

John J. Fennimore

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EDUCATION

North Carolina State University - August 2021 - Present

PhD., Communication, Rhetoric and Digital Media

University of Wisconsin - Milwaukee - September 2018 - December 2020

M.A., Media Studies

“Are they really just cosmetic? The impact of cosmetic items on Fortnite’s gameplay and game design,” Dr. Michael Z. Newman, Advisor
GPA: 3.926

University of Wisconsin - Milwaukee - September 2013 - May 2017

B.A., Journalism, Advertising and Media Studies (Media Studies Concentration)

B.A., Psychology

Graduated magna cum laude (GPA: 3.777)

University Honors College: Honors Degree

Hochschule Fulda, Fulda, Germany - January 2017

German Language, German History & Culture and Intercultural Communication

EXPERIENCE

Teaching Assistant, North Carolina State University, Raleigh, NC

August 2021 - Present

I teach undergraduate students about concepts of environmental ethics, including contemporary issues in climate change and ethical frameworks. Duties include leading class discussions, designing quiz questions, organizing the class page on Moodle and grading assignments. I also contribute to the Mobile Gaming Research Lab’s database of retro mobile games. I also designed the virtual reality social space for Carolina Rhetoric Conference 2022.

Teaching Assistant, University of Wisconsin-Milwaukee, Milwaukee, WI

September 2018 - May 2020

Taught undergraduate students about concepts of journalism, public relations, advertising and media studies. Duties included leading class exercises and discussions, developing lectures, designing exam questions, organizing the class page on Canvas and grading assignments.

Contributor, Heavy, New York, NY

May 2017 - August 2021

Provided timely video game guides and news articles for information platform Heavy.com. I’ve written over 1,000 articles and gained over 11 million pageviews.

Contributor (Student), Media Milwaukee, Milwaukee, WI

July 2016 - May 2017

Wrote news, feature and opinion articles and created broadcast news videos for the student news website of the UWM Journalism, Advertising and Media Studies department. I also contributed posts for the publication’s social media accounts.

Public Relations Officer, Graphic Designer, Actor, Manfred Olson Planetarium, Milwaukee, WI

January 2016 - August 2017

Responsible for promoting events held by the Planetarium, including editing movies for Planetarium shows, designing flyers, writing press releases and creating posts for social media. I also performed in a theatrical production at the Planetarium called *The Sun’s Disappearing Act*.

Contributor, Urban Milwaukee, Milwaukee, WI

April 2015 - January 2016 (Internship), June 2017 - December 2019 (Freelance)

Crafted engaging pieces about the Milwaukee community using effective reporting, interviewing and photojournalism skills for a local, independent news website.

Research Assistant, UWM Helen Bader School of Social Welfare

June 2014 - November 2014

Responsible for collecting medical information of participants and occasionally observing participants while recording behaviors for a study on the psychosocial needs of nursing home residents with dementia.

SKILLS

Journalism: print/online reporting and writing, video editing & recording, SEO, fact checking, feature writing, deadline writing, interviewing, broadcast writing, AP style, photojournalism, news values, lead writing, active voice, writing structure, social media use (Twitter, Facebook, Instagram, YouTube), smartphone use

Computer: WordPress, Google Analytics, Google Drive, Google Trends, MS Office Suite, Premiere Pro, Audition, InDesign, Photoshop, C#, Canvas, Qualtrics

Academia: textual analysis, content analysis, archival research, qualitative & quantitative research, thesis writing, teaching experience, presentations, HIPPA training for researchers, database maintenance

Other: public relations, advertising, graphic design, scuba diving (PADI certified), cello playing

AWARDS & HONORS

Society of Professional Journalists:

2018 Mark of Excellence Finalist - Online/Digital Feature Videography for "UWM Desi Student Association Celebrates Holi"
2017 Mark of Excellence Finalist - Online In-Depth Reporting for "Finding Flint Journalism Immersion Project"

Midwest Broadcast Journalists Association:

2017 Eric Sevareid Award of Merit - Team Multimedia Storytelling for "Finding Flint"

Wisconsin College Media Association:

2017 First Place Award - Public Affairs Reporting for "Finding Flint"
2017 First Place Award - Use of Multimedia for "Finding Flint"
2017 Second Place Award - Website for Media Milwaukee

Milwaukee Press Club Collegiate Winner:

2017 Gold Award - Best Blog for "Water Is Life: Exploring the Stories of Flint, Michigan"
2017 Gold Award - Best Use of Multi-Media for "Finding Flint"
2017 Silver Award - Best Local News or Feature Website for Media Milwaukee
2014 Bronze Award - Best Critical Review for "Rudolph Comes to Life with First Stage"

Global Fusion 2019 Student Paper Competition: Third Place, Chancellor's Graduate Student Award (2018-2019), Dean's Honor List (Spring 2017, Winter 2017, Spring 2015, Winter 2015, Spring 2014), Ed & Diane Zore Honors College Scholarship, Wisconsin Study Abroad Grant

MEMBERSHIPS

Rhetoric Society of America
Popular Culture Association
Phi Beta Kappa

PUBLICATIONS

Fennimore, J. J. (2021). "Who watches the watch dogs? How Watch Dogs 2 represents hacker culture and hacktivism." *Mediální studia* 15(1), 43-61. ISSN 2464-4846. <https://www.medialnistudia.fsv.cuni.cz/>.

Fennimore, J. J. (2019). "How a Disney Film Becomes a Video Game." In *A Celebration of Disney*, edited by Emily Goldstein & Paul Booth, 52-61. San Francisco: Blurb.

CONFERENCE PRESENTATIONS

2021. Fennimore, John. "Who Watches the Watch Dogs? An Analysis of Watch Dogs 2's Representation of Hacker Culture & Hacktivism," Midwest Interdisciplinary Graduate Conference, University of Wisconsin-Milwaukee, Milwaukee, WI

2020. Fennimore, John. "Understanding Hypnospace Outlaw: What a Video Game about the Internet of 1999 Says About the Real-Life Internet of Today," Midwest Interdisciplinary Graduate Conference, University of Wisconsin-Milwaukee, Milwaukee, WI

2020. Fennimore, John. "The American Dream World of Disneyland: The American Values of Disneyland and How They're Used to Appeal to its Audience," Urban Spaces, Creative Places: A Blueprint for the Humanities in the City, Marquette University Center for the Advancement of the Humanities, Milwaukee, WI

2019. Fennimore, John. "How Disneyland Went to the Land of the Rising Sun: A Historiography of Tokyo Disneyland," Global Fusion, The University of Texas at Austin Department of Radio-Television-Film, Austin, TX