

JANNA WONG

Lecturer, Department of Business Communication
Marshall School of Business
University of Southern California
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EDUCATION

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

TEACHING EXPERIENCE

University of Southern California **2002 to present**

Lecturer, Marshall School of Business, Center for Management Communication

- Writing 340: Advanced Writing for Business
- BUAD 302: Communication Strategy in Business

**Adjunct Lecturer, Dornsife College of Letters, Arts and Sciences,
University Writing Program**

2000-2003

- Writing 140: Writing and Critical Reasoning

USC SERVICE

- Provost's Oversight Committee for Athletic Academic Affairs (2006-2018)
 - Chair, Best Practices Subcommittee, 2017-18
 - Member, Website Subcommittee, 2017-18
 - Chair, Grades Subcommittee, 2016-17
 - Member, Best Practices Subcommittee, 2016-17
- Table Leader for Writing 340 Portfolio Reading Day, 2016-17

MARSHALL SCHOOL SERVICE

- Marshall School Committee on Marketing and Communication, 2017-present
- Coach for MBA.PM Case Competition, August, 2017

DEPARTMENT OF BUSINESS COMMUNICATION SERVICE

- BUCO Book Committee, 2017-18
- Publicity Manager for BUCO Expert Speaker Series, 2015-present

DEVELOPMENT: CONFERENCES & PRESENTATIONS

- International Conference of the Association of Business Communication (Attendee and Co-Presenter, October, 2017; Dublin, Ireland)
 - Co-Presented with Peter Cardon: “A Day Without Mobile Devices: Implications for Communicators”
- Regional Conference of the Association of Business Communication (Attendee, March, 2017, Provo, Utah)
- USC Center for Excellence in Teaching’s New Faculty Institute Workshop Series (Participant, 2017-18)
- USC Center for Excellence in Teaching – Teaching with Technology Conference (Attendee, Spring, 2017)
- International Conference of the Association of Business Communication (Attendee and Presenter, October, 2016, Albuquerque, New Mexico)
 - Presented: “The Importance of Peer Reviews and How to Make Them Work”
- Panel on Diversity and Inclusion presented by USC Marshall School of Business, Department of Business Communication (Attendee, January, 2017)
- Writers Guild of America panel discussion on diversity, “Writing Outside the Color Lines” (Attendee, January, 2017)

PROFESSIONAL ORGANIZATIONS

- Association of Business Communication
 - Technology Committee of Association of Business Communication (Member)
 - Marketing and Membership Committee of Association of Business Communication (Member)

PROFESSIONAL CONSULTANT & WRITER

Independent Editorial 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
- **Editorial Consultant** for business-to-business Web site for Universal Pictures Home Entertainment
- **Writer** on the topics of cultural and entertainment arts for Anglotopia.net
- **Creator and maintainer of social media presence** for actor Matt Barr, a well-known and well-respected television actor
- **Researcher, fact-checker** and **copyeditor** of press kits and other distribution materials for upcoming Disney feature films for Eclipse Advertising

Updated: January 2018

- **Editor** of book manuscripts for Tall Fellow Books, BowTie Press, Fancy Publications, Price/Stern/Sloan, 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.

Member, Coronet Writers Lab, Hollywood**Short Stories Published**

- "Black Tie Blues" – WriteOut Publishing
- "The Opened Door" – *100 Voices*, Volume 2

Plays Written and Produced

- "The Hypothesis of Love" – Offending Shadows Theater, North Hollywood, CA
- "Couplings" (Staged Reading) – David Henry Hwang Writers Workshop through East West Players, Hollywood
- "The Girl and the Goon" (Staged Reading) – Playwright's Kitchen Ensemble, West Hollywood

Articles Published

- Articles on British Cinematic Arts have been published by Anglotopia.net: <https://www.anglotopia.net/?s=Janna+Wong+Healy>

COMMUNITY INVOLVEMENT

USC PARENTS' ASSOCIATION (2003-2007). Served in a number of leadership capacities for the USC Parents' Association, USC's Panhellenic Organization, and Alpha Phi Sorority at USC, including:

- Treasurer of Panhellenic Organization
- President of the Parents' Club for Alpha Phi Sorority (two-year term)

Harvard-Westlake School (1998-2010). Served in a number of leadership capacities for the benefit of the Harvard-Westlake School, 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

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."
- 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).

Curtis School (1989-2004). Served in a number of leadership capacities for the benefit of the Curtis School, 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
- Co-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

QUALIFICATIONS SUMMARY

- Teaching business communication by improving students' skills in writing and speaking, enhancing their ability to research and analyze complex ideas, teaching them how to think critically and explore business ethics.
- Creating workshops on communication, requiring knowledge of all forms of business communication and business etiquette, including social media, job interviewing and resume writing.
- Serving as coach and mentor to undergraduate and graduate students in the area of management communication.
- Creating a social media presence for individuals.
- Writing services for graphic design firms, necessitating working knowledge of a diverse body of topics.

- Researching, fact-checking, editing and copyediting of film production notes and press kits, requiring deep knowledge of films and filmmakers.
- Writer for Internet sites, requiring research, analysis and commentary on trends in the film industry and casual gaming.
- Publicity writing, requiring research of specific topics and writing press releases about those topics.
- Copywriting and copyediting for home entertainment products, resulting in written materials for over 150 DVD releases of feature films and TV series.
- Manuscript editing for publishers on a wide variety of subjects, such as filmmaking, travel and animal care.
- Analyzing stories for movie and television production companies, requiring astute critical evaluation of screenplays, books and plays.
- Consulting editorial services, necessitating excellent attention to detail in order to maintain the highest level of quality being regularly maintained.
- Leadership positions for nonprofit and charitable organizations, necessitating excellent communication, organizational and delegation skills.