

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
- 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

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

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 as well as to develop program pages 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
- Enrolled in two college-credit courses, English Composition 1 and Government
- 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

PROFESSIONAL WRITING EXPERIENCE

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

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

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

LEADERSHIP EXPERIENCE

Teaching Assistant, University of Dayton English Department

August 2018–May 2020

- Developed a themed sophomore-level, English composition course according to university guidelines and departmental outcomes
- Motivated classes of 15-20 students to develop their skills with argument, rhetoric, and research
- Scored above faculty average based on student end-of-semester surveys
- Switched to online instruction during the COVID-19 pandemic, pre-recording lectures and maximizing the University of Dayton’s personal CMS, Isidore

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
- Assisted clients with emergency and non-emergency needs, dispatching listed responders or 911 to their location as necessary
- Conducted hourly checks to ensure alarm equipment functioned properly, answered questions for Care Representatives, created staffing plans, corrected government incident reports before sending to agency case managers, and assisted in supervisor-level reports as needed
- First external lead hired since the company's founding in 1989
- Participated in company's Health & Wellness Committee

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

August 2013-May 2014

- Motivated a staff of 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
- 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.