Lina M. Gómez-Vásquez, PhD

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PROFILE

Over 15 years of international experience in Higher Education and Strategic Communication. Expertise in developing innovative and collaborative learning environments for fostering intellectual curiosity, applied learning, and critical thinking in face-to-face, hybrid and online modalities. Strengths in the areas of strategic planning, project management, grant writing, course design and delivery, educational technology, and academic research. Highly adaptable to new environments. Able to work under pressure. Excellent interpersonal and communication skills (both in English and Spanish). Demonstrated team-leading abilities. Ability to cultivate productive relationships by working strategically with students, faculty, and staff at all levels, including multicultural environments.

EDUCATION

Postgraduate Certificate in Online Communication and Social Media Management, 2014, Universidad Autónoma de Barcelona, Spain.

PhD in Business, Concentration in Sustainability and Corporate Social Responsibility, 2012, *Universitat Jaume I*, Castellón, Spain.

Master in Corporate Social Responsibility and Sustainability, 2009, UNED, Madrid, Spain.

Master of Arts in Communication, Concentration in Theory and Research, 2006, University of Puerto Rico-Río Piedras, Puerto Rico.

Bachelor in Communication and Journalism, Major in Media Production and Management, **Minor in Organizational Communication**, 2003, *Universidad del Norte*, Barranquilla, Colombia

TEACHING AND RESEARCH EXPERIENCE

Assistant Professor of Public Relations, Department of Communication, The University of Tampa, August 2019 – present.

Assistant Professor of Communication, Department of Communication, Drury University, Springfield, MO. August 2018 – July 2019.
Responsibilities/Experience:
- Course design and instruction of undergraduate and graduate classes in the Strategic Communication major: Advertising & Public Relations Research and Strategy (4.8/5), Promotional Campaigns (4.5/5), Integrated Brand Management (4.3/5), Public Relations Activities, and Seminar in Organizational Communication

- Assess course design and learning needs in the Strategic Communication major
- Facilitate collaborations and strategic partnerships with industry and nonprofits to provide immersive classroom experiences
- Design hybrid course design and instruction at the graduate level
- Perform research work and paper publications
- Develop grant writing to create opportunities for cross-collaboration between nonprofits, faculty, and students from different disciplines
- Participate in university committees and meetings

Assistant Professor of Digital Communication, School of Social and Human Sciences, Universidad Ana G. Mendez Recinto Carolina (former Universidad del Este), Puerto Rico. October 2013 – July 2018.
Responsibilities/Experience:
- Course design and instruction of undergraduate classes in the Digital Communication program: Social Media Management, Social Media Data Analytics, Management in Media Business, Introduction to Public Relations, Introduction to Advertising, Introduction to Mass Media, Communication Theory, Communication Research, and Senior Seminar Portfolio
- Assessed course design and learning needs in the Digital Communication program
- Participated in the curricular content revision of the program
- Prepared and wrote syllabi for new courses and certifications on social media management and analysis
- Trained faculty in the use of technology for curriculum content internationalization
- Organized workshops for faculty in the use of technology and social media for curriculum content internationalization
- Organized lunch and learn series for faculty development
- Developed grant writing to provide undergraduate research experiences and interdisciplinary faculty collaboration
- Performed research work and paper publications
- Participated in university committees and meetings
- Designed official brochures and flyers for the program and the school

Lecturer of Public Relations, Universidad Ana G. Mendez Recinto Gurabo (former Universidad del Turabo), Department of Communication, Gurabo, Puerto Rico. January 2017 – May 2017.
Responsibilities/Experience:
- Taught graduate courses (master) in public relations (Strategic Communication for Public Relations)

Visiting Scholar, Social Media Lab, Ted Rogers School of Management, Ryerson University, Toronto, Canada. July 1st, 2017 – August 5th, 2017.
Responsibilities/Experience:
Developed the initial steps to conduct a research project about network properties of healthcare communities on Instagram and Twitter:
- Performed literature review and theoretical framework

- Developed codebook and data codebook
- Performed social media data recollection, visualization, and analysis
- Developed social network analysis of Twitter and Instagram healthcare communities
- Trained in Netlytic and GEPHI for social media network analysis

Visiting Scholar, Department of Communication, University at Buffalo, NY. July 1st – 31 2015
Responsibilities/Experience:
Developed the initial steps to conduct a research project regarding CSR online communication in Latin America and the United States:
- Performed literature review and theoretical framework
- Developed codebook and data codebook
- Performed social media data recollection and analysis
- Trained in Python (Anaconda 2.7 and PANDAS 0.16) for social media data recollection and analysis

Research Assistant, Universitat Jaume I, Castellón, Spain. February 2010 – July 2012.
Responsibilities/Experience:
- Performed data management and statistical analysis
- Wrote and edited papers

Spanish Instructor - The Canterbury House International Tutoring Center, Michigan Technological University, Houghton – Michigan. September 2009 – July 2010.
Responsibilities/Experience:
- Prepared, developed, and taught Spanish as a Second Language (SSL) classes to beginners and intermediate students

Spanish Instructor - Daniell Heights Residents Community (DHRC) - Michigan Technological University, Houghton – Michigan. January – December 2008.
Responsibilities/Experience:
- Prepared, developed, and taught Spanish as a Second Language (SSL) classes for the first time to residents of the Daniell Heights Community at Michigan Technological University

PROFESSIONAL EXPERIENCE

Social Media Consultant – *Grupo Latinoamericano* nonprofit – Springfield, Missouri
January – July 2019

- Redesign of Grupo Latinoamericano's web presence
- Develop content marketing for Facebook page
- Supervision of 3 undergraduate students to work on this project

Host, "Hola Springfield" (radio program) – KDRU Station, Drury University March-June 2019

- Pre-production of the program (topic selection, script development, contact guest speakers, etc.)
- Participation in meetings, production, and promotion of the program

Host, Utopística (web discussion series) - *Colección Jesús T. Piñero*, **Universidad Ana G. Mendez Recinto Carolina (former Universidad del Este),** January 2014 – May 2018.
Responsibilities/Experience:
- I was one of the four hosts of Utopística, a web discussion series program available on YouTube: https://www.youtube.com/user/utopisticaune
- Participated in meetings, production, and promotion of the program

Social Media Consultant – Puerto Rico Board of Social Workers. May – December 2016.
Responsibilities/Experience:
- Developed guidelines for social workers in the use of social media platforms in their professional settings
- Advised the Board on social media strategies for promotion

Associate Editor, Social Responsibility Review, United Kingdom. June 2011 – May 2013.
Responsibilities/Experience:
- Designed and edited the magazine of the Social Responsibility Research Network (SRRNet)
- Promoted the magazine on social media channels

Webmaster, Daniell Heights Residents Community (DHRC) at Michigan Technological University, Houghton, Michigan. January 2008 – May 2010.
Responsibilities/Experience:
- Designed the first website of Daniell Heights Community and performed weekly updates to the website
- Established and monitored social media presence in blogs and social networking sites

Bilingual Customer Service Representative (English & Spanish), Issues & Answers, Houghton – Michigan. January – July 2007.
Responsibilities/Experience:
- Performed quality service phone interviews for organizations in the USA
- Executed courtesy customer service calls for the largest insurance company in the USA

Assistant to the Coordinator, Graduate Program - School of Communication, University of Puerto Rico - Río Piedras. January 2004 – June 2005.
Responsibilities/Experience:
- Assisted in student recruitment, admissions, and orientations
- Organized the conferences cycle and graduate school fairs
- Designed the first website of the program
- Developed first-time alumni communication newsletter
- Designed and conceptualized brochures, posters, and calendars

- Wrote press releases to promote the graduate program

Assistant to the Director, University's reaccreditation for the Middle States and CESPR, University of Puerto Rico - Río Piedras. August – December 2003.
Responsibilities/Experience:
- Edited multiple press releases and documents
- Coordinated events/meetings of 10 - 30 people

Junior Copy Writer and Traffic Coordinator, *Crearte Publicidad*, Barranquilla – Colombia. January – June 2003.
Responsibilities/Experience:
- Conceptualized TV & radio spots, print ads, and wrote advertorials
- Supervised 6 graphic designers

Communications Assistant (Internship), *Hospital Universidad del Norte*, Barranquilla – Colombia. August – December 2002.
Responsibilities/Experience:
- Developed communication initiatives to promote services to the patients and community
- Budget planning

Marketing and Advertising Coordinator, INCAMPUS online newspaper, *Universidad del Norte*, Barranquilla-Colombia. August 2001 – July 2002.
Responsibilities/Experience:
- Created the first online news website for undergraduate students
- Designed promotional material
- Planned the first INCAMPUS awards for the recognition of students, faculty, and staff
- Produced the INCAMPUS awards' logistic and obtained sponsorship
- Managed multiple events logistics

PROPOSALS GRANTED

- **Community Foundation of the Ozarks:** *Se habla español: Promoting awareness and inclusion of Hispanic diversity issues in Springfield, MO* Gómez (PI). Requested amount: $16,100. Awarded on November 27, 2018. Duration: 1 year.
- **Universidad Ana G. Mendez Recinto Carolina, Institutional Program for Research Promotion:** Social media and health communication: An analysis of Hispanic and North American communities. Lina Gómez (PI). Requested amount: $15,000. Awarded on: August 17, 2017. Duration: 10 months.
- **MAPFRE Foundation**: Social media as a platform for health prevention. Lina Gómez (PI). Requested amount: $18,010. Awarded on: December 22, 2014. Duration: 1 year.
- **Universidad Ana G. Mendez Recinto Carolina, Institutional Program for Research Promotion:** University Social Responsibility: An integral component of institutional management. Lina Gómez (PI). Requested amount: $15,000. Awarded on: December 9, 2014. Duration: 2 years.

- **Research Communication Center, School of Communication, University of Puerto Rico - Río Piedras**: University community perceptions about social responsibility. Beatriz Morales (PI), Lina Gómez (CoPi), Juan Vadi (CoPi). Requested amount: $16,000. Duration: 2 years.
- **University of Puerto Rico-Río Piedras, PINCEL:** Research skills program for graduate students. Proposal awarded on May 9, 2005. Lina Gómez (PI), Beatriz Cruz (CoPi), Ileana Cortés (CoPi). Requested amount: $2,500. Duration: 1 year.

GRANT WRITING

- **Engineering Information Foundation:** *Enhancing Traditional and Digital Communication Skills in Mechanical Engineering Students from a Capstone Design Course: A Collaborative Approach* (submitted on February 27, 2017). Lina Gómez (PI) and Edwar Romero (PI). Requested: $25,000.
- **American Council of Learning Societies:** *A willfulness archive of social movements through the lens of social media theories* (submitted on January 25, 2017). Guillermo Rebollo (PI) and Lina Gómez (CoPi). Requested: $94,445.
- **National Science Foundation (NSF), Sociology program:** *Social movements, transmission, and opinion formation of massively shared experiences in Web 2.0 platforms* (submitted on January 15, 2016). Guillermo Rebollo (PI) and Lina Gómez (CoPi). Requested: $224,962.
- **National Science Foundation (NSF), Interdisciplinary Behavioral and Social Science Research (IBSS):** *Preventing Cyberbullying through Social Media: An Interdisciplinary Research Perspective at Hispanic College Level* (Submitted on December 2, 2014). Lina Gómez (PI), Joy-Lynn Suárez (CoPi), Zulma Medina (CoPi). Requested: $249, 974.

PUBLICATIONS

Books

- **Gómez, L**., Vargas, L., & Crowther, D. (2017). *Corporate Social Responsibility and Corporate Governance in Ibero-America: Concepts, perspectives, and future trends*. Emerald Limited Publishing.

Book Chapters

- **Gómez, L**. (2018). CSR Communication through the Lens of New Media. In Kiymet Caliyurt & Roshima Said. *Accounting, Finance, Sustainability, Governance & Fraud: Theory and Application*, Springer.
- **Gómez, L**. (2018). Social media concepts for effective CSR online communication. In Adam Lindgreen, Joëlle Vanhamme, François Maon & Rebecca Watkins (eds.). *Communicating Corporate Social Responsibility in the Digital Era*, Routledge.
- **Gómez, L**., Pujols, A., Alvarado, Y. & Vargas, L. (2018). Social Responsibility in Higher Educational Institutions: An Exploratory Study. In David Crowther, Shahla Seifi &

Abdul Moyeen. *The Goals of Sustainable Development - Approaches to Global Sustainability, Markets, and Governance book series*, Springer, pp. 215-230.

- **Gómez, L**. & Borges Taváres, R. (2017). CSR Online Communication in Latin America: An Analysis of Social Media Platforms. In Lina Gómez, Lucely Vargas & David Crowther (eds.). *Corporate Social Responsibility and Corporate Governance: Concepts, Perspectives and Emerging Trends in Ibero-America* (Developments in Corporate Governance and Responsibility, Volume 11), Emerald Group Publishing Limited, pp. 113-132.
- **Gómez, L**., & Vargas, L. (2016). 140 characters for CSR communication: An exploration of Twitter engagement of Fortune companies. In Linne Lauesen & David Crowther (eds.). *Accountability and Social Responsibility: International Perspectives* (Developments in Corporate Governance and Responsibility, Volume 9), Emerald Group Publishing Limited, pp.205-221.
- **Gómez, L.** (2014). The importance of University Social Responsibility in Hispanic America: A responsible trend in developing countries. In Gabriel Eweje (Ed.), *Critical Studies on Corporate Responsibility, Governance, and Sustainability*, Emerald Group Publishing Limited, pp. 241-268.
- **Gómez, L**. & Vargas, L. (2013). CSR trends in the top 100 US business schools: a theory-practice relationship. In Jamilah Ahmad & David Crowther (eds.), *Education and Corporate Social Responsibility: International Perspectives - Developments in Corporate Governance and Responsibility*, Vol. 4, Emerald Group Publishing Limited, pp. 155 - 183.
- **Gómez, L**. (2012). A diagnosis of perceptions and orientations of social responsibility in the media. In Jared A. Jaworski (ed.), *Advances in Sociology Research*, Vol. 2. Nova Publishers, pp. 145-156.

Journal Publications

- Saxton, G. D., **Gómez, L**., Ngoh, Z., Lin, Y, & Dietrich, S. (2019). Do CSR messages resonate with the public? Examining stakeholder reactions to firms' CSR efforts on social media. *Journal of Business Ethics, 155*(2), 359–377
- **Gómez, L**., Alvarado, Y., Pujols, A. (2018). Implementing University Social Responsibility in the Caribbean: Perspectives of Internal Stakeholders. *Revista Digital de Investigación en Docencia Universitaria*, 12(1), ISSN: 2223-2516.
- **Gómez, L.,** Prieto, A., & Borges, R. (2018). Las redes sociales como plataforma de prevención en salud entre jóvenes universitarios puertorriqueños. *Revista Intersecciones*, *1*(1), 89-92.
- **Gómez, L**., Prieto, A., & Borges, R. (2017). Healthy tweets: Use and importance of Twitter for health prevention. *Revista Contratexto*, *28*, 17-43.
- **Gómez, L**. (2013). Like or follow: Analysis of corporate social responsibility communication practices*. Correspondencias & Análisis*, Vol 3. ISSN 2224-235X.
- **Gómez, L**. & Romero, E. (2012). Is there a place for sustainability in a technology-dependent society? *Social Responsibility Review*. No. 3. ISSN 1759-5886.

- **Gómez, L**. & Soto, I. (201*1).* Social media as a strategic tool for corporate communication. *Revista Internacional de Relaciones Públicas.* Vol 1. No. 2. ISSN: 2174-3681.
- **Gómez, L**. & Chalmeta, R. (2011). Corporate Responsibility in US corporate websites: A pilot study. *Public Relations Review.* Vol. 37 No. 1, pp.93-95. ISSN: 0363-8111.

Conference Proceedings

- **Gómez, L.,** Pujols, A., Pujols, R. (2019). Promoting health topics: A case study of #SaludAmerica on Twitter. *Proceedings 10th International Multi-Conference on Complexity, Informatics, and Cybernetics* (IMCIC 2019), Orlando, March 12-15, 2019.
- **Gómez, L**. & Waters, R. (2019). #PRProfs Twitter community: A social network approach. *Proceedings 22nd International Public Relations Research Conference (IPRRC 2019),* Orlando, March 7-9, 2019.
- **Gómez, L**., Bernabe, K., Alvarado, Y., & Meléndez, L. (2018). Snapchat as an Influential Tool for Marketing Communication: An Exploratory Analysis of Brands Usage. In: Krey N., Rossi P. (eds) Back to the Future: Using Marketing Basics to Provide Customer Value. AMSAC 2017. *Developments in Marketing Science: Proceedings of the Academy of Marketing Science.* Springer.
- **Gómez, L**., Bernabe, K., Alvarado, Y., & Meléndez, L. (2017). Celebridades y marcas en Snapchat: Uso exploratorio para la comunicación y la narración. *Proceedings Congreso Nacional de Comunicación*, San Juan, Puerto Rico, March 7-9, 2017, 120-123.
- **Gómez, L**. (2016, May). Redes sociales, comunicación y audiencias en las instituciones de educación superior. *Proceedings XXXIV International Congress of the Latin American Studies Association*, New York, NY, May 27-30, 2016.
- **Gómez, L**. & Borges Tavárez, R. (2016). Social media theories for CSR communication: A tale of US companies. *Proceedings 19th Annual International Public Relations Research Conference*. Miami, USA, March 3 - 6, 2016.
- Borges Tavárez, R., & **Gómez, L**. (2015). Facebook as an information, communication, and mobilization medium among Puerto Rican companies. *Proceedings XV Encuentro Latinoamericano de Facultades de Comunicación Social*, Medellín, Colombia, October 5-7,2015.
- **Gómez, L**., & Borges Tavárez, R. (2015). Social Media and Corporate Engagement: How Companies Are Promoting Stakeholder Dialogue and Mobilization. *Proceedings International Association for Media and Communication Research Conference 2015*, Montreal, Canada, July 12-16, 2015.
- **Gómez, L**., Morales, B, Vadi, J. (2015). Social Responsibility: A key commitment among higher educational institutions. *Proceedings XXXIII International Congress of the Latin American Studies Association*, San Juan, Puerto Rico, May 25-27, 2015.
- **Gómez, L**., Morales, B, Vadi, J. (2014). University Social Responsibility: A Social Transformation of Learning, Teaching, Research, and Innovation. *Proceedings 9th Quest Conference for Global Competitiveness*, San Juan, Puerto Rico, March 13-14, 2014.

- **Gómez, L.** & Vargas, P. (2014). Theory and practice of social responsibility among US business schools. *Proceedings 9th Quest Conference for Global Competitiveness*, San Juan, Puerto Rico, March 13-14, 2014.
- **Gómez, L.**, Vargas, L., Cea, R., & Adelopo, I. (2014). CSR dialogue on social media platforms: An analysis of CSR tweets. *Proceedings 17h Annual International Public Relations Research Conference.* Miami, USA, March 5 - 9, 2014.
- **Gómez, L.** & Chalmeta, R. (2013). The importance of corporate social responsibility communication in the age of social media. *Proceedings 16th Annual International Public Relations Research Conference.* Miami, USA, March 6-10, 2013.
- Soto, I. & **Gómez, L.** (2012). Social media use in the Puerto Rican corporate scenario. *Proceedings XIV Encuentro Latinoamericano de Facultades de Comunicación Social,* Lima, Perú, October 15-18, 2012.
- **Gómez, L.**, Chalmeta, R., & Sosa, J. (2012). Using social media for corporate communication and stakeholder engagement. *Proceedings Academy of Marketing Science World Congress,* Atlanta, USA, August 28 - September 1, 2012.
- **Gómez, L.**, Morales, B. (2012). Stakeholders' perceptions and attitudes towards corporate social responsibility practices in Puerto Rico. *Proceedings 8th Quest Conference for Global Competitiveness*, San Juan, Puerto Rico, March 15-16, 2012. ISSN 2166-024.

PRESENTATIONS

Conference Presentations

- **Gómez, L.** & Vargas, L. (2019, March). Exploring the #sustainability community on Twitter: Network characteristics and user influence. *2019 Sustainability, Ethics & Entrepreneurship Conference*, Miami, USA, March 1-3, 2019.
- **Gómez, L.** (2018). The use of Twitter for health communication: A social network approach. *Third International Conference on Communication & Media Studies.* University of California, Berkeley, USA, October 18-19, 2018.
- **Gómez, L.** (2018). Acercamientos cualitativos al estudio de la comunicación en salud en Facebook . *XIII Congreso Internacional de Ciencias Sociales Interdisciplinares.* Granada, España, July 25-27, 2018.
- **Gómez, L.**, Pujols, A., Pujols, R., & Ferri, F. (2018). #SaludTues: A case study of online health communities on Twitter. *XVI Encuentro de Investigadores*, Universidad Ana G. Mendez Recinto Gurabo, Puerto Rico, March 2, 2018.
- **Gómez, L.**, Pujols, A., & Alvarado, Y. (2018). University Social responsibility in Puerto Rico: A quantitative study of internal public opinions. *XVI Encuentro de Investigadores*, Universidad Ana G. Mendez Recinto Gurabo, Puerto Rico, March 2, 2018.
- **Gómez, L.** (2018). The use of social media elements for CSR online communication. VIII Research Conference in Business and Entrepreneurship Disciplines, Universidad Ana G. Mendez Recinto Gurabo, Puerto Rico, February 23, 2018.

- **Gómez, L**. & Vargas, L. (2017). Tweeting responsible practices: An analysis of social media concepts' usage among US and Latin American companies. *CSR communication conference*, Vienna, Austria, September 21-23, 2017.
- **Gómez, L**., Prieto, A., & Borges – Tavárez, R. (2017). Health communication and prevention in Hispanic communities: An exploratory analysis of Twitter usage. Poster presented at the 2017 *International Conference on Social Media and Society*, July 28-30, 2017, Toronto, Canada.
- **Gómez, L**., Pujols, A., Alvarado, Y. (2017). Public opinions about social responsibility in private universities: A qualitative approach. *XV Encuentro de Investigadores*, Universidad Ana G. Mendez Recinto Gurabo, Puerto Rico, March 2, 2017.
- **Gómez, L**., Bernabe, K., Alvarado, Y., & Meléndez, L. (2017). What celebrities and brands snapchat about? Uses, gratifications, and engagement. *XV Encuentro de Investigadores*, Universidad Ana G. Mendez Recinto Gurabo, Puerto Rico, March 2, 2017.
- **Gómez, L**., Pujols, A., Alvarado, Y. (2017). Social responsibility and sustainability issues at higher educational institutions: A study of internal public perceptions and opinions, 6th *Sustainability, Ethics and Entrepreneurship (SEE) Research Conference,* San Juan, Puerto Rico, February 26 – March 2, 2017.
- **Gómez, L.,** Vargas, L., Pujols, A., & Alvarado, Y. (2016). Social responsibility in higher educational institutions: A pilot study. *15th International Conference on Corporate Social Responsibility and 6th Organizational Governance Conference*, Melbourne, Australia, September 4-6, 2016.
- **Gómez, L.,** Pujols, A., Alvarado, A. (2016). University Social Responsibility: An integral component of higher educational institutions. *XVII Encuentro Internacional Virtual Educa*, San Juan, Puerto Rico, June 20-24, 2016.
- **Gómez, L**., Espina, M., & Borges Tavárez, R. (2016). Corporate Social Responsibility One Tweet at a Time: How Latin American Companies Communicate. *Sustainability, Ethics & Entrepreneurship Conference*, Denver, Colorado, May 15-18, 2016.
- **Gómez, L.,** Borges Tavárez, R., Pujols, A., Alvarado, Y. (2016). Use of Facebook for communication and stakeholder engagement among private institutions in Puerto Rico. *XIV Encuentro de Investigadores*, Universidad Ana G. Mendez Recinto Gurabo, Puerto Rico, March 4, 2016.
- **Gómez, L.,** & Meléndez Centeno, R. (2016). Democracy and participation in social media: Puerto Rican case analysis. *II Conferencia Internacional CON TODOS Y PARA EL BIEN DE TODOS*. La Habana, Cuba, November 25-28, 2016.
- **Gómez, L.,** & Borges Tavárez, R. (2015). Are Puerto Rican companies ready to engage customers and fans in social media? *VI Research Conference in Business and Entrepreneurship Disciplines*, Universidad Ana G. Mendez Recinto Gurabo, Puerto Rico, November 20, 2015.
- Vargas, L. & **Gómez, L**. (2015). Measuring CSR Performance: An approach to evaluate Colombian companies. *5th Organizational Governance Conference and 14th International Conference on Social Responsibility*, Tekirdağ, Turkey, September 9-12, 2015.

- **Gómez, L.** & Prieto, A. (2015). The Use of Twitter for #Cyberbullying Prevention. Poster presented at the *Social Media & Society Conference*, Toronto, Canada, July 27-29, 2015.
- **Gómez, L**. (2015). Social media and its impact in the Puerto Rican society. Panel presented at *VIII Seminario de Investigación de la Asociación Latinoamericana de Investigadores de la Comunicación* (ALAIC), San Juan, Puerto Rico, May 25-27, 2015.
- **Gómez, L**. (2015). New Challenges for Organizational Communication and Public Relations in Puerto Rico: Theory and Practice. Panel presented at the *International Communication Association*, San Juan, Puerto Rico, May 21-25, 2015.
- **Gómez, L**. & Vargas, L. (2015). Theoretical framework of corporate social responsibility communication practices in Puerto Rico. *International Communication Association*, San Juan, Puerto Rico, May 21-25, 2015.
- Morales, B., Vadi, J., & **Gómez, L.**, (2015). University Social Responsibility: Management and communication challenges among higher educational institutions in Puerto Rico. *International Communication Association*, San Juan, Puerto Rico, May 21-25, 2015.
- **Gómez, L**., & Prieto, A. (2015). Social media as a vehicle for cyberbullying education and prevention. *XIII Congreso Puertorriqueño de Investigación en la Educación*, San Juan, Puerto Rico, March 11-13, 2015.
- **Gómez, L**., & Prieto A. (2015). Social media and cyberbullying: Allies or enemies? *XIII Encuentro de Investigadores*, Universidad Ana G. Mendez Recinto Gurabo, Puerto Rico, March 6, 2015.
- **Gómez, L**., & Borges, R. (2015). The use of Facebook as a communication tool in the Puerto Rican company scenario. *XIII Encuentro de Investigadores*, Universidad Ana G. Mendez Recinto Gurabo Puerto Rico, March 6, 2015.
- **Gómez L.** (2014). A Theoretical Framework for Corporate Social Responsibility Online Communication. *9th International Conference on Interdisciplinary Social Sciences*, University of British Columbia, Vancouver, Canada, June 11-13, 2014.
- **Gómez L.** & Romero, E. (2014). Sustainable alternatives in a technological society. 9th International Conference on Interdisciplinary Social Sciences, University of British Columbia, Vancouver, Canada, June 11-13, 2014.
- Morales, B., Vadi, J., & **Gómez, L.** (2014). Global Social Responsibility. *9th International Conference on Interdisciplinary Studies*, University of British Columbia, Vancouver, Canada, June 11-13, 2014.
- Morales, B., **Gómez, L.**, & Vadi, J.C (2013). University Social Responsibility: Social transformation for learning, research, and innovation. *Congreso Puertorriqueño de Investigación en la Educación*, University of Puerto Rico - Río Piedras, March 7, 2013.
- **Gómez, L.,** Morales, B., & Vargas-Preciado, L., &Cea-Moure, R. (2012). Are stakeholders engaged about Corporate Social Responsibility? Representations of CSR in the Puerto Rican media industry. *11th International Conference on Corporate Social Responsibility*, Lahti, Finland, May 8-10, 2012.
- **Gómez, L**. (2011). Engaging Company's stakeholders through social media platforms. *IX Educational Congress Ana G. Mendez University System*, San Juan, Puerto Rico, November 18, 2011.

- **Gómez, L**. & Soto, I. (2011). Social media practices among the top 400 Puerto Rican companies. *3rd Congress of Research in Business & Entrepreneurship disciplines*, Universidad Ana G. Mendez Recinto Gurabo, Puerto Rico, September 14, 2011.
- **Gómez, L**. (2011). Sustainability and CSR views on Twitter: A pilot study. *10th International Conference on Corporate Social Responsibility*, New Orleans, USA, May 18-20, 2011.
- **Gómez, L.** (2011). A content analysis of CSR communication through Internet: understanding how companies portray CSR on corporate websites and social media sites. *10th International Conference on Corporate Social Responsibility*, New Orleans, USA, May 18-20, 2011.

Talks

- **Gómez, L.** & Pujols, A. (2018, May 2). University Social Responsibility: An integral university management. Universidad Ana G. Mendez Recinto Carolina, Puerto Rico
- **Gómez, L**. (2017, October 17). General education and the development of student competencies. Faculty forum. Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L.** (2017, August 17). *Social media event coverage* (for an animal adoption event). Workshop for communication students that participated in a real-time event coverage on social media. Universidad Ana G. Mendez Recinto Carolina,, Puerto Rico.
- **Gómez, L.** (2017, May 12). *Use of technology and social media platforms for curriculum internationalization.* Workshop for deans and faculty at the School of Professional Studies, Ana G. Méndez University System, San Juan, Puerto Rico.
- **Gómez, L.** (2017, April 28). *Use of technology and social media platforms for curriculum internationalization*. Workshop for faculty and administrative personnel, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L**. (2017, March 29). *Social Media Marketing: Concepts and Features*. Workshop for undergraduate business students, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez L**. (2016, October 7). *Use of technology and social media platforms for curriculum internationalization*. Faculty workshops, Professional Development Day, Universidad Ana G. Mendez Recinto Santa Isabel, Puerto Rico.
- **Gómez, L**. (2016, August 31). *Professional use of social media platforms.* Invited talk to the Capstone Course, José Tony A. Santana School of Hospitality and Culinary Arts, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez L**. (2016, August 11). *Use of technology and social media platforms for curriculum internationalization*. Faculty workshops, School of Social and Human Sciences, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L.** (2016, April 22). *Use of technology and social media platforms for curriculum internationalization*. Workshop for faculty and administrative personnel, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L**. (2016, April 20). *Become a global and intercultural communicator.* Student Leadership Institute, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.

- **Gómez, L**. (2016, April 6). *Undergraduate research in communication.* Invited talk to undergraduate students in the course "Introduction to Communication Research", University of Puerto Rico-Río Piedras, Puerto Rico.
- **Gómez, L**., Borges Tavárez, R., Prieto, A., Bernabe, K. (2016, March 8). *Undergraduate research in communication. 8va Jornada para la discusión de investigaciones y productos labor creativa 2015-16*, Transdisciplinary Research Institute, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L**. (2015, November 13). *Become a global and intercultural Communicator.* Student Leadership Institute, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L**. & Prieto, A. (2015, June 22). Cyberbullying and social media effects to middle and high school students. Tech Summer, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico
- **Gómez, L**. (2014, December 4). *Business opportunities in communications.* Centro de Innovación, Empleo y Emprendimiento (CIEE), Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L**. (2014, October 1). *Social media marketing for organizations.* Invited talk to the course "Special Event Management", Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L.** (2014, September 19). University Social Responsibility. Invited talk to the event "*Community Commitment*" Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L**. & Prieto, A. (2014, June 19). Cyberbullying and social media effects to middle and high school students. Tech Summer, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L**. (2014, May 2). *Edmodo and Twitter in the classroom, Segunda Jornada Celebremos Nuestras Mejores Prácticas*, School of Social Sciences and Humanities & Multi-Language Learning Center, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L**. (2014, March 11). *Analysis of corporate social responsibility communication through Internet.* 6ta Jornada para la discusión de investigaciones y productos labor creativa 2013-14, Transdisciplinary Research Institute, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L**. (2013, November 6). How to publish in academic journals? Strategies, processes, and services. "Lunch & Learn cycle", Universidad Ana G. Mendez Recinto Carolina, Puerto Rico.
- **Gómez, L**. (2012, April 17). Social Responsibility and University Sustainability, School of Communication, University of Puerto Rico - Río Piedras, Puerto Rico.

MEDIA INVITATIONS

- Television interview (2017, April 23). Ruta U TV program, Canal 40. Topic: cyberbullying.

- Podcast interview (2016, January 14). *Coloquio* Podcast. Topic: Creative student projects on a communication theory course. Available at: http://buya.fm/coloquio-018/
- Podcast interview (2015, December 23). *Coloquio* Podcast. Topic: Undergraduate research in communications. Available at: http://buya.fm/coloquio-016/
- Radio interview (2015, November 6). *Investigando y Rebuscando program*, Radio Universidad de Puerto Rico. Topic: University Social Responsibility at University of Puerto Rico, Río Piedras Campus.
- YouTube interview (2015, August 18). *Paliqueando* program (YouTube channel). Topic: Undergraduate research in communication disciplines. Available at: https://www.youtube.com/watch?v=8iE8jRrwKlQ
- Television interview (2015, October 22). *UNEVisión* program, Canal 40. Topic: research projects regarding social media.
- Podcast interview (2015, February 12). *Coloquio* Podcast. Topic: professional experiences in the communications industry. Available at: http://buya.fm/coloquio-004/
- Radio interview (2014, June 2). *Investigando y Rebuscando* program, Radio Universidad de Puerto Rico. Topic: University Social Responsibility.
- Radio interview (2014, March 11). *De todo un poco* program, WIAC 740 AM. Topic: ACUNE Web & Multimedia Fest (students' event).
- Newspaper interview (2014, January 11) Metro newspaper. Topic: Puerto Rican youth and entertainment. Newspaper article published on January 20, 2014.
- Radio interview (2013, January 3). *Investigando y Rebuscando* program, Radio Universidad de Puerto Rico. Topic: Ethics and Social Responsibility.

SERVICE TO THE PROFESSION

- **Program Committee** – 2019 and 2018 International Conference on Social Media and Society, Copenhagen, Denmark.
- **Digital media consultant –** HIMA San Pablo Hospital, Caguas, Puerto Rico, January 2017 – May 2018.
- **Social responsibility consultant** -Vice-president for Public Relations, Ana G. Mendez University System, Puerto Rico, 2015.
- **Editorial Advisory Board Social Responsibility Journal** – February 2018 - present
- **Reviewer (journals)**
  - *European Business Review*, May 2017 – present.
  - *Environment, Development and Sustainability Journal*, November 2015-present.
  - *International Journal of Voluntary and Nonprofit Organizations*, August 2015-present.
  - *Revista Internacional de Relaciones Públicas*, Spain, February 2013 - present.
  - *Revista Ámbito de Encuentros*, Universidad Ana G. Mendez Recinto Carolina, October 2013 – May 2014.
- **Reviewer (conferences)**
  - Association for Education in Journalism and Mass Communication Conference, 2018 – present.

- o American Public Health Association Conference, 2018 – present.
- o *International Communication Association Convention,* 2015 - present.
- o *Association for Business Communication Chapte*r at the *National Communication Association Convention,* February 2013 – May 2014.

UNIVERSITY SERVICE

- **Member** – Research Committee, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico, August 2016 – May 2018.
- **Evaluation Committee** – Recruitment of the Associate Vice-president for Digital Communication, Ana G. Méndez University System, Puerto Rico, September 2015.
- **Member** – International Committee, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico, August 2014 – August 2017.
- **Member** – Curriculum Committee, School of Social and Human Sciences, Universidad Ana G. Mendez Recinto Carolina, August 2014 – May 2015.
- **Founding President of the Graduate Student Association, University of Puerto Rico- Río Piedras**. January 2005 – May 2006:
  - o Proposal awarded for the development of research programs for graduate students
  - o Produced 4 workshops for improving research skills of graduate students
  - o Organized "How to survive to your thesis" forum (over 80 people attended)

TEACHING INTERESTS

- Introduction to Public Relations, PR campaigns, PR writing
- Social Media Marketing, Integrated Brand Management, Advertising
- Communication Research
- Organizational Communication
- Communication core courses: Communication Theory, Mass Media, Persuasion
- Capstone courses

RESEARCH INTERESTS

- Social Media and Health Communication
- Corporate Social Responsibility Communication
- Social Media Marketing

STUDENT ADVISING

- Sarah Buxton, Honors research project: "Dirty Jobs Aren't Dirty: Overcoming the Blue-Collar Stigma in Missouri", Drury University, January 2019-present.
- Lauren Pyle, Internship at the Harmony House, January 2019- present.
- Aileen Pujols, Undergraduate research project: "Use of social media among Public Health Departments in Latin America", Universidad Ana G. Méndez Recinto Carolina, August 2016 – May 2017.

- Kasim Bernabe, Undergraduate research project: "Cyberbullying prevention on Twitter among Hispanic communities and "Use of Snapchat for brand promotion", Universidad Ana G. Méndez Recinto Carolina August 2015-Mat 2017.
- Yanitzary Alvarado, Undergraduate research project: "Use of Snapchat for brand promotion", Universidad Ana G. Méndez Recinto Carolina August 2016-May 2017.
- Isaura Figueroa: #LGBT social movements on Twitter, Universidad Ana G. Méndez Recinto Carolina, August 2016 – May 2016.
- Ramón Borges, Undergraduate research project: "Puerto Rican businesses and the use of social media for promotion", Universidad Ana G. Méndez Recinto Carolina January 2015-May 2016.
- Alexandra Prieto, Undergraduate research project: "Cyberbullying prevention on Twitter among Hispanic communities", Universidad Ana G. Méndez Recinto Carolina August 2014-May 2016.

AWARDS AND HONORS

- **Visiting Scholar position** (selected as one of the eight fellows that visited the lab between 2016-2017), Social Media Lab, Ryerson University, Toronto, Canada.
- **Recipient Travel Grant**, *Programa Institucional para el Fomento de la Investigación* (PIFI), Universidad Ana G. Mendez Recinto Carolina, Puerto Rico. Awarded on February 2016.
- **Recipient Travel Grant**, *Programa Institucional para el Fomento de la Investigación* (PIFI), Universidad Ana G. Mendez Recinto Carolina, Puerto Rico. Awarded on May 2015.
- **Outstanding Author Contribution** 2014, Emerald Literati Network.
- **Recipient Travel Grant**, *Programa Institucional para el Fomento de la Investigación* (PIFI), Universidad Ana G. Mendez Recinto Carolina, Puerto Rico. Awarded on January 2014.
- **Doctoral Fellowship (travel award)** Universitat Jaume I, Castellón, Spain, Awarded on May 2012.
- **Best Young Academician Award,** 10th International Conference on Corporate Social Responsibility, Social Responsibility Journal - Emerald Group Publishing Limited. Awarded on May 20, 2011, New Orleans - United States.
- **Elected member** to be part of the International Honorary for Leaders in University Apartment Communities (IHLUAC) - Michigan Technological University Chapter, May 2009, Houghton, Michigan - United States.
- **"Resident of the Year"** 2008-2009, Daniell Heights Community Michigan Technological University. Awarded on March 3, 2009, Houghton, Michigan - United States.

PROFESSIONAL DEVELOPMENT

- **Social Media Certification**, HubSpot. Completion date: December 30, 2018.
- **Social Media Data Analysis**, Rutgers The State University of New Jersey & Coursera, 4-week coursework. Completion date: February 23, 2017.

- **Online instructional design and curricular design certification**, Universidad Ana G. Mendez Recinto Carolina, Puerto Rico, 25 contact hours. Completion date: May 9, 2017.
- **Data Visualization and Infographics with D3.js.** Knight Center for Journalism in the Americas. The University of Texas at Austin. 6 - week coursework. Completion date: March 13, 2016.
- **Python Data Structures**. University of Michigan & Coursera. 5-week coursework. Completion date: January 17, 2016.
- **Programming for Everybody (Getting Started with Python),** University of Michigan & Coursera. 5-week coursework. Completion date: December 13, 2015.
- **Writing for federal grants: Instructions and recommendations**, December 13, 2013, Universidad Ana G. Mendez Recinto Gurabo, Puerto Rico.
- **Requisites for applying to federal funding agencies**, October 16, 2013, Universidad Ana G. Mendez Recinto Carolina, Carolina, Puerto Rico.
- **Inspiring Leadership through Emotional Intelligence certification**, Case Western Reserve University. 6-week coursework. Completion date: August 3, 2013.
- **Passion Driven Statistics certification**, Wesleyan University. 5-week coursework. Completion date: May 21, 2013.
- **English Composition**, Gogebic Community College, Houghton, Michigan, August 2006 – May 2007.
- **General Psychology**, Gogebic Community College, Houghton, Michigan, August – December 2007.
- **Conversational English Partners**, University of Puerto Rico – Río Piedras, August – December 2005.
- **English program** (8 semesters), Universidad del Norte, Colombia, 1998 - 2002.
- **"Above and Beyond," Certification of Appreciation Award**. Daniell Heights Community - Michigan Technological University. Awarded on March 21, 2007, Houghton, Michigan - United States.
- **Employee of the Month**. Issues & Answers, February 2007. Houghton, Michigan - United States.
- **Scholarship Holder** by III Inter-American Conference on Corporate Social Responsibility. Sponsor by the Inter-American Development Bank (IDB), Santiago de Chile, September 25th - 27th, 2005.
- **Scholarship** granted by the Program for Dissertations, Thesis, and Projects (2005-2006). University of Puerto Rico - Río Piedras Campus.
- **Honor Student Scholarship granted** by the University of Puerto Rico - Río Piedras Campus (2004-2005).
- **Recognition "Dean's List"** (2001) Universidad del Norte, Colombia.

LANGUAGES
- English (fluent)
- Spanish (native language)

SOFTWARE SKILLS

- MS Office (Word, Excel, PowerPoint, Publisher, FrontPage)
- Adobe Illustrator, Adobe Photoshop, Adobe Spark, Adobe Rush
- Garage Band, Final Cut X Pro
- Gimp, Corel Draw, Scribus, Inkscape, LyX
- BlackBoard, Moodle, Canvas, Edmodo
- Python (Anaconda and Pandas), SAS, R, SPSS, JASP, NodeXL, Netlytic, GEPHI, D3
- Social media management, monitoring, and analytics tools (Hootsuite, HubSpot, Mention, Talkwalker, Sendible, Buzzsumo, Keyhole)