

NAHLA BENDEFAA

Ph.D. Student at the University of Oregon, School of Journalism and Communication

nahlab@uoregon.edu | www.nahlabendefaa.com

EDUCATION

Ph.D. in Communication and Media Studies, 2022 - Present

University of Oregon, Eugene, OR
School of Journalism and Communication
Grade Point Average: 4.04/4.0

Master of Arts in Communication Studies, 2017 - 2019

Kent State University, Kent, OH
Emphasis: Global Communication
Grade Point Average: 3.55/4.0
Advisor: Dr. Tewodros Workneh
Independent Research Project: *"The Biggest Loser of Them All:" The Interplay of Intersectionality and Hybridity in Season 4 of SKAM*

Bachelor of Arts in Communication Studies, 2012 - 2016

Al Akhawayn University in Ifrane, Morocco
Concentration: Media Studies
Minor: Human Resource Development
Grade Point Average: 3.85/4.0
Capstone: *Framing Analysis of the News Coverage of the Syrian Refugee Crisis by the BBC, Euronews, and Al Jazeera English*
Committee: Dr. Bouziane Zaid (supervisor), Pr. Timothy Pearson

RELEVANT COURSEWORK

- International/Intercultural Communication
- Communication in a Global Society
- Communication in an Information Society
- Qualitative Research Methods
- Quantitative Research Methods
- Social Movements & Nonviolent Action
- Histories, Theories, and Cultures of New Media

TEACHING & RESEARCH EXPERIENCE

- Fall 2023** **Graduate Employee – University of Oregon, Eugene, OR**
Teaching Assistant J387 – Media History
Research Assistant to Dr. Kuy Ho Youm and Dean Juan-Carlos Molleda
- Summer 2023** **Instructor of Record – University of Oregon, Eugene, OR**
J213 – Fact or Fiction
- Spring 2023** **Graduate Employee – University of Oregon, Eugene, OR**
Teaching Assistant J213 – Fact or Fiction
Research Assistant to Dr. Alex Segre Cohen
- Winter 2023** **Graduate Employee – University of Oregon, Eugene, OR**
Lab Instructor J212 – Writing for Communicators
- Fall 2022** **Graduate Employee – University of Oregon, Eugene, OR**
Teaching Assistant J201 – Media and Society
- 2018 - 2019** **Instructor of Record - Kent State University, Kent, OH**
Introduction to Human Communication
- Hybrid public-speaking course with speeches as main assignments
 - Responsible for teaching all class sessions, grading all assignments, and holding office hours to provide personalized help for students
- Spring 2018** **Graduate Teaching Assistant - Kent State University, Kent, OH**
Introduction to Human Communication - co-taught
- Hybrid public-speaking course with speeches as main assignments
 - Responsible for three modules (one-third) of the course content
 - Coordinated grading and support responsibilities among three instructors
- Foundations of Communication
- Introduction course for communication majors offered 100% online for students across all eight Kent State University campuses
 - Graded weekly journal entries, quizzes, and final paper drafts while providing personalized feedback to students
- Fall 2017** **Graduate Teaching Assistant - Kent State University, Kent, OH**
International Communication
- Upper-level course in Global Communication
 - Graded assignments and proctoring exams
 - Held weekly office hours to assist students in the development of final projects

- 2015 - 2016** **Teaching Assistant - Al Akhawayn University in Ifrane, Morocco**
Art & Design
- Upper-level course in graphic design
 - Led lab sessions, assisting students in the development of projects, and explaining assignment guidelines

ADMINISTRATIVE EXPERIENCE

- 2016 - 2017** **Outbound Study Abroad Advisor - Al Akhawayn University in Ifrane, Morocco**
Office of International Programs
- Liaised between students, various academic units at Al Akhawayn University, and 60+ partner institutions
 - Established regular communication with outbound exchange students before, during, and after their time abroad
 - Processed all exchange and study abroad applications within a week of submission;
 - Oversaw a +70% increase in outbound students within a year
 - Coordinated outgoing students' visa processes with a dozen embassies and consulates (USA, UK, France, Republic of Korea, etc.)
 - Managed two student workers and peer advisors and assessed their project progress on a weekly basis

ADDITIONAL EMPLOYMENT

- September 2021 – Present** **Founder & Owner – Bendefaa Consulting, LLC, Eugene, OR**
- Consulting company offering services in digital content creation, web development, and content project management
- Oct 2021 – September 2022** **Manager, Digital Content Creation - National Pork Board, Des Moines, IA**
- Ideate and develop creative content that connects with audiences through storytelling and delivers on organizational strategic imperatives
 - Serve as a trusted partner in creating content calendars, maintaining content schedules, and facilitating content workflows and approvals
 - Contribute to recipe content management and workflows
 - Evaluate content performance and provide measurement reports
- Aug 2021** **Freelance Content Creator - Pivot Bio, Ames, IA**
- Worked alongside the content team to create digital content for Pivot Bio's Nitrogen's Turning Point Tour event

- Crafted social media copy for each stop of the tour with a quick turnaround
- Designed signage for the event

Feb 2021 – June 2022 **Freelance Reporter - WKSU, Kent, OH**

- Craft features for broadcast and online publication by securing sources and highlighting research skills
- Pitch stories on public education and criminal justice as part of the Learning Curve and Justice Matters series respectively
- Collaborate with editors, graphic designers, and producers to create captivating content for Morning Edition and All Things Considered
- Engage with audience members through live radio appearances and community tour events

Jul 2020 – October 2021 **Freelance Writer & Reporter - The Devil Strip, Akron, OH**

- Interviewed members of the Akron community and write feature-length pieces for online and print publication
- Pitched stories on the Akron cultural scene and immigrant communities
- Created and curated visual content to accompany the articles, including original photographs and illustrations
- Designed a community engagement program to strengthen the ties between contributing writers and the Akron community at large

Nov 2019 - Jul 2020 **Customer Experience Manager - APG Office Furnishing, Cleveland, OH**

- Crafted and implemented customer marketing campaigns focused on the sales experience and customer advocacy
- Produced written and visual content for digital and print deliverables for customer visits, proposals, and bids, etc.
- Created a clear communication channel between the Business Development team and the Customer Experience Managers
- Organized several customized customer event programs per month, including developing marketing and trade show assets

SCHOLARSHIP

Manuscripts in Progress

Slavik, C.E., Segre Cohen, A., **Bendefaa, N.**, Chapman, D., Peters, E. (n.d.). *Clearing the air: Evaluating institutions' health messaging on wildfire smoke risks in the US Pacific Northwest.*

Workneh, T. W., & **Bendefaa, N.** (n.d.). *Covering the ET500 crash: Western erasure of an African tragedy.*

Book Reviews

Bendefaa, N. (2019). [Review of the book *Twitter and Tear Gas: The Power and Fragility of Networked Protest*, by Z. Tufekci]. *The Journal of Social Media in Society*, 8(1), 279-281. Retrieved from <https://thejsms.org/index.php/TSMRI/article/view/493/267>

Other Writing

Bendefaa, N. (2021, Jul. 22). *Advocates face challenges in reforming Ohio's sentencing laws*. WKSU. <https://www.wksu.org/government-politics/2021-07-22/advocates-face-challenges-in-reforming-ohios-sentencing-laws>

Bendefaa, N. (2021, Jun. 21). *Irie Jamaican Kitchen brings sunny flavors to Highland Square just in time for summer*. The Devil Strip. <https://thedevilstrip.com/2021/06/21/irie-jamaican-kitchen-brings-sunny-flavors-to-highland-square-just-in-time-for-summer/>

Bendefaa, N. (2021, Jun. 8). *School districts look for opportunities in pandemic pivot*. WKSU. <https://www.wksu.org/education/2021-06-08/school-districts-look-for-opportunities-in-pandemic-pivot>

Bendefaa, N. (2021, May. 24). *Sunshine Taekwondo Academy Celebrates Two-Year Anniversary With Event Highlighting Four-Time Guinness World Record Holder Dinesh Sunar*. The Devil Strip. <https://thedevilstrip.com/2021/05/24/sunshine-taekwondo-academy-celebrates-two-year-anniversary-with-event-highlighting-four-time-guinness-world-record-holder-dinesh-sunar/>

Bendefaa, N. (2021, Apr. 26). *Resettlement Agencies Struggle with Education Needs of Refugee Children* WKSU. <https://www.wksu.org/education/2021-04-26/resettlement-agencies-struggle-with-education-needs-of-refugee-children>

Bendefaa, N. (2021, Apr. 6). *Student Teaching Struggles: COVID-19 Puts a Damper on Experiences, but Educators in the Making Forge Ahead*. WKSU. <https://www.wksu.org/education/2021-04-06/student-teaching-struggles-covid-19-puts-a-damper-on-experiences-but-educators-in-the-making-forge-ahead>

Bendefaa, N. (2021, Mar. 8). *How UA's Juan Contreras Made Akron Home*. The Devil Strip. <https://thedevilstrip.com/2021/03/08/how-uas-juan-contreras-made-akron-home/>

Bendefaa, N. (2020, Oct. 19). *Donovan Harris | A Pillar in the Akron Community*. The Devil Strip. <https://thedevilstrip.com/2020/10/19/donovan-harris-a-pillar-in-the-akron-community/>

Bendefaa, N. (2020, Sept. 8). *In New Book, David Giffels Travels Ohio to Understand the U.S.* The Devil Strip. <https://thedevilstrip.com/2020/09/08/in-new-book-david-giffels-travels-ohio-to-understand-the-u-s/>

Bendefaa, N. (2020, Aug. 5). *'You Get Panic:' Changing Student Visa Orders Confuse International Students*. The Devil Strip. <https://thedevilstrip.com/2020/08/05/you-get-panic-changing-student-visa-orders-confuse-international-students/>

Conference Presentations

- Bendefaa, N.** (2023, June 2-3). *#FreeOmarRadi: An examination of Twitter discourse surrounding jailed journalists*. Pacific Northwest Conference of Political Communication and Journalism Studies, Seattle, WA, USA.
- Bendefaa, N.** (2018, June 21-24). *Crossing textual borders & expanding storytelling boundaries: The interplay of intertextuality & hybridity in SKAM's reception by global audiences*. International Association for Media and Communication Research Conference, Eugene, OR, USA.

Panel Chair

Communicating Gender in a Global Context: International Constructions of Identity. Graduate Research Symposium, Kent State University, Kent, OH, USA. April 4-5, 2019.

Panel Participation

Intersectionality of Sexual Assault. Kent State University Center for Sexual and Relationship Violence Support Services, Kent, OH, USA. April 4, 2018.

GUEST LECTURES & INVITED TALKS

- Bendefaa, N.** (2022-2023). Media Representation of Women in 1980's Slasher Movies. In J. Francese, *Media and Society*. Eugene, OR
- Bendefaa, N.** (2022, November). How to Be a Freelance Journalist. In Oregon Journalism Educators Association Fall Media Day. Eugene, OR
- Bendefaa, N.** (2021, September). Moroccan Food & Media. In T. Workneh, *Media, Food, & Foodways*. Kent, OH
- Bendefaa, N., & Pillsbury, N.** (2021, June). Lessons Learned from the Learning Curve Series. In Kent League of Women Voters Annual Meeting. Virtual Event.
- Bendefaa, N., Bhatia, K., Huntsman, A., & St. Clair, J.,** (2021, May). Learning Curve Community Tour: Lessons Learned from Reporting on Education During the Pandemic. Ideastream Public Radio & WKSU. Virtual Event.
- Bendefaa, N.** (2021, February). International Experience Speaker Event. In The Society of Global Cultures. Kent, OH
- Bendefaa, N.** (2018, March). Cultural Spaces & Nonverbal Communication. In D. Socha, *Intercultural Communication*. Guest lecture. Kent, OH.
- Bendefaa, N.** (2017, November). Internet & Social Movements. In T. W. Workneh, *International Communication*. Guest lecture. Kent, OH.
- Bendefaa, N.** (2017, November). Stereotypes & Prejudice. In M. C. Lin, *Intercultural Communication*. Workshop facilitator. Kent, OH.
- Bendefaa, N.** (2016, November). Stereotypes and how they play into the refugee crisis. AUI Amnesty International Club. Ifrane, Morocco.

Bendefaa, N. (2016, October). Where are the world's refugees? AUI Amnesty International Club. Ifrane, Morocco.

SERVICE TO THE UNIVERSITY

University of Oregon

Journalism and Communication Graduate Student Association Co-President, 2023-2024

Graduate Teaching Fellows Federation Department Steward, 2023-Present

Kent State University

Communication Graduate Student Association Vice President & GSS Representative, 2018 - 2019

Graduate Student Senate College of Communication & Information Representative, January 2018 - May 2019

Graduate Student Orientation Graduate Teaching Fellow, 2018-2019

The Society of Global Cultures (Formerly Order of the Global Flashes) Communication Chair & Founding Member, 2018 - 2019

Al Akhawayn University in Ifrane

AUI Amnesty International Club Faculty Advisor, 2016 - 2017
Vice President, 2015 - 2016
President & Founding Member, 2013 - 2014

Al Akhawayn Short Film Festival Communication & Community Manager & Founding Member, 2015 - 2017

Al Akhawayn Chronicle Lead graphic designer for the Al Akhawayn English newspaper, 2015 - 2016

Awards

2023 Anderson Family Fellowship, School of Journalism and Communication, University of Oregon (\$10,000)

2023 Travel Award, School of Journalism and Communication, University of Oregon (\$1,456)

2023 Media in Ghana Scholarship, School of Journalism and Communication, University of Oregon (\$6,000)

2022-2026 Columbia Scholarship, School of Journalism and Communication, University of Oregon (\$1000/year)
2022 Promising Scholar Award, Division of Graduate Studies, University of Oregon (\$6000)
2019 Presentation Award Winner, Graduate Research Symposium, Kent State University (\$200)
2018 Domestic Travel Award, Graduate Student Senate, Kent State University (\$415)
2018 Dr. Dominic A. Infante Communication Scholarship (\$2,000)
2018 The D. Ray and Susanne E. Heisey Endowed International Scholarship Fund (\$2,000)
2016 Best Flyer Award, Al Akhawayn University Student Activities Office
2016 Career Leadership Camp First Place, Al Akhawayn University in Ifrane