguistic and writing skills—helped me to improve the copy quality for other assignments.

eFellow, Western Oregon University Writing Center

(2005-2006 Academic Year)

The Western Oregon Freshman Academy was a program designed specially for incoming freshmen. One component of this program encouraged global literacy through the use of the *New York Times*. Each student was assigned an eFellow—a junior- or senior-level writing leader—who taught group sessions and led students through the research and writing process. Through my involvement, I learned how to assess an individual student's writing skills and improvement and how to actually teach students to become a successful researcher and writer.

Assessment Research Assistant, Western Oregon University Writing Center

(2005-2006 Academic Year)

I aided the Writing Center in their program assessment through devising and implementing research plans. Western Oregon University underwent accreditation in 2007.

Copy Editor, Western Oregon Journal

(September 2004-June 2006)

As Copy Editor, it was my responsibility to edit all stories that come into production as quickly, precisely and efficiently as possible, in the *Associated Press* format. I also was expected to work in a group setting and finish projects in a timely manner.

Columnist, Western Oregon Journal

(September 2004-June 2007)

Writing once per month for the *Journal* not only improved my *Associated Press* style, but also taught me how to write for an audience. My column was an "on-the-spot" type, and the stories drew themes from my own life and projected them so that others would learn or gain insight. Through writing, my narrative style improved immensely, and I am able to write for any given length.

Writing Consultant, Western Oregon University Writing Center

(September 2004-June 2007)

I worked at the Writing Center since fall term of my freshman year in college. I am trained to workshop with student writers at any stage of their writing process, across the curriculum. The Writing Center challenged me to improve my interpersonal skills, improve my own writing and to work in a group-oriented environment.

SPECIAL EVENTS

Participant, Photoshop CS2 for the Digital Photographer

(March 2008-April 2008)

During this 6-week online course, taught by Beverly Schultz, I was able to improve and build upon my Photoshop skills when working with digital images.

Participant, Secrets of Better Photography

(January 2008-February 2008)

During this 6-week online course, taught by Beverly Schultz, I was able to gain insight into photography basics, while learning how to operate a complicated camera. I was also able to build a stronger portfolio with well-composed photos.

Attendee, Adobe Photoshop CS3 Power Tour

(12 November 2007)

This full-day seminar at the Portland Convention Center was sponsored by Adobe and Kelby Training and hosted by Dave Cross, a leading name in Photoshop. During the seminar, attendees were given tips and tricks on how to be more successful Photoshop users, even if we were using previous versions of the program.

Fetal Alcohol Syndrome Panelist

(May 2007)

I served on a panel of student representatives at Western Oregon University to discuss how to prevent Fetal Alcohol Syndrome (FAS). The panel was a part of a pilot project to campaign around Oregon universities about the harms and risks of having unprotected sex and binge drinking, particularly the combination of the two. The campaign is set to begin during the fall of 2007.

VOLUNTEERING

2009 Western Massachusetts Labor Action

WMLA is another hub that does the same work as WFWA and FSSW (see below), only in Western Massachusetts. Since farm working is such a small piece of their economy, they work mostly with lower-income service workers--people who work in restaurants, nursing homes, and other areas. For WMLA, I have performed small-scale print-design projects, such as designing invitations and RSVP cards for a fundraiser dinner and auction.

2009 Western Farm Workers Association

WFWA is a social-outreach program aimed at organizing low-income, unrecognized workers, most of whom work on farms and nurseries in Hillsboro, Oregon. The program is a mutual aid program in which members pay a small, voluntary fee in return for emergency food aid, clothing, legal services, and medical and dental services.

2009 Friends of Seasonal & Service Workers

FSSW, a support organization tied to Western Farm Workers Association, is not geared toward gaining memberships but instead to procure donations from the surrounding community. During my time with

Friends of Seasonal & Service Workers, I helped gather donations, design WFWA's and their newspapers, and photograph various events.

- 2009** **Buckman Elementary SUN Program**
The SUN Program is an afterschool program for several Portland-area elementary schools, during which students may take various classes and sessions. Once per week, I mentored and tutored students in the Cranium Club--mostly math, writing, reading, and other homework help. I also was able to participate in their Get the Word Out and Yearbook classes, both which were aimed to get the students involved in various types of print media. I designed several pages and the cover for the Buckman yearbook.
- 2003-2005** **Circle K International**
My participation with Western Oregon University's Circle K International included several service projects involving Heron Point Retirement and Assisted Living Community; Nite Court in Dallas, Oregon; and fundraisers for nonprofits and other organizations such as Doernbecher Children's Hospital in Portland, Oregon. I was nominated and elected secretary of the club for the 2004-2005 academic year, and duties included attending meetings, recording minutes, and organizing events.
- 1999-2003** **St. Andrew's Nativity School**
As part of St. Andrew's afterschool reading program, my responsibilities included mentoring at-risk grade-school students and helping them improve their reading and writing skills.
- 2001-2002** **St. Francis Dining Hall**
St. Francis Dining Hall in Portland, Oregon, frequently needed volunteers to work the soup kitchen. I prepared and served meals, cleaned, and provided camaraderie to those who frequented the hall, predominantly Portland's homeless, mentally ill, and poor.
- 2001** **Los Embajadores: Tijuana, Baja California, Mexico**
During this two-week service trip, our team leveled piles of rocks and built a retaining wall for a government-built school in the colonia Pedregal. While the project was sponsored by Holy Family, a Catholic church in Portland, Oregon, our goal was not to missionize, but to provide aid to the area.
- 2000** **HEARTS Work Camp: Yakima, Washington**
For this weeklong trip, my team worked with a community center in Yakima, Washington, to clean up its property and create areas for gardens. The community center was geared toward at-risk area youth, and provided a place for them to safely gather.
- 1999** **HEARTS Work Camp: The Dalles, Oregon**
During this weeklong trip, my team organized and executed a vacation Bible school for St. Peter's Catholic Church at St. Mary's Academy grade school. In addition to teaching Bible school, we also helped Celilo Village to clean its property.

MEMBERSHIPS

American Anthropological Association
Circle K International
Sigma Tau Delta
WOU Anthropology Club/Communitas
WOU Honors Program