

**JANNA WONG**  
**Curriculum Vitae**

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**EDUCATION**

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

**ACADEMIC APPOINTMENTS**

2021 – PRESENT	Senior Lecturer, Marshall School of Business Department of Business Communication University of Southern California
2013 – 2021	Lecturer, Marshall School of Business Department of Business Communication University of Southern California
2002 – 2013	Adjunct Lecturer, Marshall School of Business Department of Business Communication University of Southern California
2000 – 2003	Adjunct Lecturer, Dornsife College of Letters, Arts and Sciences University Writing Program University of Southern California

**TEACHING**

Marshall School of Business, Department of Business Communication

- Advanced Writing for Business (WRIT 340)
- Advanced Writing for Business, Special Section for BCA Students (WRIT 340)
- Communication Strategy in Business (BUAD 302)
- Strategic Communication in the Entertainment Industry (BUCO 499)

Dornsife College of Letters, Arts and Sciences, University Writing Program

- Writing and Critical Reasoning (WRIT 140)

**AWARDS**

- Marshall Excellence in Teaching, May 2024
- General Education Writing Award, April 2024
- Member, Dean's Fellows Program, 2023-2024
- RTPC Faculty Summer Corporate Externship, 2019

## PROFESSIONAL DEVELOPMENT

### Presentations and Conferences:

- “AI in Entertainment,” a chapter in *Embracing AI in Business Education: A Case Study of USC Marshall School of Business*, 2024
- “Gratitude in the Workplace Research Update” (with Peter Cardon) – Association for Business Communication Regional Conference, Laie, Hawaii, February 16, 2023.
- American Film Market International Conference – Santa Monica, November 3-7, 2022.
- “Strategies for Teaching Crisis Communication” – Association for Business Communication Annual International Conference, San Diego (Virtual), October 28, 2020.
- “The Gratitude Project” (co-presented with Peter Cardon and Cole Christie) – Association for Business Communication Annual International Conference, San Diego (Virtual), October 29, 2020.
- “The Gratitude Project (or Handwritten Thank-You Notes Have Not Gone Out of Style: Preferences for Written and Spoken Expressions of Thanks Among American Professionals Workplace)” (co-presented with Peter Cardon) – Association for Business Communication Regional Conference, San Antonio (Virtual), March 13, 2020.
- Social Media Marketing International Conference, San Diego, March, 2018.
- “Day Without Mobile Devices” (with Peter Cardon) – Association for Business Communication Annual International Conference, Dublin, Ireland, October 19, 2017.
- “The Importance of Peer Reviews and How to Make Them Work” – Association for Business Communication Annual International Conference, Albuquerque, New Mexico, October 20, 2016.
- Association for Business Communication Annual International Conference, Seattle, Washington, October 29, 2015.
- “Communicating in the Nontraditional Workplace” – Association for Business Communication Western Regional Conference, Los Angeles, May 21, 2015.
- The Business of Hockey, Los Angeles Kings Hockey Organization (a discussion and examination of communication and marketing within the sport), March 21, 2016.

### Seminars and Workshops

- Webinar: “The Future of Entertainment.” December 4, 2020.
- Workshop: “Course Mapping of Learning Outcomes and Assessments.” June 15, 2020.
- Workshop: “Improving Remote Student Engagement.” June 5, 2020.
- Workshop” Bongo Platform. May 14, 2020.
- CET’s Accelerated Online Teaching Intensive (Certificate Program). May 26-July 3, 2020.
- Faculty Writing Workshop. February 28, 2020.
- Marshall School’s Faculty Conversations on Diversity Panel. November 4, 2016.

## SERVICE RECORD

### University Service

- **University Student-Athlete Advisory Committee**, the transformation of the Provost’s Oversight Committee for Athletic Academic Affairs into an Advisory Committee.
  - Immediate Past Chair

- Was invited to remain as Chair and oversee the transformation of the oversight committee to an advisory one.
  - Member, Outreach Subcommittee, whose aim is to bring Student-Athletes and Faculty members together for stronger communication between the two factions.
- **Provost's Oversight Committee for Athletic Academic Affairs**, a university committee charged with oversight of academic issues with respect to student-athletes, composed of faculty members, members of the administration and student-athletes.
  - Chair, Grades Subcommittee, a committee that oversees and looks for discrepancies and patterns in grading between students and student-athletes.
  - Member, Best Practices Subcommittee, a committee that is charged with establishing best practices for faculty members dealing with student-athletes.
- **Member, USC Healthy Campus Advisory Committee**, Summer 2022 to Present
  - Co-Chair of Financial Wellness Subcommittee, Fall 2022 to Present
  - Co-Organized a series of webinars on Financial Wellness for Spring 2025
- **University Writing Program, Table Leader for the Writing 340 Final Portfolio Reading Day**. Led and organized the discussion of Final Portfolio grading among a cohort of WRIT 340 professors. Served in this capacity several times: Spring, 2015; Fall 2015; Spring 2016; Fall 2016; Spring 2017; Fall 2018; Spring 2019; Fall 2020; August, 2021; Fall 2021; Spring 2022.

### **Marshall School Service.**

- **Case Competition Judge for Online MBA Program**, Fall and Spring Semesters
- **Member, Grade Appeal Committee**. July, 2022.
- **Panelist for the Externship Workshop**. January 31, 2020.
- **Liaison/Organizer for the MBA Online Program**, Assisting Miriam Burgos in securing guest speaker Bryan Stockton to speak to the MBA Online Program.
- **Lecturer/Coach, "Effective Presentation Skills Committee,"** in which I lectured and coached a cohort of Marshall employees and later observed their final presentations organized by Joshua James.
- **Member, Judicial Committee**; served on this committee for a contested grade brought by an MBA student against a Marshall Professor. January 14, 2015.
- **Graduation Marshal**, Marshall School Graduation. May 15, 2015.
- **Volunteer, Marshall School's Back to School Lunch**. September 3, 2015.

### **Departmental Service**

- **Organizer of BUCO's Appreciation for Marion Philadelphia**, who was stepping down as department chair. Planned the gift, collected the funds from all department members, purchased all gifts and presented them to Dr. Philadelphia at our semester-end meeting.
- **Social Media Manager for BUCO**. Set up accounts on Facebook and Twitter and creates posts. 2018 to Present.
- **Organizer of BUCO's Expert Speaker Series**. Contacted and served as chief liaison with guest speaker Bryan Stockton, former CEO of Mattel. June 30 – September 27, 2016.
- **Co-Chair of BUCO's 35 Anniversary** to plan and execute lectures and panels to be held in 2014-2015. September 20, 2014 – April 23, 2015.

- **Press Liaison for BUCO's Expert Speaker Series.** Served as press operative for the series, writing press releases and contacting news media for coverage, 2015-2016.
- **Coaching and Judging for BUCO graduate courses.**
  - MBA.PM Judge (requested by Dr. Steven Byars and Dr. Pete Cardon). August 16, 2015; August 14, 2016
  - IBEAR Coaching. August 7, 2015 – September 4, 2015.
- **Recruitment Interviewer.** Assisted BUCO with recruitment efforts by interviewing applicants. In addition, turned over my class so one of the potential candidates could offer a lecture to be observed by other members of the department. October 15, 2015 – February 3, 2017.
- **Member, BUCO Vision and Strategy Session.** Attended an all-day seminar sponsored by BUCO for best practices in teaching. May 12, 2015.

## Professional Service

- **Member, Association for Business Communication Technology Committee,** which identifies ways for ABC to use social media and other technologies for conferences and association communications. Three-year term: April 30, 2016 – Present.

## Community Involvement

I include my community service to show a consistency in my desire and ability to perform volunteer service, whether it be for USC, Marshall, BUCO or my community.

**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 EXPERIENCE

### Independent Consultant

**1990 to present**

**Clients include:** Angel Grace Worldwide Productions, Universal Pictures Home Entertainment, Anglotopia.net, 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.net
- **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.

## **PROFESSIONAL ORGANIZATIONS**

- Member, Association for Business Communication
  - Member, Technology Committee for Association of Business Communication