

# AUTUMN LALA-SONORA

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## EDUCATION

**Master in English, Writing & Rhetoric**, University of Dayton

**August 2018-May 2020**

- Cumulative GPA: 3.87
- Accepted into the English department's Teaching Assistantship program
- Developed 127-page thesis, "Surveying the Field: How Do (and Should) Writing Centers Market and Design"
  - Identified gaps in research within writing center literature where marketing and graphic design are concerned
  - Researched rhetoric, marketing, and graphic design theory and practice, along with its applications within education
  - Surveyed writing center directors and administrators nationally to gauge stakeholder experiences and needs, receiving 118 survey responses
  - Surveyed University of Dayton writing center employees to better understand local student audience
  - Analyzed survey data for patterns, trends, and themes to develop marketing and design recommendations for the writing center field at-large
  - Conducted three rounds of developmental and line edits based on committee reviews
- Utilized my electives to take two graduate-level, instructional design courses: Creating and Delivering Online Courses as well as Web Design and Development
- Presented and volunteered at the 2019 Eastern Central Writing Center Association Conference
- Accepted an editorial assistant position with Dr. Andy Slade, the Chair of the University of Dayton's English Department, served Summer semester 2019
- Accepted a research assistant position with Dr. Slade to determine candidates for the university's second annual Writer-in-Residency, to be accomplished in Spring semester 2020
- Accepted to co-present at the 2020 Conference on College Composition & Communication, event cancelled due to COVID-19
- Member of the English department's Writing Program Committee, which serves the undergraduate student population taking required composition courses
  - Contributed to the first and second UDayton Writes events in October 2018 and 2019 by creating promotional flyers and hosting interactive booths
  - Evaluated outcomes and evidence statements for first- and second-year writing courses
  - Restructured the Writing Program Certificate's curriculum to diversify course offerings and strengthen ties with other academic departments
  - Developed survey to gather faculty perspectives about second-year writing course outcomes for future course revision
- Member of the Graduate Studies Committee, which serves graduate English students
  - Evaluated international student matriculation process into MA program
  - Developed rubric for graduate program's diagnostic essay assessment, designed around the program's three concentrations
  - Surveyed graduate students within the program to make recommendations for future courses and program requirements
  - Reviewed current course offerings and discussed potential cuts, additions, as well as a new course numbering system to align similar undergraduate and graduate courses

- Member of the Humanities Visibility Project, which spreads awareness of all humanities concentrations through events such as Humanities Fest and Visions of Love
- Member of the university's composition journal *Line by Line: A Journal of Beginning Student Writing* editorial board; evaluates student submissions each semester for publication
- Member of the LitFest Planning Committee and helped coordinate the 2019 and 2020 LitFest events on-campus
- Member of the Write Place's marketing team, which aims to increase its presence on campus
- Panel judge for the 2020 Brother Frank Ruhlman, S.M., Award of Excellence for Literary Achievement

**Double Bachelor of Arts in English**, University of Cincinnati

**August 2016-May 2018**

- Cumulative GPA: 3.87
- Earned dual-English degree in **Rhetoric & Professional Writing** as well as **Creative Writing Hybrid Forms** (fiction, poetry, playwriting, hybrid texts, etc.)
- Achieved Dean's List all semesters
- Awarded Departmental High Honors from the Department of English & Comparative Literature
- Received the Stewart and Anna Morgan Scholarship in 2017
- Invited to join the Golden Key International Honors Society
- Honored as an Undergraduate Arts & Sciences Marshall for commencement
- Served as a Teaching Assistant for two courses: ENGL 3069: Introduction to Web Authoring (College of Arts & Sciences) as well as CODE 3080: History of Visual Communications (College of Design, Art, Architecture & Planning)
- Accepted semester-long marketing internship with the Rhetoric & Professional Writing program for Fall 2017 where I created various multimodal promotional materials, such as a postcard, flyer, and video
- Served as the sole College of Arts & Sciences Undergraduate Representative on the university's Career Fairs Steering Committee to improve the university's future career fairs for both employers and students, focusing especially on the international student experience
- Utilized only HTML and CSS to create a fake business website for ENGL 3069: Introduction to Web Authoring with about, product gallery, services, and contact pages
- Utilized only HTML and CSS code to create an interactive, choose-your-own-adventure short story for ENGL 3053: Writing Fiction in the Digital Age
- Partnered with fellow undergraduate and graduate students to provide professional and technical writing services for the Harriet Beecher Stowe House
  - Strategized and created a complete social media marketing campaign and style guide, including five pre-written blog posts
  - Utilized Adobe Illustrator to assist in the design of Civil War panels to help the organization fulfill grant requirements they previously received
  - Redesigned and modernized the organization's logo and website while also following the Ohio History Connection's guidelines and standards, utilizing Weebly for the organization's director's ease of access and use
- Collaborated with fellow undergraduate students to draft, review, rehearse, and perform a 40-minute play based on the concepts we learned in our ENGL 2034: Contemporary World Drama course

**Creative Writing Transfer**, Sinclair Community College

**June 2014-May 2016**

- Cumulative GPA: 3.9
- Achieved Dean's List all six semesters
- Invited to join the Thi Pheta Kappa Honor Society

- Received Sinclair Community College’s Legacy Award in 2016 for best English major
- Presented at the Foreign Language Honor Students’ Showcase event (French)

### **Graphic Arts & Communications 2-Year Technical Certificate,**

**August 2012-May 2014**

Warren County Career Center

- Cumulative GPA: 3.9
- Received the Award of Distinction in the Career Technical Program upon graduation
- Received the Bonnie J. Burkhart Career Passport Memorial Award upon graduation
- Received a Sinclair Community College Tech Prep Scholarship upon graduation
- Received the Springboro High School’s Outstanding WCCC Student Award upon graduation
- Received the WCCC English Academic Award upon graduation
- Received the WCCC Social Studies Academic Award upon graduation
- Member of the National Technical Honor Society
- Won first place in local Skills USA: Advertising Design competition
- Assisted instructor in teaching students the basics of Adobe Photoshop, In-Design, and Illustrator when he was unavailable for questions
- Selected as Editor-in-Chief of the student-made yearbook during senior year
  - Managed 50+ junior and senior graphic arts students as well as coordinated with vocational program instructors and school administrators to meet deadlines
  - Utilized Adobe Photoshop to edit images and develop program and senior sections
  - Utilized Adobe In-Design to layout the full yearbook for in-house printing
  - Raised funds for the yearbook and completed sales transactions
- Learned essential aspects of the design process, beginning with drafting thumbnails of designs to creating work in Adobe programs
- Executed color separations in Adobe Photoshop for community-based t-shirt projects
- Designed and printed logos, business cards, event flyers, movie posters, product packaging, wrapping paper, t-shirts, and more during the entire program
- Utilized only HTML and CSS code to create a fake realtor website, which included about, home listing, and contact pages
- Enrolled and received college credit for two dual-credit courses: English Composition 1 and Government

## **CERTIFICATION COURSES**

### **Udemy**

- “OKR Goal Setting 101” completed April 12, 2023
- “Introduction to Agile & Scrum for Product Owners” completed April 10, 2023
- “Cross-Cultural Communication: How to Flex Your Style” completed January 26, 2023
- “Work from Home: Where to Start and How to Succeed” completed January 25, 2023
- “Time Management Mastery: Do More, Stress Less” completed June 1, 2022
- “Instructional Design for Classroom Teaching” completed January 31, 2022
- “Mastering SharePoint 2021 A-Z Complete Boot Camp (16hrs)” completed December 22, 2021
- “LX Design 101: Teach Anything in the Workplace!” completed December 8, 2021
- “Teach Anybody Anything: Reach Any Learner Anywhere” completed December 8, 2021

### **ed2go**

- “Teaching Adult Learners (Self-Paced Tutorial)” completed January 3, 2022

## EXPERIENCE

**Product Assistant**, Cengage Group

**August 2021–Present**

- Provides general administrative support to the Higher Education Economics and Introductory Accounting teams as needed
  - Creates or processes invoices
  - Tracks and submits Tango card payments to pod research participants
  - Responds to customer and account executive product inquiries via email and Slack
  - Attends all product meetings and take meeting minutes upon request, such as for product kickoff meetings or author meetings
  - Provides product managers with account executive or customer service manager names and contact information for various initiatives or reports
  - Audits Cengage Instructor Center to ensure consistent product postings and pricing
  - Created a comprehensive Introductory Accounting competitor title spreadsheet including the competitor's product name, author(s), ISBNs, copyright year, and other categorical information to be updated biannually
  - Acted as lead point of contact when Economics portfolio product manager took 12 weeks of leave to ensure all minor and major email correspondence was properly addressed or forwarded depending on urgency
- Assists team members with product development as well as project and product management tasks
  - Proofreads and conducts data entry tasks for product development or marketing documents as needed
  - Conducts quality assurance audits of content management systems to verify functioning links as well as ensure all content is uploaded and properly presented as needed
  - Conducts partial quality assurance review before products launch on MindTap platform
  - Audits various assets within in-progress product shells on CNOWc2 platform to ensure product offering continuity between title revisions
  - Supports Content Managers complete learning path grids or content planning grids by entering asset information as requested
  - Creates and uploads product supplemental material to Instructor Companion Sites via Wadsworth Admin as needed
  - Resolves or addresses escalated customer service tickets via JIRA as needed
  - Transcribed new transcripts for educational videos
  - Reviewed and copy-edited provided transcripts for educational videos to ensure grammatical accuracy
  - Copy-edited instructor and solution manuals, Microsoft PowerPoint presentations, test bank questions, and more
  - Templatized and refreshed an outdated Instructor Manual for a 10<sup>th</sup> edition product
  - Supported product accessibility efforts through reviewing and editing test bank questions with graphic elements, whether adjusting tables to be screen-reader friendly or adding alt-text to images
  - Compared documents between editions to determine the full breadth of changes, such as for A+ Test Prep and test banks
  - Reviewed and cataloged specific phrasing in textbooks for product revision decisions
- Took over as Content Manager for *International Economics* (Carbaugh, 18e) to support product operations when one of the Economics Content Managers was promoted to a new role
  - Determined and ensured asset pickup from one edition to the next
  - Created the Getting Started video script to provide to the Creative Studios liaison
  - Generated the learning path grid to support the MindTap creation, working closely with former Digital Product Manager (DPM), Dan Swanson

- Supported DPM, Charles Nichols, and Associate DPM, Brett Bachman, within the Introductory Accounting pod on a project to convert video links to embedded videos for all CY22-23 titles, beginning with automating XML code conversion in Excel to streamline the replacement code generation
- Met weekly with Economics team Learning Designer to provide support on pod projects as well as to better understand learning design theory and application
- Supports teams in pod-led and company-led research initiatives
  - Currently collaborating with Cengage’s research team to execute an upper-level product segmentation survey via Recollective for the Economics team (Spring 2022) and will later assist with aggregating and interpreting results
  - Currently supporting the Accounting product manager with market research to inform future product and courseware development or management decisions by taking interview notes and organizing the information into an Excel spreadsheet
  - Supported and collaborated with Cengage’s research team to execute a product segmentation survey for both the introductory and upper-level accounting teams, creating a Recollective board in Fall 2021 for the survey as well as aggregating and interpreting survey data thereafter (Fall 2021-Spring 2022)
  - Distributed a redacted prospectus proposal and questionnaire via email to ascertain market receptivity, aggregating and reporting the responses to pod members thereafter
  - Collaborated with the Economics team’s Learning Designer to launch a quick email survey to gather feedback on a new graphing mini-lesson activity for a major product, aggregating and reporting the results to pod members thereafter
  - Reviewed two Qualtrics surveys seeking feedback on two separate products, generated instructor email lists, and distributed surveys via Eloqua to support the Accounting team’s Learning Designer’s research efforts for future product revision
- Collaborated with Author Relations Manager (ARM), Erika Longstreth, on author recruitment efforts for the Economics pod
  - Researched content creator sourcing avenues (journals, conferences, universities, etc.)
  - Identified ideal candidate qualifications and areas of expertise with PPM to determine key search terms and criteria
  - Populated author relations’ Excel Spreadsheet with findings to discuss in follow-up progress meetings with the ARM and PPM
- Supports marketing team efforts as it relates to pod products or courseware
  - Updated competitive title benchmarking for marketing teams for accounting products
  - Provided updated product information, pricing, and ISBNs to marketing department to update product vPlaybooks for both introductory and upper-level accounting
  - Review product vPlaybooks for grammar, accuracy, and understanding
  - Collected screenshots of accounting courseware to be incorporated in a customer-facing, video library tutorial document
- Generates and adjusts adoption and gain-loss-rollover Excel reports from Magellan and Datawarehouse to support product development, management, marketing, and research efforts
- Supported both product managers leading up to their yearly product review meetings
  - Generated adoption and gain-loss-rollover Excel reports
  - Researched and evaluated competitor products and courseware features and functionality
  - Assisted in survey and interview research efforts to gather and interpret product feedback
  - Sourced quotes from aforementioned research to support presentation narrative
  - Reviewed product review presentations, adding in requested information or providing proofreading
- Member of Cengage’s Women in Tech (WiT) employee resource group (ERG)

- Chair of WiT's Communications Committee (February 2022 to present)
  - Acts as point of contact between other WiT committees and Cengage (ERGs) to increase networking and cross-promotion efforts
  - Collaborates with strategy subcommittee to determine communications committee structure and execute its various initiatives
  - Co-leads Newsletter efforts with appointed committee member
- Contributes to the small Product Assistant (PA) cohort seeking to improve the PA experience
  - Creating a discipline-specific transition guide to assist new PAs settle into their pods
  - Curating a PA-specific personal development program to support career development
  - Reimagining my personal task-tracking Excel spreadsheet for pan-PA usage to support other PAs in optimizing their prioritization and time management skills
  - Redesigning the PA repository SharePoint by updating the current site, taking inventory of content for updates and reorganization, and drafting a new site map to include additional pages and sections to promote information sharing and social events
- Served as Onboarding Buddy to two incoming PAs, meeting weekly to
  - Acclimate them to the company culture and ethos
  - Contextualize and familiarize them with the company's many internal systems and task procedures
  - Answer any questions they may have about the role, a task, their teams, or the company
- Acted as a seminar moderator for three sessions of the 2021 National Economics Teaching Association (NETA) Conference

#### **Marketing Coordinator, KFI Engineers**

**October 2020–July 2021**

- Coordinated all aspects of written proposal development, including compiling technical and non-technical data, editing, printing, assembly, and submittal of proposals across all five KFI offices
- Communicated and built internal (engineers) and external relationships (other engineering firms or prospective clients) to deliver proposals accurately, persuasively, and in a timely manner
- Facilitated meetings with company employees (project managers, engineers, etc.) to gather information to write project sheets and resumes
- Managed resume, project sheet, and client information and enter into KFI database
- Maintained project experience and resume databases with consistent formatting (Adobe In-Design) and writing style
- Distributed requested resumes and project sheets to industry partners to ensure content is relevant and consistent with the proposal
- Contributed to the development and day-to-day implementation of company culture during Cincinnati firm acquisition, including corporate marketing standards
- Assisted with website and social media updates as required
- Prepared interview presentations and handout materials as required

#### **Marketing & Proposals Coordinator, Ulliman Schutte Construction**

**December 2019–April 2020**

- Assisted during the proposal writing process when pursuing construction projects
  - Coordinated with colleagues to determine the organization of employees on projects
  - Created individual and team organization charts to be used within proposals
  - Generated proposal templates for new projects
  - Renewed and filed various state licensures as necessary
  - Proofread and copy-edited proposal drafts
- Contributed to community engagement brainstorm meetings for current and future projects, planning outreach efforts according to the projects' groups of impacted community members

- Increased company philanthropy efforts through the creation of a company-sponsored, annual toy drive in tribute to the small toy drive one employee started to honor her late daughter
- Strategized a social media marketing campaign to increase and diversify their online presence
  - Researched competitor social media profiles to ascertain current successful social media practices in the construction industry
  - Designed new social media text post templates with Adobe Photoshop and Illustrator
  - Planned a year's worth of social media posts around career fairs, industry events, relevant holidays, and company milestones
- Led the company website's redesign efforts, compiling reports for each step of my process
  - Researched competitor websites, noting effective and ineffective content and design decisions
  - Assessed current company's website for strengths and weaknesses
  - Suggested website design elements to reflect the redesign of new social media posts
  - Developed the future sitemap, including details about each page's contents and graphics
- Repurposed existing designs from company's booth display vendor to be used in a VR presentation at career fairs with Adobe Photoshop and Illustrator
- Redesigned company's lobby scroller presentation and career fair presentation using Microsoft Office PowerPoint
- Edited and wrote articles for company's internal website through Microsoft Office SharePoint
- Interviewed company employees for SharePoint articles and future social media content
- Researched local printers, collected print samples, and coordinated final orders for all branded office materials such as letterhead, envelopes, and labels

**Teaching Assistant**, University of Dayton English Department

**August 2018-May 2020**

- Developed a themed sophomore-level, composition course according to university guidelines, departmental outcomes, and current pedagogical theory
- Met with students one-on-one to monitor course progress, determine educational goals, and create action plans for course success
- Maximized online instruction during COVID-19 pandemic using the university's custom CMS
- Scored above faculty average based on student end-of-semester surveys

**Grantwriting Student**, University of Dayton

**August 2019-December 2019**

- Collaborated closely with Director of Funding Development, Laura Rapoch, of Dayton Crayons to Classrooms to determine the organization's background, scope, and goals
- Identified potential funders after receiving limited access to Candid (formerly Foundation Directory Online) based on organization's funding streams
- Created complete boilerplate grant proposals for all Dayton Crayons to Classrooms programs—Teacher Resource Center, STEM Initiative, and Early Learners Program—allowing Director Rapoch to personalize each for a variety of future grant opportunities

**Writing Center Supervisor**, University of Dayton Write Place

**May 2019-August 2019**

- Managed a small team of undergraduate writing consultants throughout the summer session, ensuring students received assistance in person and through the online submission portal
- Assisted walk-in undergraduate students with essays, personal statements, and creative writing assignments as well as graduate students on a weekly basis with theses and dissertations
- Tutored a Chinese doctoral student twice weekly in academic writing and research

**Care Center Lead, VRI Cares Inc.**

**May 2017-August 2018**

- Managed 30+ Care Representatives who monitored emergency response systems across the U.S.A. and parts of Canada to ensure that over 160,000 clients received help in 30 seconds or less
- Supported Care Representatives and the Center by conducting hourly alarm and equipment checks, answering employee or client questions, ensuring HIPAA policies were followed, correcting incident reports before sending to government case managers, and assisting in supervisor-level reports as needed
- Assisted clients with emergency and non-emergency needs, dispatching listed responders or 911 to their location as necessary
- First external lead hired since the company's founding in 1989
- Participated in company's Health & Wellness Committee

**Freelance Editor**

**July 2017-Present**

- Served as the developmental and line editor for three romantic suspense manuscripts on behalf of two separate authors, analyzing texts for plot development, character development, structure, and grammatical accuracy
- Collaborated with another editor on *They Called Me Nemo: A Story of Addiction, Love, and Redemption*; first transcribing 300,000 words from letters, cards, and an autobiographical journal; then condensing all work into a hybrid, nonfiction memoir totaling 90,000 words; before finally performing light copyedits
- Discussed large-scale suggestions with authors on a daily or weekly basis based upon project duration whereas small-scale suggestions noted within Google Docs or Microsoft Word

**Editor-in-Chief, Odyssey (Online Journal)**

**October 2016-May 2017**

- Promoted to Editor-in-Chief after 3 months as a Contributing Editor and Content Creator
- Motivated a team of 20-30 Content Creators, Contributing Editor(s), and Social Media Directors
- Increased monthly page views from December's 35,000 to 850,000+ in January alone
- Promoted content circulation on various social media platforms (Facebook, Twitter, etc.) with my Social Media Promotions team, created after accepting the position

**Contributing Editor & Content Creator, Odyssey (Online Journal)**

- Conducted line-edits and verified publishing procedures were followed on 10-20 articles weekly
- Maintained my own weekly writing column, "Wrong, Or Write?"
- Created and distributed an email and flyer for on-campus recruitment, which doubled the size of the team

**Writing Center Tutor & Individual Tutor, Sinclair Community College**

**January 2016-April 2016**

- Assisted a diverse student population with a variety of classroom assignments, from essays to lab reports to proposals, through walk-in and appointment consultations
- Met one-on-one with scheduled students an hour a week to assist them with their English or astronomy studies

**Editor-in-Chief of School Yearbook, Warren County Career Center**

**August 2013-May 2014**

- Led 50 students; coordinated with 25+ program instructors; and contacted 5 different school administrators to approve and complete yearbook sections by specific deadlines
- Utilized Adobe Photoshop and In-Design to edit images of students, develop program pages and senior sections, as well as layout the full yearbook for in-house printing to outsource binding
- Sold ads to local businesses to purchase additional toner after printer malfunction to successfully print the yearbook on time
- Performed sales transactions and filled out invoices for students and business owners



## **PUBLISHING**

### **Academic**

- “How Do (and Should) Writing Centers Market and Design” Master’s Thesis, University of Dayton, May 2020.

### **Fiction**

- “Bloody Blanchett,” *50-Word Stories*, April 2019.
- "A Series of Vignettes," *IMIRAGEmagazine: Fairy Dreams*, August 2017.
- "Noticed," *League for Innovation, Winners Anthology: Even the Dirt Keeps Breathing*, 2016.

### **Poetry**

- "Outgrowth," *Jazzy Magazine: Mystique*. Vol. 16, January 2018.
- "Dikhotomia," *Gotico Magazine: Isterismo #1*, December 2017.
- "Orientation," *Red Cedar Review*, May 2017.
- "THE TRUTH OF LEONID AFREMOV," *Red Cedar Review*, May 2017.
- "b'shert," *IMIRAGEmagazine: Ray of Light #4*, March 2017.
- "Seabound," *IMIRAGEmagazine: Express Yourself #2*, February 2017.
- "Freedom," *IMIRAGEmagazine: Express Yourself #2*, February 2017.
- "Beholden," *IMIRAGEmagazine: Express Yourself #2*, February 2017.
- "Caution," *IMIRAGEmagazine: Express Yourself #2*, February 2017.
- "Sea-sync," *IMIRAGEmagazine: Express Yourself #2*, February 2017.
- "Eternal Temporal Tantrums," *The Horror Zine: Spring 2017*, December 2016.
- "Masks," *The Horror Zine: Spring 2017*, December 2016.
- "Inescapable Introspection," *The Horror Zine: Spring 2017*, December 2016.
- "Mon Coeur Mort," *The Horror Zine: Spring 2017*, December 2016.
- "ARS POETICA," *Flights*, August 2016.
- "b'shert," *Flights*, August 2016.
- “Time,” *The Clarion*, March 2016.

## **AWARDS**

- 2nd place in University of Cincinnati's 2017 Nonfiction Literary Prize for memoir, "MAKETA"
- 2nd place in The League for Innovation Student Writing Awards 2016 as their national Fiction Recipient for short story, "Noticed"
- Gary Mitchner Prize for Formal Poetry, 2016 Recipient for sonnet, "Object Permanence: Under Construction"
- The League for Innovation Student Writing Awards, 2016 local Fiction Recipient for short story, "Noticed"
- The Sinclair Community College Spectrum Awards for Excellence in Student Writing, 2016 Creative Writing category for mock query package for unpublished novel, FINE
- The Sinclair Community College Legacy Award for an English Major, sole 2016 Recipient

## **SPEAKING ENGAGEMENTS**

- “Maximizing Writing Center Usage Study Results Through Marketing and Design,” 2020 Conference on College Composition & Communication, co-presenter with Emily Stainbrook. Cancelled due to COVID-19.
- “Tale of Two Writing Centers: Investigating Arrangements, Approaches, and Experiences” 2019 Eastern Central Writing Center Association Conference. April 4, 2019.

- "Risks Worth Taking," 2018 Spectrum Writing Awards, Sinclair Community College. April 16, 2018.
- "ePortfolio Presentation," "What Can I Do With an English Major?" Student Event, University of Cincinnati. November 6, 2017.
- "Flights Poems," *Flights* Contributor Reading, Sinclair Community College. October 20, 2016.
- "Selected Poems Reading and Speech," Liberal Arts and Social Sciences Student Showcase, Sinclair Community College. April 19, 2016.
- "Awards Acceptance Speech," 2015-2016 Spectrum Writing Awards, Sinclair Community College. April 11, 2016.
- "Selected Poems," 2015 Liberal Arts Career Fair, Sinclair Community College. November 10, 2015.