

# Kyle B. Crocco

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## OBJECTIVE

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To obtain a position in content creation and communication strategy with a dynamic corporation

## SUMMARY OF SKILLS

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- 10 years of experience editing articles, applications, and dissertations
- 6 years of experience leading small teams
- 3 years of journalism experience, publishing over 500 articles
- 3 years of experience promoting events and articles through social media

## WRITING, COMMUNICATIONS, AND EDITING

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*Graduate Peer Advisor for Writing and Funding* Jan 2014–Present  
UCSB Graduate Division

- Presented over 60 professional development and writing workshops to over 600 students
- Assisted over 100 graduate students with theses, applications, and cover letters

*Vice President of Communications* Sep 2013–Present  
UCSB Graduate Students Association

- Worked with elected officers to represent the interests of 3,000 graduate students
- Managed social media and communications for government events and issues
- Designed, edited, and updated student government website to inform constituent base

*Editor* Sep 2006–Present  
Santa Barbara, CA

- BigSpeak (Speakers Bureau): Edited over 100 articles and newsletters for organization website
- UCSB: Edited 12 dissertations, presentations, and research posters for graduate students
- Language, Learning & Technology (journal): Copyedited research articles on technology
- Lingua, CSU Fullerton (magazine): Designed and published six, 16-28 page magazines

## Technical Skills

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- Social Media: Facebook, Instagram, Twitter, Hootsuite (Social Media Management Software)
- Computer: Microsoft Office Suite, Final Cut Pro, Motion, Adobe Creative Suite (Premiere and Photoshop), GarageBand

## WRITING INSTRUCTION

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*Academic Writing Instructor* Jan 2015–Present  
UCSB Writing Program and UCSB Extension

- Taught business and academic writing to second language students
- Developed curriculum and assessment for first-year writing course

*English Instructor* Aug 2011–July 2012  
Shenyang Normal University

- Taught professional writing to bilingual business and marketing majors
- Created assignments for marketing brochures, newsletters, and videos

*Writing Instructor* Aug 2006–Jun 2011  
CSU Fullerton, Modern Languages Department

- Created assignments for students to analyze modern cultures and languages
- Prepared 260 students to write persuasively to pass the Exam for Writing Proficiency

#### **LEADERSHIP AND TEAMWORK**

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*Writing Center Director* Aug 2011–July 2012  
Shenyang Normal University

- Hired, trained, and managed 20 part-time bilingual tutors
- Oversaw 216 tutoring sessions, of which 191 were rated “very helpful”
- Prepared quarterly reports to administration on writing center usage and feedback

*Language Lab Director* Aug 2006–Jun 2011  
CSU Fullerton, Modern Languages Department

- Oversaw and trained 4 part-time staff in use of technical equipment
- Managed busy lab, averaging 96 hours of class time and 300 student visits each month
- Taught workshops each semester on Microsoft Word, PowerPoint, and MovieMaker
- Prepared monthly reports on lab usage, workshops, and equipment for Faculty Chair

#### **EDUCATION**

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University of California, Santa Barbara (UCSB)

- **Ph.D., Education, Emphasis in Writing Studies** Expected June 2017
  - Awarded Dean’s Fellowship in 2012-2013

University of Delaware

- **M.A., Foreign Languages and Pedagogy (French)** 2005
  - Teacher Certification Program
- **B.A. in Foreign Language (French)** 1997
  - Graduated Magna Cum Laude

#### **PUBLICATIONS**

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Crocco, K. (2016, Sept.). *Content strategy in university admissions*. Poster session presented at SIGDOC '16, Silver Springs, MD. <http://dx.doi.org/10.1145/2987592.2987642>

Crocco, K. (2011). *Heroes, Inc. (2<sup>nd</sup> Edition)*. Kindle Direct Publication.

Crocco, K. (1991). *Heroes Wanted*. New York: Ace Science Fiction and Fantasy.

Crocco, K. (1991). *Heroes, Inc.* New York: Ace Science Fiction and Fantasy.