**Mayanna (Anne) Framroze**

Annenberg School for Communication and Journalism

University of Southern California

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**EDUCATION**

Ph.D. - University of California – Los Angeles (2017).

Dissertation - *Self-spectacle Online: The Construction and Representation of Identity in Contemporary Digital Culture.*

Committee: Douglas Kellner (Chair), Leah Lievrouw, Katherine Anderson-Levitt, Robert Teranishi, and Kim Gomez.

M.A. – University of Southern California, Annenberg School for Communication and Journalism. Emphasis: Communication Management (2005).

B.A. - University of Southern California, Annenberg School for Communication and Journalism. Emphasis: Journalism (1982).

**ACADEMIC EXPERIENCE**

**Adjunct Lecturer, Annenberg School for Communication and Journalism,**

**2007 – Present.**

CMGT 555 - Online Marketing, Development and Critical Analysis (On campus & Distance Learning), 2011 – Present.

* Course analyzes online brand marketing from theoretical and practical perspectives in order to conceptualize and create strategic marketing plans for clients. Average class size: 25 – 32 students on campus. Online class size varies; 2019 course has 56 students.

CMGT 599 – Storytelling, Culture, and Experiential Marketing, 2019.

* Course examines the role of strategic narrative using a socio-cultural approach that focuses on brand and social cause storytelling. Emphasis is on developing strategic brand narratives. 2019 class size: 29 students.

DSM 510 – Introduction to Digital Social Media, 2018 – Present.

* Course maps the online social media ecosystem via a multi-disciplinary approach that stresses diverse pathways in understanding how digital life unfolds. 2018 class size: 33 students.

CMGT 504 - Writing for Strategic Communication and Marketing, 2007 – 2014.

* Course focuses on strategic writing for communication and business with an emphasis on building student writing portfolios spanning several writing genres. Average class size: 20 -24 students.

**SERVICE**

Member, RTPC Appointments and Review Committee, 2018 – 2019.

* Reviewed and ranked applications as required.

Member, PR Curriculum Council, 2018.

* Researched, collaborated with council members, and developed recommendations/presentation for the committee.

Member, DSM Admissions Committee, 2019.

* Reviewed student applications for admission to the Digital Social Media Program.

Co-Director, CMGT Marketing Immersion Week, 2018 – 2019.

* Procured and organized firm visits, reviewed and selected students for acceptance, facilitated logistics, and supervised actual visits.

Member, RTPC Appointments and Review Committee, 2017 – 2018.

* Reviewed and ranked applications as required.
* Interviewed candidate for Communication Director position.

Member, CMGT Curriculum Review Committee, 2016.

* Reviewed all CMGT syllabi, conducted interviews with hiring managers, reviewed course descriptions and tracks, reviewed job postings, conducted interviews with more than 22 students.

**PROFESSIONAL EXPERIENCE**

**California Association of Realtors®, Los Angeles, CA**

CMO/ Senior Vice President of Marketing and Communication, 2016 – Present.

Vice President of Marketing and Communication, 2000 – 2016.

Staff Vice President, 1997- 2000.

Director of Communication, 1994 – 1997.

Managing Editor, 1990 – 1994.

Responsible for brand strategy and positioning, management of internal and external communication, and revenue generation. Manage several communication programs serving 200,000-plus members, as well as event production, marcom digital technologies, educational community outreach, and partnership development to advance key industry priorities.

* Oversee 17 newsletters, one magazine, three websites, digital media channels, statewide consumer television, radio and digital advertising campaigns, media relations, strategic communication activities, annual trade show, and a minimum of 12 single-day events annually.
* Manage operational budget of $8 million, revenues of $3 million, and staff of 15, as well as a stable of agency partners.
* Direct the Center for California Real Estate (CCRE), the organization’s think tank. The Center partners with academic institutions, public policy, and economic organizations to advance housing issues.
* Produce annual industry conference with average attendance of 9,000 - 11,000.

**Curant Communications, Inc., Los Angeles, CA**

Editorial Director, 1989 – 1990.

Responsible for oversight of peer-reviewed, national medical and health care journals.

* Planned and directed all facets of the publication process, from editorial concept development to final production. Edited technical manuscripts aimed at practitioner and consumer audiences. Wrote articles spanning several clinical specialties.
* Supervised editorial staff and freelancers. Participated on numerous advisory boards with physicians and health care practitioners.

**World of Communication, Los Angeles, CA**

Editor, 1984 – 1988.

Responsible for editorial oversight of general interest consumer publication serving Los Angeles. Executed all aspects of issue development, including writing, editing, supervising graphic design, and production.

**Apparel News Group, Los Angeles, CA**

Editor, 1982 – 1984.

Responsible for editing the largest regional publication in the organization: *Dallas Apparel News*. Wrote for several other publications including flagship paper, *California Apparel News*. Covered business, immigration, and legislative beats.

**HONORS/AWARDS**

* Webby Award , Official Honoree – 2018.
* Gold Excel Award for General Excellence in Web sites – 2018.
* Excel Award/Special Report – 2017.
* Excel Award/Advertising Campaign – 2016.
* UC Regents Fellowship (2016 – 2014).
* National Association of REALTORS® “Game Changer” Award for creating a faculty research competition in conjunction with the University of California (2014).
* Silver W3 Award/International Academy of the Visual Arts – 2011 (Two awards).
* Gold Marcom Award/Association of Marketing and Communication Professionals – 2011.
* Platinum Marcom Award/Association of Marketing and Communication Professionals – 2011.
* Interactive Media Awards/Outstanding Achievement – 2011.
* Gold AVA Award/ Association of Marketing and Communication Professionals – 2011.
* Gold ASBPE Award/Editorial Excellence – American Society of Business Publication Editors – 2008 (Three awards).
* Bronze ASBPE Award/Editorial Excellence – American Society of Business Publication Editors – 2008 (Two awards).
* Gold ASBPE Award/Editorial Excellence – American Society of Business Publication Editors – 2007 (Two awards).
* Bronze ASBPE Award/Editorial Excellence – American Society of Business Publication Editors – 2007.
* Silver ASBPE Award/Editorial Excellence – American Society of Business Publication Editors – 2006 (Two awards).
* Bronze ASBPE Award/Editorial Excellence – American Society of Business Publication Editors – 2006.
* Gold ASBPE Award/Editorial Excellence – American Society of Business Publication Editors – 2005.
* Maggie Award/Best Editorial Series – Western Publications Association – 2005.
* Bronze ASBPE Award/Editorial Excellence – American Society of Business Publication Editors – 2004 (Two awards).
* Gold ASBPE Award/Editorial Excellence – American Society of Business Publication Editors – 2004.
* Gold SNAP Excel Award/Online General Excellence – Society of National Association Publications – 2003.
* Bronze SNAP Excel Award/Online General Excellence – Society of National Association Publications – 2003.
* Silver ASBPE Award/Editorial Excellence – American Society of Business Publication Editors – 2002 (Two awards).
* Bronze SNAP Excel Award/Online General Excellence – Society of National Association Publications – 2002.
* Bronze SNAP Excel Award/Online General Excellence – Society of National Association Publications – 2001.
* Maggie Award/Best in Category (Technology) – Western Publications Association – 2001.
* Gold SNAP Excel Award/Special Reports – Society of National Association Publications – 2000.
* Gold SNAP Excel Award/Publications Excellence – Society of National Association Publications – 2000 (Two awards).
* Maggie Award/Editorial Excellence – Western Publications Association – 1990.

**ACADEMIC/PROFESSIONAL ORGANIZATIONS (CURRENT MEMBERSHIP)**

* International Communication Association
* National Communication Association
* Advertising Research Foundation
* Public Relations Society of America
* International Association of Business Communicators

**Publications**

Since 1981, more than 200 articles published in consumer and business publications and newspapers. A selected list of articles in healthcare practice journals:

Framroze, A. (1993). The Acquisition Shift: The goals of HME Companies. *Home Health Care Dealer*, March/April.

Framroze, A. (1992). Rehab of the Obstetric Patient. *Rehab Management*, April/May.

Framroze, A. (1992). Divesting in the HME Marketplace. *Home Health Care Dealer*, May/June.

Framroze, A. (1992). Inventory Control Systems. *Home Health Care Dealer*, Jan./Feb.

Framroze, A. (1991). Therapy and Oncology: A Partnership evolves. *Rehab Management*, April/May.

Framroze, A. (1990). Assistive Therapy: The multidisciplinary approach in action. *Rehab Management*, Dec./Jan.

Framroze, A. (1989). AIDS and Respiratory Care: Managing the crisis from within. *The Journal for Respiratory Care Practitioners.*

Framroze, A. (1989). The business of dealing with AIDS. *Home Health Care Dealer*, July/Aug.

Framroze, A. (1989). Coping with the Therapist Shortage. *The Journal for Respiratory Care Practitioners.*

Framroze, A. (1989). Info-Speak: The view from the top on information systems. *Decisions in Imaging Economics*.

Framroze, A. (1989). Stimulating the TENS market. *Home Health Care Dealer*, May/June.

Framroze, A. (1989). Apnea Monitoring: Competing for clients. *Home Health Care Dealer*, May/June.

Framroze. A. (1989). Pediatric Rehab: Growing by leaps and bounds. *Rehab Management*, Aug./Sept.

Framroze, A. (1989). Strategic Alliances for PTs: Joining Forces. *Rehab Management*, June/July.