

EDUCATION

Ph.D. Student, University of Michigan, Department of Communication Studies

- Rackham Merit Fellow

M.A., San Diego State University, School of Journalism & Media Studies, 2012

- Program: Communication
- Concentration: Mass Communication and Media Studies

B.S., Drexel University, Antoinette Westphal College of Media Arts & Design, 2005

- Major: Digital Media

SCHOLARSHIPS

Robert B. Zajonc Scholarship, Research Center for Group Dynamics, University of Michigan

- Awarded Winter 2017

Winthrop B. Chamberlain Scholarship for Graduate Student Research, University of Michigan

- Awarded Fall 2016

CONFERENCE PRESENTATIONS

Coles, S. M., & Pasek, J. M. (2016, November). Dangerous or endangered? The effects of race and gender on support for public policies. Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

Lane, D. S., & Coles, S. M. (2016, November). The up(and down)side of solidarity: Race as a heuristic in social movement messaging. Paper presented at the Midwest Association for Public Opinion Research conference, Chicago, IL.

Coles, S. M., & Saleem, M. (2016, May). Do Muslims pose a threat to American values? Symbolic threat mediates the link between news media messages and support for anti-Muslim policies. Paper presented at the American Association for Public Opinion Research conference, Austin, TX.

Coles, S. M., Evans, P. L., Battapadi, D., Lyon, R., & Henderson, E. (2013, March). Minority recruiting: The effects of diversity in news coverage of the military on the recruitment of minorities. Paper presented at the International Public Relations Research Conference, Miami, FL.

TEACHING EXPERIENCE

University of Michigan

- Graduate Student Instructor, COMM 102 Media Effects, Winter 2017
 - Guest Lecture: Media and Stereotyping
- Graduate Student Instructor, COMM 281 Media Psychology, Fall 2016
 - Guest Lecture: Politics & News

PROFESSIONAL EXPERIENCE

Public Affairs Officer

October 2007-May 2015

U.S. Marine Corps (August 2005-July 2015)

- Coordinated public engagement activities for an organization of more than 50,000 Marines, Sailors, and civilians stationed in the U.S. during training and large-scale exercises, and in preparation for real-world operations around the globe.
- Led teams of correspondents, photographers, videographers, and broadcast journalists deployed at-sea and in Africa, Europe, and the Middle East.
- Coordinated public affairs personnel support to military operations, exercises, and contingencies throughout the Asia-Pacific region.
- Led a staff of correspondents as editor and officer-in-charge of a base newspaper.
- Conducted research, planning, execution, and evaluation of communication activities for military exercises and operations, and developed public affairs guidance for crisis communication and issue management.
- Conducted monitoring and analysis of U.S. and foreign media, and produced reports combining media and public opinion analysis for commanders and senior staff officers.
- Provided media relations training for senior leadership and hundreds of unit members of Marine task forces deploying in support of operations throughout Africa, Asia, Europe, and the Middle East.
- Engaged with local, national, and international media regarding training and operations.

Interactive Designer

March 2004-July 2005

Avenue A | Razorfish

- Designed and produced interactive websites and online advertisements for various clients including financial institutions, travel websites, and pharmaceutical companies.
- Developed innovative multimedia online experiences using code-based, on-the-fly animation and data integration.

Independent Multimedia Design Consulting

October 1998-March 2004

Self-Employed

- Designed and produced interactive websites, graphics, and print products for businesses and non-profit organizations.

Production & Design Intern

July 2002-December 2003

I-SITE, Inc.

- Designed and produced interactive websites and online advertisements for various clients from pharmaceutical companies to non-profit organizations.
- Developed innovative, interactive web presentations using data and graphics integrated from a custom-built content management system.

SKILLS

Research: Skilled in quantitative and qualitative research methods including research design, data collection and analysis, and conducting focus groups and in-depth interviews.

Media monitoring and analysis: Experienced in the monitoring and analysis of news media, including the synthesis of media analysis and public opinion polling to develop comprehensive assessments of public perception.

Software: R, SPSS, PSPP, Word, PowerPoint, Excel, Photoshop, FaceGen.

Media Relations: Extensive experience in engaging with news media representatives regarding issues and events in the U.S. and abroad.

Writing: Skilled in academic and journalistic writing for print, web, and social media.

Communication Planning: Experienced in the analysis of publics, issues, and organizations in order to develop detailed communication plans.

PROFESSIONAL AFFILIATIONS

International Communication Association (2016-Present)

Midwest Association for Public Opinion Research (2016-Present)

American Association for Public Opinion Research (2016-Present)

HONORS AND AWARDS

Navy & Marine Corps Commendation Medal (Gold Star in lieu of 2nd award), May 2015

- Awarded for service as Public Affairs Officer, 22nd Marine Expeditionary Unit, and Engagement Officer, II Marine Expeditionary Force, at Marine Corps Base Camp Lejeune, NC, and while deployed throughout the U.S. 5th and 6th Fleet areas of operation from July 2012 to May 2015.

Navy & Marine Corps Commendation Medal, May 2011

- Awarded for service as Company Executive Officer and Deserter Platoon Commander, Service Company, Headquarters & Service Battalion, at Marine Corps Base Quantico, VA, from August 2009 to May 2011.

Navy & Marine Corps Achievement Medal, October 2010

- Awarded for service as Public Affairs Officer, Special-Purpose Marine Air-Ground Task Force Afghanistan, in Kandahar, Afghanistan, from November 2008 to May 2009.