

Brandon C. Strubberg, Ph.D.

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Highlights

- 10 years teaching college-level writing at 3 institutions in face-to-face, hybrid, and online settings; recognized for high student evaluations
 - 6 years consulting (technical writing) with global oil and gas service provider
 - 3 years consulting (strategic communication) with small businesses
 - Research experience with eye tracking and usability, interviews, and rhetorical analysis
 - Scientific editor, trained at the top-rated cancer center in the United States
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Education

Ph.D., Technical Communication and Rhetoric May 2017

Texas Tech University; Lubbock, TX

- Concentrations: Technical Communication; Technology, Culture, and Rhetoric; Rhetorics of Science and Healthcare
- Dissertation: *Examining the Shift to Patient Centeredness: Patient-Centered Communication Practices in the American Diabetes Association's Complete Guide to Diabetes*
 - Committee: Dr. Amy Koerber (chair), Dr. Brian Still, Dr. Joyce Locke Carter

M.A., English Language and Literature December 2010

Sam Houston State University; Huntsville, TX

- Concentrations: Early American Literature; Medieval and Renaissance Literature; 20th- and 21st-Century American Literature
- Thesis: *What is a Diabetic? Representations of Identity in Diabetes Narratives*
 - Committee: Dr. Paul Child (chair); Dr. Carroll Ferguson Nardone; Dr. Drew Lopenzina

B.A., English Language and Literature May 2008

Sam Houston State University; Huntsville, TX

- Graduated cum laude
 - Minor: History
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Teaching Positions

Assistant Professor 2018–present

Department of English, Sam Houston State University; Huntsville, TX

- Teach 3 classes per long semester and 2 classes per summer onsite and online
 - Courses taught: ENGL 3330 “Introduction to Technical Writing” (forthcoming, Fall 2018); graduate and upper-level undergraduate courses in technical communication, rhetoric, and writing and lower-level composition courses in rotation
 - Recruit businesses for client-based projects for students
 - Learning management system: Blackboard
- Support the Technical Communication program and English department

- Secretary, Undergraduate Curriculum Committee
- Iris Technical-Communication Suite
- Online M.A. program in Technical Communication
- Undergraduate certificate in Technical Communication
- Recruit quality instructors with backgrounds in technical communication to teach ENGL 3330

Visiting Assistant Professor (onsite and online) **2017–2018**

Department of English, Sam Houston State University; Huntsville, TX

- Taught 4 classes per long semester and 2 classes per summer onsite and online
 - Courses taught: ENGL 3330 “Introduction to Technical Writing” and ENGL 4335 “Studies in Rhetoric”
 - Created promotional flier and video to market ENGL 4335
 - Recruited businesses for client-based projects for students
 - Learning management system: Blackboard
- Supported the Technical Communication program and English department
 - Secretary, Undergraduate Curriculum Committee
 - Iris Technical-Communication Suite
 - Online M.A. program proposal in Technical Communication
 - Undergraduate certificate in Technical Communication
 - Recruited quality instructors with backgrounds in technical communication to teach the technical writing service course

Lecturer (online pool faculty) **2015–2016**

Department of English, Sam Houston State University; Huntsville, TX

- Taught up to 4 online classes per long semester
 - Course taught: ENGL 3330 “Introduction to Technical Writing”
 - Learning management system: Blackboard
- Designed, filmed, edited, and published weekly lecture videos using Corel Video Studio Pro 10 and Adobe Premiere
- Maintained communication remotely with students through email, chat, and video conferencing services, including Google Hangouts and Skype

Adjunct Instructor of English (onsite and online) **2015–2016**

Department of English, Houston Community College; Houston, TX

- Taught 1–3 hybrid or onsite classes per long semester
 - Courses taught: ENGL 1301/1302 “College Composition” and ENGL 2311 “Industrial Correspondences and Report Writing”
 - Learning management system: Eagle Online (Moodle)

Graduate Part-time Instructor (onsite and online) **2011–2015**

Department of English, Texas Tech University; Lubbock, TX

- Taught 2 onsite classes per long semester and 1 onsite class per summer
 - Course taught, 2012–2015: ENGL 2311 “Introduction to Technical Writing”
 - Recognized for highest overall quality ratings on student evaluations, Fall 2013, 4.87/5

- Learning management system: Blackboard, Moodle
- Taught 2 hybrid classes per long semester and 1 hybrid class per summer
 - Courses taught, 2011–2012: ENGL 1301 “Essentials of College Rhetoric” and ENGL 1302 “Advanced College Rhetoric”
 - Graded up to 35 documents per week in Raider Writer
 - Learning management system: Raider Writer (proprietary, TTU), WordPress

Lecturer (onsite) **2011**
 Department of English, Sam Houston State University; Huntsville, TX

- Taught 4 onsite classes during the Spring semester
 - Class taught: ENGL 1302 “College Composition II”
 - Learning management system: Blackboard

Graduate Teaching Assistant (onsite) **2008–2010**
 Department of English, Sam Houston State University; Huntsville, TX

- Taught 2 onsite classes per semester
 - Courses taught: ENGL 1301/1302 “College Composition”
 - Learning management system: Blackboard

Professional Communication Positions

Technical Writer (remote, consulting) **2012–present**
 Marketing Communications, Welltec; Copenhagen, DK

- Collaborate with subject matter experts to write, revise, and edit articles published in industry trade publications, including *Journal of Petroleum Technology*, *Oilfield Technology*, and *African Oil and Gas Review*
- Collaborate with subject matter experts to write, revise, and edit technical papers published in *Society of Petroleum Engineering* proceedings
 - Approximately 40 technical papers over the past 5 years
- Write case stories using end-of-job reports, systems integration test reports, well and tool diagrams and specifications, and the OnePetro database
 - Content management system: SmartSheet
- Create technical presentations for subject matter experts to use at international conferences
- Edit sales presentations
- Fact check documents

Brand Development (consulting) **2014–present**
 Blind Pig Liquor; Houston, TX

- Design and maintain blindpigliquor.com (updated June 2018)
- Manage social media pages on Facebook, Instagram, and Twitter
- Use Facebook Ads Manager to design and run ad campaigns on Facebook and Instagram
- Script, film, edit, and market promotional videos
- Design, write, and distribute newsletter to email subscription list
- Design and write promotional materials, including in-store advertising and website copy
- Participate in monthly business meetings

Brand Development (consulting) **2017–present**

The Old 300 Diner; Richmond, TX

- Proposed name of diner and crafted thematic focus
 - Conducted historical research about region
- Designed initial diner logo
- Use Facebook Ads Manager to design and run ad campaigns on Facebook

Associate Scientific Editor (full time) **2016–2017**

Department of Scientific Publications, The University of Texas MD Anderson Cancer Center; Houston, TX

- Edited (substantive, copy edit, and proofread) biomedical manuscripts and grant proposals written by MD Anderson faculty and staff
- Wrote articles and interviewed scientists for *OncoLog*
- Planned, produced, and presented department webinars for MD Anderson faculty and staff
- Edited the department's external website using Adobe Experience Manager
- Wrote articles and blog posts for 2 department publications, *The Write Stuff* and *Word for Word*

Editorial Assistant (remote, independent contractor) **2014–2015**

Kendall Hunt Publishing

- Edited first edition of *The Agile Communicator* by Kelli Cargile Cook and Craig Baehr
- Copy edited and proofread chapters
- Collaborated with colleague to suggest substantive revisions to authors
- Met frequently with colleague to review chapter edits and outline cover memo to authors

Tutoring Positions

Master Tutor, Writing **2012–2014**

Marsha Sharp Center for Student Athletes, Texas Tech University; Lubbock, TX

- Tutored student athletes—native and nonnative speakers of English—in writing courses
 - College Reading and Learning Association (CRLA) tutoring certification, level 3 (highest level)
 - Attained additional certification within the tutoring center (master level)
- Mentored and evaluated new writing tutors
- Designed and implemented writing tutor training program

Writing Tutor **2008–2009**

Sam Houston State University Writing Center, Sam Houston State University; Huntsville, TX

- Tutored students and faculty in writing courses and projects onsite and online

Professional Publications

Strubberg, Brandon C. “Ethical Editing: A Case Story in Avoiding Predatory Publishers.” (2018, forthcoming) *Intercom: The Magazine of the Society for Technical Communication*.

Strubberg, Brandon C. (contributor) (2017) *Word for Word: Using Words Wisely*. Eds. Jill Delsigne-Russell and Bryan Tutt. The University of Texas MD Anderson Cancer Center; Houston, TX.

Strubberg, Brandon C. (March 2017) “Intensity-Modulated Proton Therapy for Oropharyngeal Cancer: Clinical trial compares outcomes of intensity-modulated proton therapy, standard radiation therapy.” *OncoLog*. 62.3.

Strubberg, Brandon C. (Winter 2017) “Minimizing Text on Scientific Posters.” *The Write Stuff* (Internal MD Anderson publication). 14.1.

Strubberg, Brandon C. (December 2016) “Molecular Testing Used to Find the Best Clinical Trial.” *Cancer Frontline*.

Strubberg, Brandon C. (November/December 2016) “Triple-Negative Breast Cancer: Innovative Study Uses Molecular Testing to Assign Patients to Clinical Trials.” *OncoLog*. 61.11.

Strubberg, Brandon C. (Autumn 2016) “EQUATOR Network offers over 300 specialized reporting guidelines.” *The Write Stuff* (Internal MD Anderson publication). 13.4.

Strubberg, Brandon C. (September 2016) “Nivolumab for Anal Cancer Treatment: Immunotherapy Drug Shows Potential in Treating Squamous Cell Carcinoma of the Anal Canal.” *OncoLog*. 61.9.

Strubberg, Brandon C. (June 2016) “House Call: Types of Radiation Treatment: Various Techniques are used to Treat Cancer with Radiation.” *OncoLog*. 61.6.

Conference Presentations

Strubberg, Brandon C., Carroll Ferguson Nardone, and Brian Blackburne (2018) “Languaging Remediation: Repurposing Traditional Classrooms for Student Maker-Spaces.” Digital poster presented at the Digital Praxis Posters session at the Conference for College Composition and Communication; Kansas City, MO.

Strubberg, Brandon C. (2018) “Laboring through ‘Patient-Centered’ Language: How People with Diabetes Experience Information about Diabetic Complications in Patient Manuals.” Presented at the Conference for College Composition and Communication; Kansas City, MO.

Elliott, Timothy J., Kristen West, Krista Reyna, and **Brandon C. Strubberg** (2015) “How to Grow an STC Student Chapter.” Poster presented at STC Summit; Columbus, Ohio. *WINNER: Best in Show.*

- Strubberg, Brandon C. (2014)** “Monkeys in the Boardroom: Corporate Transgressions, Automaton, and Technotheory in Hickman’s Transhuman.’ Presented at 58th Annual American Studies Association of Texas Conference; Huntsville, TX.
- Strubberg, Brandon C. (2014)** “Temporal Transference: Applying Pragma-Dialectical Analysis to a 200-Year-Old Patient-Physician Encounter.” Presented at the Rhetoric Society of America; San Antonio, TX.
- Strubberg, Brandon C. (2014)** “Tertiary Interiorisations: Gaming as Digital Individuation.” Presented at the Conference for College Composition and Communication; Indianapolis, IN.
- Strubberg, Brandon C. (2013)** “Medical Manuals as Disciplinary Intersection: A Rhetorical Analysis of the American Diabetes Association’s Complete Guide to Diabetes.” Presented at the 5th Annual Medicine, Humanities, and the Social Sciences Conference; Huntsville, TX.
- Strubberg, Brandon C. (presenter), Alison Cope, Tim Elliott, Jennifer Freytag, Sarah Robblee, and Angela Shaffer. (2012)** “Research in Technical Editing: A Review and Synthesis of the Literature.” Presented at the STC Technical Editing Virtual Conference; Online.
- Strubberg, Brandon C. and Tim Elliott. (2012)** “Humanizing Medicine through Graphic Storytelling.” Presented at Comics and Medicine: Navigating the Margins; Toronto, ON, CA.
- Strubberg, Brandon C. and Tim Elliott. (2012)** “Blood, Sex, Betrayal, and Camelot’s Lancelot.” Presented at the Southwest/Texas Popular Culture and American Culture Association’s 33rd Annual Conference; Albuquerque, NM.
- Strubberg, Brandon C. (2011)** “What it Means to be Diabetic: Literary Representations of the Diabetic in the Works of Eric Devine and Sherman Alexie.” Presented at the Joint Conference of the National Popular Culture and American Culture Association and the Southwest/Texas Popular Culture and American Culture Association; San Antonio, TX.
- Strubberg, Brandon C. (2010)** “Planting the Seeds: Identity Building and the Noble Savage in Roger Williams’ *A Key in the Language of America*.” Presented at the Arkansas Philological Association Conference; Fayetteville, AR.
- Strubberg, Brandon C. (2010)** “A Lifetime of Cardinals and other poems.” Read at the Arkansas Philological Association Conference; Fayetteville, AR.
- Strubberg, Brandon C. (2010)** “‘Nothing Less Than Life Itself’: An Analysis of Diabetic Identity.” (poster) Presented at the College of Humanities and Social Sciences Research Conference; Huntsville, TX.

Strubberg, Brandon C. and Bryan Honeycutt. (2010) “Truth and Beauty: Illuminating the Labyrinth of Freshman Composition in the Writing Center.” Presented at South Central Writing Center Association; Lake Charles, LA.

Strubberg, Brandon C. (2008) “From the Pike at Plymouth to the Hotel in Bristol: King Philip’s 330-Year Journey aboard American Propaganda.” Presented at the Student Conference for Research and Creative Arts; Houston, TX.

Invited Talks

Strubberg, Brandon C. “Stuck at the Digital Crossroads: Gaming as Transindividuation in the Writing Classroom.” Presented at the Friday Faculty Forum; hosted by the SHSU English department; Huntsville, TX; 02 March 2018.

Faculty representative invited by Bearkat Camp counselors for question-and-answer session with incoming freshmen; hosted by SHSU Bearkat Camp; Riverside, TX; 08 and 13 August 2017.

Strubberg, Brandon C. “Writing Effective Posters.” Talk given to new social workers preparing for poster conference; hosted by the MD Anderson Department of Social Work; Houston, TX; 14 July 2016.

Strubberg, Brandon C. and Tim Elliott. “Humanizing Medicine Through Graphic Storytelling—Updated.” Poster presented at the Graduate Symposium; hosted by the Texas Tech University Technical Communication & Rhetoric program; Lubbock, TX; 05 March 2015.

Participant on panel titled “How to Teach Documenting Procedures” for ENGL 2311 Instructor Workshop; hosted by Tim Elliott; Lubbock, TX; 27 February 2015.

Participant on panel about professional development for ENGL 5371: Foundations of Technical Communication course; hosted by Dr. Kristen Moore; Lubbock, TX; 12 November 2014.

Department Service

Secretary, Undergraduate Curriculum Committee **2017–present**
Department of English, Sam Houston State University; Huntsville, TX

- Meet with colleagues from literature and creative writing programs to discuss undergraduate curriculum
- Represent the technical communication program on the committee
- Take, prepare, and circulate meeting minutes

Member, Proposal for M.A. in Technical Communication **2017–present**
Technical Communication Program, Department of English, Sam Houston State University; Huntsville, TX

- Write Form Bs for graduate courses, including “Digital Literacies,” “Publications Management,” and “Medical Rhetoric”
- Meet with fellow technical communication faculty to craft 5-year program plan
- Discuss marketing strategies for program
- Research online programs in technical communication

Member, Iris Technical-Communication Suite **2017–present**
 Technical Communication Program, Department of English, Sam Houston State University; Huntsville, TX

- Researched and recommended technology for suite
 - Eye-tracking hardware and software
 - Editing workstation specifications
- Collaborated with fellow technical communication faculty to determine suite name, purpose statement, room configuration
- Participated in purchasing meetings and calls with vendors

Co-presenter, Webinar Team **2016–2017**
 Department of Scientific Publications, The University of Texas MD Anderson Cancer Center; Houston, TX

- Researched and recommended technology for webinar
- Tested WebEx and Adobe Connect for webinar
- Created department instructions for using WebEx
- Collaborated with team to develop topic of first webinar
- Monitored chat during pilot webinar

Web Editor, Scientific Publications’ External Website **2016–2017**
 Department of Scientific Publications, The University of Texas MD Anderson Cancer Center; Houston, TX

- Used Adobe Experience Manager to create content that enhanced search engine optimization and updated department’s external website content with digital tags
- Worked closely with MD Anderson Strategic Communications and Integrated Media teams to ensure website compliance with MD Anderson Branding guidelines

Member, ENGL 2311 Program Assessment Committee **2014–2015**
 Department of English, Texas Tech University; Lubbock, TX

- Developed heuristic to assess effectiveness of reflection unit in ENGL 2311 program
- Presented results to ENGL 2311 faculty
- Recommended curriculum changes based on assessment results

Lead, Writing Tutor Training Curriculum Development **2014**
 Marsha Sharp Center for Student Athletes, Texas Tech University; Lubbock, TX

- Assessed tutorial program, tutor, and student-athlete writing-based educational needs
- Developed new writing tutor training curriculum
- Taught new writing tutor training curriculum, Fall 2014

Disciplinary Service

President, Society for Technical Communication **2013–2015**

Texas Tech University Student Chapter; Lubbock, TX

- Chapter awarded STC Community of Distinction, 2013, 2014, and 2015
 - Only student chapter awarded “Distinction” each year
- Secured corporate sponsorships for monthly meetings from National Instruments, Time Forge, and UserTesting.com
- Implemented design contest with cash prizes for members

Secretary, Society for Technical Communication **2012–2013**

Texas Tech University Student Chapter; Lubbock, TX

- Created design contest with cash prizes for members

Professional Development

“Social and Behavioral Research (for Faculty).” Certification program for IRB study from Collaborative Institutional Training Initiative at Sam Houston State University; Huntsville, TX; 06 October **2017**.

“Beyond the Walls: A Workshop in Professional Communication.” 3-hour workshop led by Brenda Sims in technical and professional communication at Sam Houston State University; Huntsville, TX; 04 August **2017**.

“Teaching Technical Communication.” 8-hour workshop led by Brenda Sims about teaching technical communication at Sam Houston State University; Huntsville, TX; 03 August, **2017**.

“Legal Issues in Internships.” 1.5-hour seminar led by Rhonda Beassie about information regarding legal issues associated with internships at Sam Houston State University; Huntsville, TX; 17 May **2017**.

“Cancer Pharmacology.” 3-hour training seminar about cancer pharmacology history, vocabulary, and research at American Medical Writers Association Medical Writing & Communication Conference; Denver, CO; 05 October **2016**.

“Statistics for Medical Writers and Editors.” 3-hour training seminar about common statistical analysis methods used by biomedical researchers at American Medical Writers Association Medical Writing & Communication Conference; Denver, CO; 06 October **2016**.

Technology Skills

Writing and design software

Microsoft Office Suite; Adobe Acrobat DC; InDesign; Photoshop; Illustrator; PerfectIt3; Google Drive Applications

Synchronous online tools	GoTo Meetings; Adobe Connect; WebEx; Skype; Google Hangouts; Microsoft Lync; Zoom
Content management systems	Adobe Experience Manager; Blackboard; SmartSheet; Moodle; Raider Writer; Wordpress; Squarespace
Social media management	Facebook/Facebook Ads Manager; Twitter; Instagram; YouTube
Video editing	Corel Studio Pro 10; Premiere
Audio editing	Audacity, Audition
Eye tracking	Pupil Labs; EyeGuide Visualize and EyeGuide Analyze
Game design	Twine

Professional Memberships

American Medical Writers Association (AMWA)
National Council of Teachers of English (NCTE)
Rhetoric Society of America (RSA)
Society for Technical Communication (STC)
Society of Petroleum Engineering (SPE)