

Jessica Pucci

Assistant Dean

Ethics & Excellence Professor of Practice
in Data Analytics & Audience Engagement

Walter Cronkite School of Journalism & Mass Communication

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Education

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

Academic Experience

Assistant Dean

01/2019-present

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.

Courses Taught

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

Professional Experience

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 content strategy and execution 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 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

Recognition

ASU Peer Leadership Academy Nominated by Cronkite School dean to participate in a leadership development program	08/2018-present
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 / Planned News/Events for Electionland project	2017

Service & Membership

Chair / Curriculum Committee	01/2019-present
Member / Curriculum Committee Elected by Cronkite School faculty to a three-year term	01/2018-present
Coach / ASU Academic Bowl Lead the Cronkite School's team in ASU's university-wide trivia competition	01/2018-present
Faculty adviser / Fashion Journalism Club	06/2017-present
Member / Student Media Advisory Board	09/2016-present
Director / 90-Minute Mastery Program Direct programming for the Cronkite School's series of skills-building workshops	09/2016-present
Chair and member / Cronkite School search committees Served on committees to identify and hire candidates for faculty positions	
Member Broadcast Educators Association Online News Association Association for Education in Journalism and Mass Communication	2015-present

Invited Presentations (Selected)

“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 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
“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

<p>“Fake news,” panelist Scottsdale Community College special presentation</p>	04/2017
<p>“Promoting the investigation,” panelist Investigative Reporters & Editors conference</p>	06/2017
<p>“Fake News: Why We Click It, How to Stop,” panelist Society for Professional Journalists special presentation</p>	08/2017
<p>“Bringing Digital into the Curriculum,” pre-conference workshop co-organizer AEJMC</p>	08/2017
<p>“Teaching Audience Analytics,” panelist AEJMC</p>	08/2017
<p>Social Media Strategy workshop leader McCain Institute for International Leadership’s Next Generation Leaders program</p>	04/2017
<p>“The Power of the Audience” Kiwanis Club of Tempe</p>	11/2016
<p>“Symposium: Say hello to my little friend!: Using social media effectively” American Society of Agronomy annual conference</p>	11/2016
<p>“Site and Social Analytics for Beginners” Arizona Newspaper Association convention</p>	09/2016
<p>Judge, Story of the Year Arizona Newspaper Association</p>	08/2016
<p>“Beyond Pageviews: Optimizing Analytics” MediaShift DigitalEd webinar</p>	07/2016
<p>Keynote speaker iBev Conference</p>	10/2014
<p>Keynote speaker Beer Bloggers Conference</p>	11/2010

Publications (Selected)

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 (Selected)

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.