

Jessica Pucci

Senior Associate Dean
& Professor of Practice

Walter Cronkite School of
Journalism & Mass Communication
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Academic Leadership

Senior Associate Dean

07/2021-present

Arizona State University / Walter Cronkite School of Journalism & Mass Communication

- Direct the Cronkite School's academic enterprise growth, serving as the dean's designee to lead strategic initiatives, partnerships and programs.
- Lead the Cronkite School's online degree programs (1 graduate degree, 3 undergraduate degrees, 4 minors/certificates) and oversee all online curriculum, instructional design, faculty hiring and training, and enrollment management across six annual program starts.
- Grew online undergraduate students +23.7% 2019 to 2020; +63.8% 2018 to 2020. Launched online graduate degree in 2018 and grew to 400 students in 2020.
- Lead on-campus undergraduate recruitment by cultivating a data-driven, omnichannel recruitment strategy and mobilizing a dedicated recruitment team. Under her leadership, the Cronkite School earned the most applications in school history during the AY2021 admissions cycle.
- Lead Los Angeles expansion, including new degree program oversight, curriculum development, logistics planning and faculty recruitment.
- Guide new degree programs from inception and design through design and governance to implementation and delivery.
- Oversee the school's strategic communications curricula.
- Lead course development, instructional design and instructor mentorship.
- Lead the school's external accreditation (ACEJMC).
- Serve as Academic Integrity Officer for all online courses.
- Lead rich, inclusion-focused onboarding program for new faculty.
- Maintain a development portfolio focused on technology partnerships.
- Direct high-level faculty and staff recruitment.
- Oversee a dedicated IT department responsible for IT solutions across three buildings and multiple studios; deskside support; and major software partnerships.
- Lecture across various courses on digital marketing, analytics and social media.
- Lead continuing education digital marketing boot camps in partnership with 2U.

Associate Dean

03/2020-07/2021

Arizona State University / Walter Cronkite School of Journalism & Mass Communication

- Led the Cronkite School's online degree programs and oversaw all online curriculum, instructional design, faculty hiring and training, and enrollment management across six annual program starts.
- Led on-campus undergraduate recruitment.
- Oversaw three award-winning immersive experiences: the PR Lab and Digital Audiences Lab (both faculty-led, student-run agency experiences producing real results for real clients), and the New Media Innovation & Entrepreneurship Lab.
- Hosted and co-created "[Study Hall: Data Literacy](#)" YouTube series developed with ASU and Crash Course.
- Led course development, instructional design and instructor mentorship.
- Oversee Cronkite School digital marketing strategy and execution.
- Oversaw a dedicated IT department.
- Led COVID tactical response for classrooms and instructors, including a rapid-response command center for in-person and hybrid course delivery.
- Taught a graduate course in digital strategy three times per year and lectured across various courses on digital marketing, analytics and social media

Assistant Dean

01/2019-03/2020

Arizona State University / Walter Cronkite School of Journalism & Mass Communication

- Lead the school's Digital Audiences Programs (below), including four degree programs.
- Oversee the school's Digital Audiences Lab, an innovative professional program (aligned with the school's "teaching hospital" model) focused on audience growth that serves as the digital agency of record for eight media clients.
- Design, execute and oversee executive education and non-degree online programs.
- Direct high-level faculty and staff recruitment.
- Collaborate with Cronkite leaders on critical school aspects, including student recruitment and retention, development, student success and more.

Director of Digital Audiences Programs

12/2018-present

Arizona State University / Walter Cronkite School of Journalism & Mass Communication

- Oversee and continually optimize the school's Digital Audiences curriculum, a suite of four degree programs designed to teach skills and share knowledge across digital strategy, search engine optimization and marketing, paid/organic social media campaigns, audience analytics and performance, digital content creation, content and campaign testing, and audience engagement and growth.
- Manage four Digital Audiences degree programs: a bachelor of science, master of science, graduate certificate and undergraduate minor. Launched the degree programs throughout 2018.
- Develop and teach undergraduate and graduate Digital Audiences courses.

- Direct client and partner relationships, including client recruitment/retention for the Digital Audiences capstone course, a virtual agency experience in which online students serve clients in real time.
- Launched the Digital Audiences Lab, a professional program that complements the Digital Audiences curriculum and teaches digital marketing concepts in real time.
- Recruit and hire adjunct faculty across the Digital Audiences curriculum.

Ethics & Excellence Professor of Practice

02/2015-present

Arizona State University / Walter Cronkite School of Journalism & Mass Communication

- Develop and teach courses in digital audience research, development, analytics and engagement, and evangelize those skills throughout the school's classes.
- Launched the 90-Minute Mastery series of skills-building workshops, which expand students' digital skills and toolsets.
- Create and advance partnerships with social media and analytics tech organizations.
- Led the school's student team in the award-winning Electionland project, a groundbreaking news partnership among ProPublica, Google, Gannett and others to identify, verify and cover issues of voter suppression during the 2016 presidential election.
- Led 20+ students in the 2017 NCAA Final Four Social Media Hub, which served as the content engine and command center for the tournament's social media presence.

Social Media Director / Cronkite News

02/2015-12/2018

Arizona State University / Walter Cronkite School of Journalism & Mass Communication

- Created and led the social media team for Cronkite News, the news division of Arizona PBS and the school's pinnacle student professional program, and mentored all Cronkite News students (100+ each semester) on content performance and social media.
- Implemented a data-driven engagement strategy, including "competitive" newsroom leaderboards, and daily reach and engagement goals for the social team.
- Worked side-by-side with social team students to train on social tools, create campaigns, optimize content and measure performance in real time.
- Developed an analytics reporting system designed to engage and teach the newsroom
- Directed live news event coverage across digital platforms, including the 2016 presidential election, 2018 midterm elections, political rallies and more.
- Spearheaded social-first storytelling, emphasizing innovative approaches and data-driven decisions; results include an SPJ Region 11 award and national Mark of Excellence Award finalist ([link](#)).

Associate Faculty

12/2015-present

Arizona State University / Barrett, The Honors College

- Direct and advise undergraduate students in honors thesis projects.
- Research methods span quantitative to qualitative, including content analysis and site performance and user behavior analysis.

Faculty Associate

08/2014-02/2015

Arizona State University / Walter Cronkite School of Journalism & Mass Communication

- Developed and taught an undergraduate ethics course with foundations in philosophical and ethical theory, and an emphasis on application in modern newsrooms; continuously fine-tuned instruction to include newsworthy, notable ethical issues.
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Teaching Experience

JMC 366 / Journalism Ethics & Diversity

MCO 307 / The Digital Audience

MCO 561 / Defining the Digital Audience

MCO 438 / Digital Audience Analytics

MCO 478 & MCO 570 / Cronkite News

MCO 494 / Digital Analytics & The Audience

MCO 439 / Digital Audience Growth

MCO 493 / Honors Thesis

MCO 498 / Japan's Social Media Culture (study abroad in Tokyo and corresponding course)

Professional Experience

Consultant

08/2019-present

Proventus

- Provide digital marketing/engagement guidance and mentorship to select clients.
- Focus on scope, team, process and goal design.

Audience Editor

03/2015-02/2016

Manifest (formerly McMurry/TMG)

- Directed brand journalism, social media and engagement for large national home-design and retail clients in an audience-driven model emphasizing constant reaction to analytics, insights and audience behavior.
- Led content strategy and managed home-design-focused content for Delta Faucet using a careful mix of editorial instinct and analytics, leveraging team members dedicated to visual design, acquisition and analysis.
- Directed creation, content strategy and content development for a Bed Bath & Beyond subdomain.

Managing Editor

07/2006-03/2015

DRAFT Magazine

- Directed the editorial department of a national consumer print magazine; added digital strategy and oversight in 2011.
- Assigned all editorial content to staff editors and freelancers; managed contracts and all annual, issue, story and shoot budgets.
- Managed editorial deadlines and production schedule; led collaboration across art/design/production departments.
- Edited all content in draft and proof forms.
- Concepted, wrote and contributed to feature stories and departments; coordinated annual “best of” lists; booked celebrity covers/interviews; oversaw special projects.

Digital Editor

06/2011-03/2015

DRAFT Magazine

- Directed editorial content across DRAFTmag.com and social media while retaining managing editor duties.
- Orchestrated print-to-web story packaging; oversaw five blogs; developed digital databases and content hubs.
- Developed and implemented social media strategy; built site/social analytics reporting system and leveraged insights to make data-driven content decisions.
- Led collaborations with marketing department to ethically fulfill branded partnerships.
- Spearheaded two desktop and mobile site redesigns.

Associate Editor

06/2005-06/2006

Estates West Magazine

- Wrote and developed full-length design, travel and real estate features, plus trend-based, market-focused departments.
- Copyedited all features and departments, and collaborated with staff, freelancers and interns on revisions and fact checking.

Fashion Assistant

05/2004-09/2004

Marie Claire magazine

- Organized and maintained influx of fashion and accessory samples.
- Compiled data for and assisted in storyboard creation and reader research projects.

Freelance writer/editor

2005-2015

Client credits include: Massage Envy, Tommy Bahama, Arizona Biltmore and more*Editorial credits include:* Robb Report, Money magazine, Thrillist.com, HGTV Magazine, Arizona Bride magazine (Newlyweds editor, 2010-2015), This Old House magazine and more

Education & Leadership Development

Advanced Leadership Initiative Arizona State University	08/2020
Certification in Mindful Leadership Arizona State University	01/2019
University of Missouri School of Journalism Master of Arts, Journalism	12/2012
University of Wisconsin School of Journalism & Mass Communication Bachelor of Arts, Journalism	12/2005

Recognition

ASU President's Award for Innovation Recognition of significant contributions to ASU and higher education through the creation, development, and implementation of innovative projects (Study Hall series)	2021
ASU Peer Leadership Academy Nominated by Cronkite School dean to participate in a leadership development program	08/2018-05/2019
EdShift20 Educator / MediaShift Recognition of leading journalism educators	2018
Top Educator / Crain's NewsPro Annual recognition of leading educators in journalism	2018
Online Journalism Award for Electionland project (Planned News/Events category)	2017

Service & Membership

ASU Higher Learning Commission reaccreditation / subcommittee lead <i>Leading subcommittee for 3A3; serve on committees for criteria 3 and 4</i>	09/2021-present
ACEJMC accreditation site team / site team member (Texas State)	02/2022
Recruitment & Retention Member / Project 36 <i>Serve with top university leaders on an enterprise-wide design process to generate new ideas for overcoming challenges and capturing opportunities in a post-pandemic world</i>	06/2021-09/2021
AZTransfer / Journalism & Media Arts Committee <i>Lead articulation for media and journalism credits on Arizona's higher ed transfer committee</i>	06/2019-present
Facilitator / Faculty Recruitment & Retention Group <i>Co-led this initiative to increase diversity and inclusion among faculty</i>	08/2020-06/2021
Dean's designee / Student Media Advisory Board	09/2020-present
Chair / Curriculum Committee	01/2019-01/2020
Member / Curriculum Committee <i>Elected by Cronkite School faculty to a three-year term</i>	01/2018-present
Coach / ASU Academic Bowl <i>Led the Cronkite School's team in ASU's university-wide trivia competition</i>	01/2018-01/2020
Faculty adviser / Fashion Journalism Club	06/2017-01/2020
Member / Student Media Advisory Board	09/2016-09/2020
Director / 90-Minute Mastery <i>Direct programming for the Cronkite School's series of skills-building workshops</i>	09/2016-03/2020
Chair and member / Cronkite School search committees <i>Served on committees to identify and hire candidates for faculty positions</i>	2015-present
Member Broadcast Education Association Online News Association Association for Education in Journalism and Mass Communication	2015-present

Invited Presentations (Selected)

“Media Literacy in the Age of Big Data” panelist South by Southwest EDU	03/2022
SAS International Literacy Day Live presenter SAS Social Innovation initiative	09/2021
“How to Engage Students with Canvas Announcements” EdPlus Faculty Showcase	11/2020
“Online Course Design & Instruction Best Practices” panelist BEA	4/2020
Next Generation Leaders summit, coordinator McCain Institute	5/2019
“Digital Decisionmaking” presenter Public Information Officers Symposium	5/2019
“Online Course & Program Certification: Quality Matters” panelist BEA	4/2019
“Twitter for Lawyers,” presenter Sandra Day O’Connor Inn of Court	2/2019
“The Appealing Online Dialogue: Social Media and Law Practice,” presenter American Academy of Appellate Lawyers	10/2018
“Hearings in the Headlines: A Panel Discussion About the Relationships Between the Media and the Courts, First Amendment Implications, and What Is Newsworthy,” panelist Maricopa County Judicial Education Program	10/2018
“Embrace Social: How to Make Social Media Work For You,” presenter Association of Food Journalists conference	08/2018
“Be More Social: Fresh Ideas for your Feed,” presenter Association for Women in Sports Media	06/2018
“Translating Digital Metrics into Stronger Social Media,” presenter	05/2018

Mayo-Cronkite Fellowship workshop	
“Getting your story read: Maximizing and measuring social media for branding and audience engagement,” presenter Associated Press Media Editors’ NewsTrain conference	04/2018
“The Golden Age of Data: Big Data & Media Analytics,” symposium co-chair BEA	04/2018
“Digital Shake-Ups: Rebuilding Curriculum for the Future,” panelist BEA	04/2018
“Social Media Metrics,” presenter 2017 APS PIO Symposium	04/2018
“Using Multimedia Tools,” presenter Health Journalism conference	04/2018
“Curriculum Swapshop: Teaching Twitter,” panelist BEA	04/2017
“Walter at 100,” panelist BEA	04/2017
“Fake news,” panelist Scottsdale Community College special presentation	04/2017
“Promoting the investigation,” panelist Investigative Reporters & Editors conference	06/2017
“Fake News: Why We Click It, How to Stop,” panelist Society for Professional Journalists special presentation	08/2017
“Bringing Digital into the Curriculum,” pre-conference workshop co-organizer AEJMC	08/2017
“Teaching Audience Analytics,” panelist AEJMC	08/2017
Social Media Strategy workshop leader McCain Institute for International Leadership’s Next Generation Leaders program	04/2017
“Symposium: Say hello to my little friend!: Using social media effectively”	11/2016

American Society of Agronomy annual conference	
“Site and Social Analytics for Beginners” Arizona Newspaper Association convention	09/2016
Judge, Story of the Year Arizona Newspaper Association	08/2016
“Beyond Pageviews: Optimizing Analytics” MediaShift DigitalEd webinar	07/2016
Keynote speaker iBev Conference	10/2014

Publications (selected)

Chapter, “The Impact of Engagement” Green et. al, News Now: Visual Storytelling in the Digital Age	2022
Chapter, “Marketing Your Venture: Engagement & Analytics” Ferrier & Mays, Media Innovation and Entrepreneurship	2017
“How to Use CrowdTangle in the Classroom” MediaShift (Link)	06/2017
“Exploring the Professional Value Systems of Converged Journalists: What are Their Values, and Does the Medium Matter?” Graduate thesis, University of Missouri (Link)	05/2012

Citations in Media

Quoted in the media as an expert on audience engagement, analytics and digital audience growth/development. Outlets include: The New York Times, USA Today, MediaShift, Arizona Horizon, Freelance Writers Den, KTVK, KPHO, KSAZ and more.