

Jessica Pucci

Senior Assoc. Dean + Professor of Practice
Academic Leadership + Data-Driven Strategy

**Walter Cronkite School of
Journalism & Mass Communication**
Arizona State University
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Academic Leadership

Senior Associate Dean

07/2021-present

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

- Lead the Cronkite School's academic enterprise growth, serving as the dean's designee to forge and implement strategic initiatives, partnerships and programs.
- Led the school to a No. 1 ranking by the Broadcast Educators Association three consecutive years (2022, 2023, 2024).
- Doubled the school's degree programs within ~2 years: Led the school's first-ever school-wide curriculum revision, generating 11 new degree programs.
- Lead student recruitment by cultivating a data-driven, omnichannel strategy and mobilizing a dedicated recruitment team to earn the most applications in school history.
- Developed a live-learn community for high-achieving women students; secured six figures in private support.
- 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 by 2020.
- Direct the school's four on-campus undergraduate degree programs, overseeing curricula, instructional design and enrollment management.
- Direct the school's online degree programs (one graduate degree, three undergraduate degrees, four minors/certificates) and oversee all curricula, instructional design, faculty hiring and training, and enrollment management across six annual program starts.
- Direct an assistant dean, academic directors, and multiple faculty and staff.
- Direct the school's academic assessment and external accreditation initiatives.
- Lead Los Angeles expansion, including new degree program oversight, curriculum development, logistics planning, faculty/staff recruitment and studio/newsroom buildout.
- Guide new degree programs from inception and design through design and governance to implementation and delivery.
- Drive annual and long-term strategic planning.
- Lead course development, instructional design and instructor mentorship.
- Lead the school's study abroad portfolio, including two ongoing seven-figure donor contributions that advance global media and support student travel.
- Lead rich, inclusion-focused onboarding program for new faculty.
- Support academic integrity initiatives.
- Direct high-level faculty and staff recruitment.

- Redesigned the school's honors program and engagement with ASU's Honors College.
- Lead continuing education digital marketing boot camps in partnership with 2U.
- Teach a graduate course in digital strategy and lecture across various courses on digital marketing, analytics and social media.
- Led communications team restructuring (2024).
- Oversaw a dedicated IT department responsible for IT solutions across three buildings and multiple studios; deskside support; and major software partnerships (2021-2022).

Provost Fellow

12/2023-07/2025

Arizona State University

- Appointed to the Provost's Office to advance enrollment growth, brand-building and strategic initiatives at select ASU campuses across Arizona and California.

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.
- Oversaw 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 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

- Led the school's Digital Audiences Programs (below), including four degree programs.
- Oversaw 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.
- Designed and delivered executive education and non-degree online programs.
- Directed 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

- Oversaw and optimized the school's Digital Audiences curricula, 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.
- Managed four Digital Audiences degree programs: a bachelor of science, master of science, graduate certificate and undergraduate minor. Launched the degree programs throughout 2018.
- Developed and taught undergraduate and graduate Digital Audiences courses.
- Directed 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.
- Recruited and hired adjunct faculty across the Digital Audiences curriculum.

Ethics & Excellence Professor of Practice

02/2015-12/2018

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

- Developed and taught courses in digital audience research, development, analytics and engagement, and evangelized those skills throughout the school's classes.
- Launched the 90-Minute Mastery series of skills-building workshops, which expand students' digital skills and toolsets.
- Created and advanced 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.

Teaching Experience

JMC 366 / Journalism Ethics & Diversity

MCO 307 / The Digital Audience

MCO 438 / Digital Audience Analytics

MCO 439 / Digital Audience Growth

MCO 493 / Honors Thesis

MCO 494 / Digital Analytics & The Audience

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

MCO 478 & MCO 570 / Cronkite News

MCO 561 / Defining the Digital Audience

Professional Experience

Consultant

08/2019-present

Proventus

- Support higher education clients with research and guidance on online program development, design and delivery.
- Provide expert witness research support for media cases.
- 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

Coursework toward PhD, History

Arizona State University*Research area:* innovation and organizations

MA, Journalism / Media Management

University of Missouri*Research area:* media ethics

BA, Journalism

University of Wisconsin

Leadership Development

ASU Advanced Leadership Initiative*Selected to participate in an advanced higher education leadership program***Certification in Mindful Leadership**

Arizona State University

ASU Peer Leadership Academy*Nominated by Cronkite School dean to participate in a leadership development program*

Recognition

ASU President's Award for Innovation

2021

Recognition of significant contributions to ASU and higher education through the creation, development, and implementation of innovative projects ([Study Hall series](#))

EdShift20 Educator / MediaShift 2018
Recognition of leading journalism educators

Top Educator / Crain's NewsPro 2018
Annual recognition of leading educators in journalism

Online Journalism Award 2017
for Electionland project (Planned News/Events category)

Academic Service & Membership

Reviewer / Broadcast Education Association 1/2024-present
Conference paper competition; Curriculum, Assessment & Administration Division

Judge / Broadcast Education Association Festival of Media Arts 1/2025-present
Student Interactive Multimedia and Emerging Technologies Competition

Judge / Student Television Network annual competition 11/2023-present
Commercial and PSA categories

Member / Association of Schools of Journalism and Mass Communication 10/2023-present

Accrediting Council elected member / ACEJMC 10/2023-present
Elected to serve a 3-year term on the ACEJMC Council, responsible for all final accreditation decisions. Serve on the Engagement subcommittee.

Accreditation site team member / ACEJMC 02/2022-present
Served on site teams for Texas State (2022), West Virginia University (2022), California State University–Northridge (2023), University of Tennessee (2024), Elon University (2024)

Subcommittee lead / ASU Higher Learning Commission committee 09/2021-present
Lead subcommittee for 3A3; serve on committees for criteria 3 and 4

Dean's designee / Student Media Advisory Board 09/2020-present

Dean's Designee / Curriculum Committee 01/2020-present

Journalism & Media Arts Committee / AZTransfer <i>Lead articulation for media and journalism credits on Arizona's higher ed transfer committee</i>	06/2019-present
Chair or member / Cronkite School search committees <i>Lead or serve on committees to identify candidates for faculty positions</i>	08/2015-present
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
Facilitator / Faculty Recruitment & Retention Group <i>Co-led this initiative to increase diversity and inclusion among faculty</i>	08/2020-06/2021
Chair / Curriculum Committee	01/2019-01/2020
Research symposium co-chair / Broadcast Education Association <i>Co-led the annual conference's academic research symposium; "The Golden Age of Data: Big Data & Media Analytics"</i>	04/2018
Member / Curriculum Committee <i>Elected by Cronkite School faculty to a three-year term</i>	01/2018-01/2020
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
Member / Kappa Tau Alpha honor society	Initiated 2011

Community Service

Vice President, Communication / Boys Team Charity (Camelback) <i>Volunteer service organization</i>	4/2025-present
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Phoenix Community Alliance 10/2023-present
Serve on the Education Committee and Arts, Culture and Public Life Committee

Various community service initiatives ongoing
Volunteer regularly at St. Mary's Food Bank and local food drives

Invited Presentations (selected)

"Supporting the Institutional Mission: Outreach Initiatives that Educate and Recruit High School Journalists and Communicators" panelist 08/2024
Association for Education in Journalism and Mass Communication

Maximizing Social Media Success for University Presidents 04/2023
Association of Governing Boards of Universities and Colleges (AGB)

"Media Literacy in the Age of Big Data" panelist 03/2022
South by Southwest EDU

SAS International Literacy Day Live presenter 09/2021
SAS Social Innovation initiative

"How to Engage Students with Canvas Announcements" 11/2020
EdPlus Faculty Showcase

"Online Course Design & Instruction Best Practices" panelist 4/2020
BEA

Next Generation Leaders summit, coordinator 5/2019
McCain Institute

"Digital Decisionmaking" presenter 5/2019
Public Information Officers Symposium

"Online Course & Program Certification: Quality Matters" panelist 4/2019
BEA

"Twitter for Lawyers," presenter 2/2019
Sandra Day O'Connor Inn of Court

"The Appealing Online Dialogue: Social Media and Law Practice," presenter 10/2018

American Academy of Appellate Lawyers

“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 Mayo-Cronkite Fellowship workshop	05/2018
“Getting your story read: Maximizing and measuring social media for branding and audience engagement,” presenter Associated Press Media Editors’ NewsTrain conference	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” American Society of Agronomy annual conference	11/2016
“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	2024
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.