

Elizabeth Marsh, MFA
Curriculum Vitae
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EDUCATION

Master of Fine Arts in Motion Pictures, University of Miami, 1991
Masters Thesis: *MIA: Civil Liberties in the Drug War*

Bachelor of Arts in English/American Literature, Brown University, 1983
Honors Thesis: *John Keats and the 19th Century Theatre*

CERTIFICATIONS

Social Media Practitioner – Duke University Continuing Education, 2017
Digital Marketing Foundations – Duke University Continuing Education, 2016

CURRENT PROFESSIONAL EXPERIENCE

Assistant Professor of Multimedia, School of Journalism and Mass Communications, Florida International University, 2007 to present.

PUBLICATIONS – Peer Reviewed

Marsh, E.A. & Villar, M.E. (2012). The Role of Demographics and Confidence in the Digital Divide. *Media Education Research Journal*, 3, 63-78.

PRESENTATIONS/PANELS

Public Relations and the “teaching hospital” model of mass communication education. *Proceedings of the PRSA 2015 Educator’s Academy*, (256-259), Public Relations Society of America, poster presented at PRSA Educators’ Academy, Atlanta, GA, November 7, 2015

Beyond Crossing the Digital Divide: Digitally Savvy in the Americas. *Race, Ethnicity and Country of Origin in Mass Communication Industries in the Americas: A View from the 21st Century (Panel)*, International Communication Association, Chicago, 2009.

Web 2.0 and Social Media Panel, PRSA Sunshine Conference, June 2008.

Using New Media to Build Your Brand, The Public Relations Society of America,
The IMC Approach: Leveraging Communications Initiatives for Maximum Impact, September 2007,
February 2008.

Fair Use: Beyond the Guidelines, 2007 FIU E-Learning Conference, April 27th, 2007.

Video for the Web, University Resource Center for Educational Technology, Florida International University, September 2003, April 2004, July 2004, October 2004, March 2005, July 2005, November 2005, March 2006, June 2006, February 2007.

Copyright and Fair Use in a Digital Environment, University Resource Center for Educational Technology, Florida International University, October 2003, May 2004, July 2004, November 2004, April 2005, July 2005, December 2005, April 2006, July 2006, March 2007.

Creative Work

Transcending Time - an experimental video opera by Orlando Garcia, premiered in Zagreb, Croatia. Video collaboration with John Stuart, Professor of Architecture, FIU, 2008.

14 Views of Miami of Miami, video collaboration with John Stuart, Professor of Architecture, FIU and Campbell MacGrath, Professor of Creative Writing, FIU, based on MacGrath's poem "14 Views of Miami," 2007.

Puentes Sonoros entre Sombras Celestiales (Sonic Bridges between Celestial Shadows), video collaboration with John Stuart, Professor of Architecture, FIU, for music by Orlando Garcia, Professor of Music Theory and Composition, FIU, Cervantino Festival Guanajuato, Mexico, October 2007

Brazil Triptych (with John Stuart), a short video for the FIU Honor's College convocation, Florida International University, Miami, FL., 2005.

The Cruise (with John Stuart and Linda Feinberg), accepted entry in the Miami Short Film Festival, Miami, FL., 2004.

transitory (with John Stuart), a video installation for "Art Loves Design", Art Basel, Miami Beach, FL., 2002.

Miami Museum of Science, a series of Public Service Announcements for individual museum shows. Producer/director, writer and editor. 1997 –2003.

For Someone She Knew, a promotional trailer for feature length television documentary on Madga Watts, a Holocaust survivor. Aired on HBO. Editor, 1999.

The Right Tree in the Right Place: A Conversation with Georgia Tasker, a public television production promoting native south Florida plants and trees. Editor, 1995.

MIA: Civil Liberties in the Drug War. (Master's Thesis) A 45-minute documentary video exploring the impact of the Drug War on civil rights through personal interviews with an emphasis on south Florida. Exhibited at the Athens' Film Festival at Ohio University in Athens, Ohio, January 22, 1992.

TEACHING AND ACADEMIC EXPERIENCE

Social Media for Branding and Strategic Communication (ADV4323), Florida International University, Spring 2017.

Strategic Storytelling (DIG5438), Florida International University, Fall 2016.

Mobile Apps for Strategic Communication – Special Topics (MMC4936) Florida International University, Spring 2016.

Visual Trends in Graphic Design (VIC5201) Florida International University, Spring 2016.

Social Media Measurement (DIG5167) Florida International University, 2014 - present.

Magazine Editing and Production (JOU 4208), Florida International University 2012 - present.

Grammar Workshop Online (MMC 3021), Florida International University, 2011 - present.

Multimedia Production (MMC3260), Florida International University, 2010 - 2015.

Digital Editing and Design (PUR4101), Florida International University, 2007 - 2015.

Digital Media – Special Topics (MMC4936), Florida International University, 2009 - 2011.

Visual Design for Media (VIC 3002), Florida International University, 2009 - 2010.

Radio and TV Concepts (ADV4103), Florida International University, 2007.

Writing Strategies for Mass Audiences (MMC3104b), Florida International University, 2008 - 2011.

Guest Lecturer, Videography. (ARC 5991: Videospace), Fall 2000; Spring 2003; and Spring 2004. School of Architecture, Florida International University, Miami, Florida.

Guest Lecturer, Video Production for the Classroom. (EME 5602: Introduction to Multimedia), Spring 2003, Spring 2001. College of Education, Florida International University, Miami, Florida.

PROFESSIONAL ACTIVITIES

University Service Activities

Faculty Senate 2016 -- present.

Faculty Senate Technology Committee, 2009 – 2015.

Faculty Senate Honorary Degree Committee, 2008 - 2009.

SJMC Technology Committee, 2008-2009.

PROFESSIONAL EXPERIENCE

Broadcast Coordinator: Produced promotional and educational media for the FIU community.

Broadcast Video Production, Florida International University
Miami, FL. 1995 to 2007

Senior Editor: Show coordinator for broadcast news at 6 pm, “7:30” (Deco Drive), and 10 p.m. Supervised 31 editors. Worked closely with news producers to produce highly rated newscasts. Edited both news and entertainment packages on tight deadlines and produced headlines and teases. Online editing experience with a CMX editor and Ampex ADO digital video effects generator.

WSVN – Channel 7, Miami FL. 1990-1995

Marsh

Post-production Supervisor and Editor: Coordinated post-production of television commercials. Produced offline edit and graphic template, supervised color correction, online edit and final mix.
Towers and Associates, Miami FL. 1987 - 1991

Second Assistant Editor: Synced dailies, filed trim, prepared screening reels for *Midnight Crossing* – a feature film. Director Roger Holzberg. Editor Earl Watson.
Vestron Pictures Ltd, 1989

Editor: Film Editor for “Young Universe”, a syndicated news program for young people. Edited five-minute news segments on 16mm for children’s news program.
Behren’s Productions, Miami FL. 1985-1987

Second Assistant Director: Scheduled cast and crew, prepared call sheets for feature film, *Scarecrows*. Director Willam Wesley. Producer, Cami Winikoff.
Effigy Films and Manson International, 1986

AWARDS AND HONORS

Florida International University Presidential Excellence Award Nominee, May 2006

Florida International University “Spot Award”, February 2004

Florida International University Martin Luther King Breakfast Committee recognition, January 15, 2004

University of Miami, *MIA: Civil Liberties in the Drug War*. One of three projects chosen for completion from a field of 25.

Wometco Theatre Awards - Best Sync Film "The Apartment," Editor, 1985-86