

MEGAN E. MALLICOAT

*College of Journalism & Communications
University of Florida
P.O. Box 118400 | Gainesville, FL 32611
mmallicoat@ufl.edu*

EDUCATION

Ph.D. Mass Communication
University of Florida, expected 2015
Chair: *Wayne Wanta, Ph.D.*

M.A. Mass Communication — Journalism
University of Florida, 2012
Chair: *Amy Zerba, Ph.D.*
Thesis: *Give the People What They Won't Say They Want: The Challenge of Interactive News for a Public Caught in an Online Identity Crisis*

B.S. Journalism — Online Media
University of Florida, 2003

TEACHING EXPERIENCE

Fall 2013 — Design / JOU 3411
Instructor of Record

Summer 2013 — Visual Journalism / JOU 3220C
Instructor of Record

Spring 2013 — Public Relations Research / PUR 3500
Instructor of Record

Spring 2008 — Writing for Mass Communication / MMC 2100
Lab Instructor

Fall 2007 — Writing for Mass Communication / MMC 2100
Lab Instructor

CONFERENCE PRESENTATIONS

Mallicoat, M.E. (2013, March) *Understanding the Peanut Gallery: A Typology of News Website Comments*, presented to the annual meeting of the Association for Education in Journalism & Mass Communication Southeast Colloquium, Tampa, Florida.

SERVICE

- Member of the Dean's Advisory Council of Graduate Students
College of Journalism & Communications, University of Florida

TECHNICAL SKILLS

- 10+ years of experience designing and implementing websites
- Highly proficient in XHTML / CSS; working knowledge of PHP and MySQL
- 15+ years of experience using the Adobe Creative Suite (including Photoshop, Illustrator and InDesign) virtually every day
- Began using Photoshop with version 4; began using InDesign with version 1
- 10+ years of experience shooting and editing video
- Proficient in Final Cut Pro and related products
- 20+ years of experience using Mac operating systems and hardware
- Superior writing and editing ability

PROFESSIONAL EXPERIENCE

July 2007 - December 2012

Director of Communications / University of Florida College of Engineering

Managed the college's marketing and communications efforts. Duties included overseeing the college's web presence; publishing the college's alumni magazine; assisting various departments and centers with newsletters, advertisements, etc.; and more.

October 2005 - July 2007

Assistant Director of Communications / University of Florida College of Engineering

Revamped college's web presence. Duties included designing and implementing a new primary website and several subsidiary websites for the college; assisted with publication of the college's alumni magazine and department newsletters; and more.

August 2003 - October 2005

Web Developer / University of Florida Pruitt Family Department of Biomedical Engineering

Created a new website for the department and several subsidiary websites; edited promotional videos for graduate recruitment; designed promotional print pieces; and more.