
KATERINA GIRGINOVA

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EDUCATION:

PhD Candidate, Annenberg School for Communication, University of Pennsylvania
Philadelphia, P.A., USA (Expected Graduation April, 2018)
Communication Studies, Dissertation: New Media Events

MA Georgetown University, Washington, D.C., USA (2011 – 2013)
Communication, Culture & Technology
Thesis: Social CEOs - Exploring CEOs' language in the new media environment

BA George Washington University, Washington, D.C., USA (2006 – 2010)
Communication Studies (major) and Jazz music (minor), graduated with honours
Thesis: The Rhetoric of Organizational Creativity

Study Abroad:

University of Tokyo, Summer Research, Japan (2016)
Oxford University, Media Policy Summer Institute, UK (2013)
Central European University, Internet Governance Seminar, Hungary (2013)
University of Windsor, Canada (2005-2006)
Summer Study Abroad Tour, China (2008)
Summer Language Course, Université Nancy, France (2009)

RESEARCH EXPERTISE:

Global Media, Audiences and Events, Digital Media, Discourse Analysis, Mixed Methods

SCHOLARSHIPS AND AWARDS:

- Center for Advanced Research in Global Communication (CARGC) Fellow, University of Pennsylvania (2017)
- President Gutmann Leadership Award, University of Pennsylvania (2016)
- Summer Culture Tokyo - Study Award, University of Pennsylvania (2016)
- Full Doctorate Scholarship, University of Pennsylvania (2013-present)
- Full Merit-Based Master's Scholarship, Georgetown University (2011-2013)
- Capital Speakers' Club, Women's Achievement Scholarship (2011-2013)
- Presidential Scholarship, George Washington University (2006-2010)

ACADEMIC PUBLICATIONS:

Girginova, K. (2017 - forthcoming). Second Screen, participation and the Future of Live: Double Book Review. *Critical Studies in Television*. 13(1).

Girginova, K. (2017). Let the games begin: social media and creative citizenship during London's Olympic #savethesurprise campaign. *Digital Creativity*, 28(1)1-16.

Girginova, K. (2016). The Disappearing Audience and Reflexive Visibility. *Social Media+ Society*, 2(3), 1-3.

Girginova, K. (2016). Rio 2016: Olympic audiences and publishing publics. *Communication and the Public*, 1(3), 367-371.

Girginova, K. (2015). New Media, Creativity, and the Olympics: A Case Study into the Use of #NBCFail During the Sochi Winter Games. *Communication & Sport*.

Girginova, K. (2015). Social CEOs: Tweeting as a Constitutive Form of Organizational Communication. In *Digital Business Discourse* (pp. 40-60). Palgrave Macmillan UK.

POPULAR PUBLICATIONS:

Girginova, K. (August 24, 2017). Hijacking Heads and Hashtags. *Global-e*. Retrieved online: <http://www.21global.ucsb.edu/global-e/august-2017/hijacking-heads-hashtags>

Girginova, K. (August 4, 2016). Will Social Media Define the Success of the Olympic Games? *The Conversation (UK Edition)*. Retrieved online: <https://theconversation.com/will-social-media-define-the-success-of-the-olympic-games-63021>

Girginova, K. (July 3, 2015). The role of research in Sport & Development. *SportAndDev.org*. Retrieved online: <https://www.sportanddev.org/en/article/news/role-research-sport-and-development>

Girginova, K. (2012). London's 2012 Olympics: Plans for a sustainable legacy. *National Geographic Channel, Australia, Blog*. Retrieved online: <http://natgeotv.com.au/tv/london-olympic-stadium/londons-2012-olympics-plans-for-a-sustainable-legacy.aspx>

Girginova, K. (2012). London Olympics Fact Sheet. *National Geographic Channel, Australia, Blog*. Retrieved online: <http://natgeotv.com.au/tv/london-olympic-stadium/london-olympics-fact-sheet.aspx>

GRANTS:

International Olympic Committee, PhD Students' Research Grant (2016)
Personal grant awarded to support my study of comparative social media engagement with the Rio 2016 Olympic Games.

Digital Activism in China, USA and Scandinavia \$60,000 (DigACT Team member) (2015)

Grant awarded to support a cross-collaboration effort to study digital activism between 3 academic institutions based in China, Scandinavia and the USA, respectively. I participated in the grant formation process and contributed toward the research by attending workshops, giving conference presentations, and working toward publications.

Graduate Student Assembly Research Award, University of Pennsylvania (2015)
Personal grant awarded to support conference travel for selected research presentations.

CONFERENCE PRESENTATIONS:

Girginova, K. (2017) **Best Paper Award. *Global citizen journalism and digital media*. First Conference in Media and Journalism in the UAE and Gulf Region, Middlessex University, Dubai, UAE.

Girginova, K. (2017) **Emerging Scholar Award. *The Anatomy of a Trending Topic*. New Directions in the Humanities in a Knowledge Society. Imperial College, London, UK.

Girginova, K. (2017). *Olympic Audiences: Past and Present*. Preconference: Audiences? International Communication Association (ICA), San Diego, USA.

Girginova, K. (2017). *Visual social media content*. Eastern Sociological Society, Digital Sociology, Philadelphia, USA.

Girginova, K. (2016). *Researching Media Events and Media Audiences*. New Directions in Media Research, Leicester, UK.

Girginova, K. (2016). *Atlanta, 20 years on: Rethinking the media event in a new media age*. Presentation at the biennial conference of the Atlanta 1996 Olympic Games. Sports Media Consortium, Alabama, USA

Girginova, K (2015) **Organizer and presenter. *#savethesurprise: The Making of a Mass Secret*. Creative Digital Practices: Exploring User-Generated Content. PARGC, University of Pennsylvania, Philadelphia, USA.

Girginova, K. (2015). *Defining 'tv-like' content: The socio-economic and cultural politics of regulating digital content in the UK*. International Communication Association (ICA), Puerto Rico, USA

Girginova, K. (2015). *Global Sports Events as Platforms for Innovation*. International Communication Association (ICA), Puerto Rico, USA.

Girginova, K. (2014) **Panel organizer for cross-cultural discussion on global media governance between Brazilian, Chinese, Iranian and US academics. *Sharing, Secrecy and Social Media: A case from the 2012 Olympic Games*. International Communication Association (ICA), Seattle, USA.

Girginova, K. (2013). - ** conference founder and organizer. “gnovis.com’s” first annual conference ‘Academedial’, Georgetown University, Washington DC, USA.

TEACHING:

Teaching Assistant: The Annenberg School, University of Pennsylvania (2015)
Assisted Dr. Carolyn Marvin in teaching a ‘Public Space & Public Communication’ course for 30 students. Held regular student consultation hours, graded a range of assignments, and taught 2 class sessions in addition to regular, smaller working groups.

Apprenticeship in Teaching Certificate: Georgetown University (2012)
Completed a certificate which entailed attending 7 courses that explore different facets of the art of effective classroom interaction and teaching at the university level. In addition to these courses, I completed 4 teaching tasks, which included syllabus design, a videotape analysis of my classroom teaching, a teaching portfolio, and various grading exercises.

Instructor: “Communication, Culture & Technology” Georgetown University (2012)
Taught a weekly 10 student recitation class for the introductory Master’s course titled ‘Communication, Culture & Technology’. Met weekly with professors and students, conducted office hours and oversaw course attendance.

RESEARCH:

Fellow: The Center for Advanced Research in Global Communication (CARGC) at the University of Pennsylvania (2016 - 2017)

Partook in the growth and development of this new research center by contributing research for publication, organizing panels, attending master classes, and maintaining regular contact with a range of affiliated scholars.

Research Assistant: The Annenberg School, University of Pennsylvania (2013 – 2016)

Wrote an innovation and creativity literature review, which supported Dr. Marwan Kraidy in the publication of his book *The Naked Blogger of Cairo* (2016); wrote a research brief on the ISIS group’s social media tactics, to support Dr. Kraidy’s Andrew Carnegie Grant work.

RELEVANT WORK EXPERIENCE:

gnovis.com Washington DC (2011-2013)

Editor-in-Chief (Georgetown University’s Academic Online Journal)

Strategically developed the direction of the journal and oversaw a team of 23 people

Managed the production of 2 journal volumes and over 500 blog and multimedia pieces per year

Created the first gnovis national communication conference in 2013

Negotiated the yearly journal budget and monitored weekly operating finances

Wrote, researched and produced journal content on WordPress, Final Cut Pro and Audacity

Optimized national/international journal visibility via annual conference and media outreach

National Geographic Channel Washington, DC (2010-2011)
Production & Development, Assistant

Supported a team of Producers and Executive Producers on creating over 500 shows per year
Researched show ideas, revised and compiled scripts and media content
Facilitated workflow systems by developing a departmental online scheduling system

The George Washington University Washington, DC (2007-2010)
Community Leader

Planned and implement over 40 university-wide events per semester
Resolved community conflicts and created communication campaigns targeting over 100 students per year

IMG Media Company London, UK (2006)
TransWorld Sport Television Show, Assistant

Co-wrote and produced short clips; organized production logistics, assisted a team of 5 producers

INTERNSHIPS:

National Geographic Society Washington DC, US (2008)
Communication Department

Compiled daily LexisNexis press coverage reports and assisted in strategic partner outreach with the goal of getting various National Geographic stories published

Taylor & Francis Oxford, UK (2008)
Marketing and Editorial for Academic Journals

Prepared staff for a conference in Bulgaria; wrote and translated promotional materials; assisted in transferring journal content to a new online platform

SKILLS AND QUALIFICATIONS:

Languages: Bulgarian, English (fluent), French, Macedonian, Russian (working familiarity)

Piano Instructor, Associated Boards of the Royal Schools of Music (ABRSM)

Black belt and double National Champion, Tang Soo Do, UK (martial art)

Certified Yoga, Group Fitness and Personal Trainer

ACADEMIC SERVICE:

‘Communication & Sport’ and ‘Russian Journal of Communication’ reviewer (2014-ongoing)

Graduate student Yoga Instructor, University of Pennsylvania (2014-ongoing)

Student Ambassador, Georgetown University (2011-ongoing)

Annenberg School for Communication Elected Representative on the Graduate And Professional Student Council (GAPSA), University of Pennsylvania (2014-2015)

High School Student Mentor, Netter Center, University of Pennsylvania (2014-2015)

International Student Ambassador, The George Washington University (2007-2010)