

## JANNA WONG

Lecturer, Center for Management Communication  
Marshall School of Business  
University of Southern California  
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### EDUCATION

- Master of Professional Writing, University of Southern California
- Bachelor of Arts/English, University of Southern California

### TEACHING EXPERIENCE

**University of Southern California** **2002 to present**

- **Lecturer, Marshall School of Business, Center for Management Communication**
  - Writing 340: Advanced Writing for Business
  - BUAD 302: Communication Strategy in Business
- **Adjunct Lecturer, Dornsife College of Letters, Arts and Sciences, University Writing Program** **2000-2003**
  - Writing 140: Writing and Critical Reasoning

### USC SERVICE

- Member, Provost's Oversight Committee for Athletic Academic Affairs (2015-16)
- Table Leader for Writing 340 Final Portfolio Reading Day for Fall, '15, Summer '15 and Spring '15
- Coach for MBA.PM Case Competition (pro bono) (August, 2015)
- Coach for IBEAR program (compensated) (August & September, 2015)
- Publicity Manager for CMC's Inaugural Expert Speaker Series (Spring, 2015), writing press releases and contacting the Daily Trojan on behalf of the lectures held on February 19, 2015 and April 23, 2015
- Co-Chair of the CMC 35<sup>th</sup> Anniversary Celebration, which was scheduled to include keynote lectures, receptions, panel discussions and intradepartmental activities
- Coach for "Effective Presentation Skills Workshop" (pro bono) for a cohort of Marshall employees (2014-15)
- Member of the Marshall Academic Review Committee Grade Appeal, requested by Dean Shirley Maxey on behalf of MBA student Tyge Loudon (January 2015)
- Co-Mentor to new adjunct professor, Cynthia Alt (2015)
- Mentor to former student, Justin Silber (current)
- Coach for MBA.PM Case Competition (pro bono) (August, 2014)
- Coach for IBEAR program (compensated) (August, 2014)

- Member, Provost's Oversight Committee for Athletic Academic Affairs (2006-2014); Also served as Chair of the Website and Grades Subcommittees
- President of the Executive Committee for the Master of Professional Writing Alumni Association (2012-2014)
- Two-year President of the Alpha Phi Parents Club (2005-2007)
- Treasurer, ISPC Executive Board (2007)
- Member, USC Parents Association Board (2004-2006)

## DEVELOPMENT: CONFERENCES & PRESENTATIONS

- Attended the International Conference of the Association of Business Communication (October, 2015)
- Presented a research paper entitled "Communicating in the Nontraditional Workplace" to the Regional Conference of the Association of Business Communication (May 21, 2015)
- Attended "The Business of Hockey" Conference (March 21, 2015)

## INDEPENDENT CONSULTANT

### Independent Consultant

1990 to present

**Clients include:** Angel Grace Worldwide Productions, Universal Pictures Home Entertainment, Anglotopia.com, Eclipse Advertising, Matt Barr (actor), DZN The Design Group, Tall Fellow Books, USA Network's Character Arcade, UCLA Live, TM Ltd., DreamWorks SKG, The Disney Channel, Red Wagon Entertainment, Bow-Tie Press, Lone Eagle Publications, Price/Stern/Sloan Publishers

- **Editor, researcher, fact-checker** and **copyeditor** of all publicity and distribution materials for Angel Grace Worldwide Productions
- **Writer** on the topics of cultural and entertainment arts for Anglotopia.com
- **Editorial Consultant** for business-to-business Web site for Universal Pictures Home Entertainment
- **Researcher, fact-checker** and **copyeditor** of press kits and other distribution materials for upcoming Disney feature films for Eclipse Advertising
- **Creator and maintainer of social media presence** for actor Matt Barr, a well-known and well-respected television actor
- **Editor** of book manuscripts for BowTie Press, Fancy Publications, Price/Stern/Sloan, Tall Fellow Books, Lone Eagle Publishing and independent authors on a variety of subjects.
- **Writer** for design company DZN, including instruction manuals for video game releases and materials for advertising campaigns
- **Publicity Writer** for UCLA Live Public Relations Department, researching and writing press releases for a variety of entertainment acts.
- **Writer** on the topic of casual gaming for USA Network's Web site, Character Arcade (<http://theclik.characterarcade.com>), until the site closed
- **Copywriter** of materials for Universal Studios Home Entertainment and major design firms such as DZN and TM Ltd.

- **Editorial Consultant** for UCLA Live's written materials and for *Touring America* magazine.
- **Story Analyst** for feature, television and cable movie companies, including DreamWorks SKG, Red Wagon Entertainment, Tri-Star Pictures and The Disney Channel.
- **Writer** of articles published in national and regional magazines, including *Touring America*, *Rice* and *Los Angeles*.
- **Corporate Communicator**, including creation of newsletters, writer/editor of proposals and public relations materials, presentations and speeches.

## QUALIFICATIONS SUMMARY

- Teaching strategic business communication, necessitating excellence in critical thinking, written and oral communication skills and in fostering strong working relationships with colleagues and students.
- Creating workshops on communication, requiring knowledge of all forms of business communication and business etiquette, including social media, job interviewing and resume writing.
- Serving as coach and mentor to undergraduate and graduate students in the area of management communication
- Creating a social media presence for individuals
- Writing services for graphic design firms, necessitating working knowledge of a diverse body of topics.
- Researching, fact-checking, editing and copyediting of film production notes and press kits, requiring deep knowledge of films and filmmakers.
- Paid blogging, requiring research, analysis and commentary on trends in the film industry and casual gaming.
- Publicity writing, requiring research of specific topics and writing press releases about those topics.
- Copywriting and copyediting for home entertainment entities, resulting in written materials for over 150 DVD releases of feature films and TV series.
- Manuscript editing for publishers on a wide variety of subjects, such as filmmaking, travel and animal care, requiring intimate knowledge of English grammar while working under strict deadlines.
- Analyzing stories for movie and television production companies, requiring astute critical evaluation of screenplays, books and plays.
- Consulting editorial services, necessitating excellent attention to detail in order to maintain the highest level of quality being regularly maintained.
- Leadership positions for nonprofit and charitable organizations, necessitating excellent communication, organizational and delegation skills.

## COMMUNITY INVOLVEMENT

**Life Rolls On** (helping those suffering from spinal cord injuries); 2008-09.

- Served on the fund-raising committee for the nonprofit's annual event "Night at the Ocean." Also served as a volunteer at the organization's signature event, "They Will Surf Again" (helping SCIs get out of their wheelchairs and onto surfboards to experience the sport of surfing).

**Harvard-Westlake School (1998-2010).** Served in a number of leadership capacities for the benefit of the Harvard-Westlake Parents' Association, including:

- Vice President, Ways and Means
- Co-Chair, Silent Auction Committee
- Co-Chair, Grad Night
- Co-Chair, Senior Boys Event
- Co-Chair, Homecoming
- Homecoming Treasurer (eight consecutive years)
- Founding member of the Homework Workload Committee, a multidisciplinary committee involving parents, administration, faculty and students charged with researching and analyzing the effect of homework on the student population, with the end result being the creation of new homework regulations
- Numerous other committees benefiting the school, the Parents' Association and the students

**Curtis School (1989-2004).** Served in a number of leadership capacities for the benefit of the Curtis School Parents Association, including:

- President, Parents Association
- Chair, Silent Auction Committee
- Vice President, Ways and Means
- Vice President, Administration
- Co-Chair, Curtis School Fair, the weekend event that is the school's largest fund-raiser
- Chair, Allocations Committee
- Chair, Book Spree
- Numerous other committees benefiting the school, the Parents' Association and the students

**Community Organizations (1998-2004).** Served as a member of the Board of Directors for such community organizations as:

- Woodcraft Rangers
- The Harriet Buhai Center for Family Law
- The Sherman Oaks Nursery School

## PROFESSIONAL ORGANIZATIONS

Member, Association of Business Communication