

Elisa Herrmann, MFA, EdD
 Associate Professor of Mass Communication
 Coordinator of the BA in Film
 Department of Mass Communication
 College of Arts and Media
 Sam Houston State University

Degrees Earned

EdD in Higher Education Leadership, Sam Houston State University, Texas, 2023

Dissertation

Herrmann, E. S. *Undocumented and unafraid: A multimethod investigation of undocumented student activists*.
 Doctor of Education (Higher Education Leadership), December 2023, Sam Houston State University, Huntsville, Texas.

MFA. in Mass Communication and Media Arts, Southern Illinois University, 2012

Thesis

Herrmann, E. S. (2012). *Narratives of abuse: A glimpse into the lives of battered women and the making of the film, in the eyes of others* (UMI Number: 1529488) [Master's thesis, Southern Illinois University]. ProQuest Dissertations and Thesis Global.

Graduate Certificate in International Relations, Federal University of Parana, Brazil, 2006

Graduate Certificate in Audiovisual Communication, Catholic University of Parana, Brazil, 2003

Bachelor of Education in Fine Arts Education – Music, Federal University of Parana, Brazil, 2001

Professional Licensure and Certifications

The Examination for the Certificate of Proficiency in English (ECPE), Cambridge Michigan

Peer-Review Publications and Artistic Performances/Exhibitions

Publications

Dann, A. M., Barrero-Burgos, D. C., Herrmann, E. S., Hines-Goosby, M. M., & Combs, J. P. (2022). College readiness: Addressing the gaps for underserved students. *Journal of Universality of Global Education Issues*, 9(1), 1-28. <https://ugei-ojs-shsu.tdl.org/ugei/index.php/ugei/article/view/68>

Herrmann, E. S. (2019, April 29) *Friends*. Television Academy Foundation - The Interviews. <https://interviews.televisionacademy.com/shows/friends>

Herrmann, E. S. (2018). *Getting your hands muddy*. In Hinders, K. E. (Ed.), *The Big Muddy Retrospective 1978 – 2018* (pp. 3-4). Southern Illinois University Printing and Duplicating.

Maestrini, B., & Herrmann, E. S. (2016) *The spook light* [Photograph series of the spook light phenomenon in Oklahoma]. Oklahoma Humanities. <https://www.okhumanities.org/doccenter/bde3ab931bec48db9eef59f5952141fc>

Artistic Exhibitions

Herrmann, E. S. (2023). *My Not-So-Righteous Life* [Feature Screenplay].

Presented at:

University Film & Video Association Conference, Savannah, GA, USA, 2023.

Herrmann, E. S. (Director, Producer), Barrero-Burgos, D. (Associate Producer) (2022).

Undocumented: A dream of education. [Short Documentary]

Presented at:

Sam Houston State University, Huntsville, TX, Premiere, 2022.

University Film and Video Association Conference, Online, 2022.

Tampa Bay Latin International Film Festival, St. Petersburg, Florida, 2022.

I, Immigrant, Burbank, CA, 2022.

All That Moves International Film Festival, São Paulo, Brazil, 2022.

Association of College Unions International (ACUI) Region II Conference, Huntsville, TX, 2022.

National Communications Association 108th National Convention, New Orleans, LA, 2022.

Bettiah International Film Festival, Bettiah, India, 2022.

Houston Latino Film Festival, Houston, Texas, USA, 2023.

WorldFest Houston International Film Festival, Houston, Texas, USA, 2023.

Heatwave Media and Film Festival, Huntsville, Texas, USA, Opening Night Film, 2023.

Fort Worth Indie Film Showcase, Fort Worth, Texas, USA, 2023.

Hispanic Serving Institution Week, Sam Houston State University, Huntsville, Texas, USA, 2023.

Herrmann, E. S. (Director). (2021). *The snowstorm of 1975* [Short Documentary]

Presented at:

University Film and Video Association Conference, Online, 2021.

Toronto Multicultural Film Festival, Toronto, Canada, 2021.

Festival RNAB, São Paulo, Brazil, 2022.

Rotary International Short Film Festival, Turkey, 2022.

Brazil New Visions Film Fest, Brazil, 2022.

Streetside Cinema, Winston-Salem, NC, USA, 2022.

Herrmann, E. S. (Director). (2020/2021). *Umbanda: offerings of faith – the feature* [Feature Documentary]

Presented at:

University Film and Video Association Conference, Online, 2020.

Museum of Fine Arts Houston, as part of the Afro-Atlantic Histories Exhibition, World Premiere, November 2021.

Cine Passeio, Brazilian Premiere, December 2021.

All That Moves International Film Festival, São Paulo, Brazil, 2022.

Blue Star International Film Festival, Teresópolis, Rio de Janeiro, Brazil, 2023.

Herrmann, E. S. (Director). (2019). *Umbanda: offerings of faith* [Short Documentary]

Presented at:

All Voices Film Festival, Amazon Prime Video, USA, 2019.

Brazil Meets Gmünd, Brazilian Arts Festival, Gmünd, Austria, 2019.

Sigmund Freud University, screening and Q&A with graduate students, Linz, Austria, 2019.

IntimaLente Festival, Caserta, Italy, 2019
 The Lift-Off First Time Filmmaker Sessions, Online, 2019

Herrmann, E. S., & Maestrini B. (Co-Directors). (2019). *Blame it on Smiley* [Short Documentary].
<http://www.elisaherrmann.com/blame-it-on-smiley/>

Presented at:

University Film & Video Association Conference, Augsburg, MN, 2018
 New Mexico Route 66 Film Fest, Moriarty, NM, 2019
 The Lift-Off First Time Filmmaker Sessions, Online, 2019

Herrmann, E. S. (2017). *The great adventure of the Bentley girls* [Feature Screenplay].
<http://www.elisaherrmann.com/the-great-adventure-of-the-bentley-girls/>

Presented at:

University Film & Video Association Conference, Los Angeles, CA, USA, 2017.
 Fan Fiction Film Festival, New York, NY, USA, 2018.
 FutureFemmeFest: Screenwriters, London, UK, 2019.
 ScreenCraft Public Domain Screenplay Competition, USA, 2019.

Herrmann, E. S. (Director). (2016). *Rodrigo Herrmann – life and works* [Short Documentary].
<http://www.elisaherrmann.com/rodrigo-herrmann-life-and-works/>

Presented at:

34th Annual Music Festival of Curitiba, Curitiba, PR, Brazil, 2016. Premiere.
 69th Cannes Film Festival – Short Film Corner, Cannes, France, 2016.
 Festival Liberté, Belo Horizonte, MG, Brazil, 2016.
 University Film & Video Association Conference, Henderson, NV, USA, 2016.
 Artcroft Film and Video Festival, Millersburg, KY, USA, 2016.
 Great Lakes International Film Festival, Eerie, PA, USA, 2016.
 Festival de Cinema de Caruaru, Caruaru, PE, Brazil, 2016.
 50th Annual WorldFest Houston, Houston, USA, 2017.
 International Christian Film Festival, Orlando, USA, 2017.
 The Narrow Way Film Festival, Philadelphia, USA, 2017.
 Carmarthen Bay Film Festival, Wales, UK, 2017.
 Houston Latino Film Festival, Houston, USA, 2018.
 Brazil Meets Gmünd, Brazilian Arts Festival, Gmünd, Austria, 2019.
 Sigmund Freud University, screening and Q&A with graduate students, Linz, Austria, 2019.
 Rede Central TV Brasil, broadcasted multiple times and part of the short films programing
 “[Festival de Curtas](#)”, Brazil, 2023.

Herrmann, E. S (2013). *Death expectancy* [Short Screenplay].
<http://www.elisaherrmann.com/death-expectancy/>

Presented at:

VII SkyFest Film and Script Festival, Certificate of Excellence, 2013.
 FRAPA (Screenplay Festival of Porto Alegre, Brazil), Finalist, 2013.
 Reel Writers Screenplay Competition, Top 10 Finalist, 2013.
 Lindsey Film Fest, Top 3 Finalist, 2014.

Herrmann, E. S. (Director). (2012). *In the eyes of others* [Short Narrative Film].
<http://www.elisaherrmann.com/eyes-of-others/>

Presented at:

Girls Make Movies Summer Camp, SIU, Carbondale, IL, USA, 2012.
MFA Thesis Show – In The Eyes of Others, screening of Thesis Film, Guyan Auditorium, SIU, Carbondale, IL, USA, 2012.

Needham, J. (Director), & Herrmann, E. S. (Performer). (2011). *There and back again: A networked performance for internet and radio*.

Presented at:

Radio Futura. Group live performance broadcasted as part of the Future Places Festival: Digital Media and Local Cultures, Porto, Portugal, 2011.

Herrmann, E. S. (Director). (2010). *A envenenadora* [the poisoner] [Short Experimental Film].

<http://www.elisaherrmann.com/poisoner/>

Presented at:

MCMA MFA Exhibition, Carbondale, IL, USA, 2010.
Blaquefyre Independent Film Festival, IL, USA 2015.

Herrmann, E. S. (Director). (2011). *The gaze* [Short Narrative Film].

<http://www.elisaherrmann.com/the-gaze/>

Presented at:

Little Muddy Media Arts Festival, SIU, IL, USA, 2011.
Blaquefyre Independent Film Festival, IL, USA, 2016.

Herrmann, E. S. (Director). (2011). *3 1/2 minutes* [Short Experimental Film].

<http://www.elisaherrmann.com/minutes/>

Presented at:

1st Annual SPC-TV Film and Television Awards, SIU, IL, USA, 2011.

Herrmann, E. S. (Director). (2010). *The death of the poet* [Short Experimental Film].

<http://www.elisaherrmann.com/the-death-of-the-poet/>

Presented at:

Little Muddy Media Arts Festival, SIU, IL, USA, 2010.

Da Rocha, C. A., Dos Santos, L. C., (Co-Directors), & Herrmann, E. S. (Assistant Director). (2010). *A redenção da bicicleta* [the redemption of the bicycle] [Short Narrative Film].

Presented at:

UFPR Winter Festival, Antonina, Brazil, 2008.

Funded Grants

Herrmann, E.S., Hubbard, K., & Seering, A. (2022, Fall). Teaching Innovation Grant, awarded by Engaging Classrooms Quality Enhancement Plan (QEP) at Sam Houston State University, \$9,174.

Herrmann, E. S. (2022, Spring). Dan Rather Endowed Fund, Sam Houston State University, \$1,000.

Herrmann, E. S., & Funk, M. (2021, Fall). Diversity, Equity, and Inclusion Grant, awarded by the College of Arts and Media at Sam Houston State University, \$1,000.

Connolly, E., Herrmann, E. S., Rivera, C., & Bryson, J. (2020, Summer). FAST proposal grant, awarded by the EURECA Center Advisory Council at Sam Houston State University, \$10,000.

Herrmann, E. S. (2018). Dan Rather Endowed Fund, Sam Houston State University, \$1,500.

Herrmann, E. S. (2008). Fulbright opportunity grant for academically excellent students.

Peer-Review Presentations/Posters

Herrmann, E. S. (2023, July). *My Not-So-Righteous Life* [Conference session – screenplays]. University Film & Video Association Conference, Savannah, GA, USA, 2023.

Herrmann, E. S., Silvestre, G., Montelongo, R. Saiz, R. Richardson, T., & Barrero-Burgos, D. (2023, February). *Fighting the "lack of": Illuminating representation and lighting the path in higher education*. [Conference session]. Texas Association of Chicanos in Higher Education (TACHE), Houston, TX.

Herrmann, E. S., & Barrero-Burgos, D. (2022, November). *Undocumented: A dream of education*. [Conference session - multimedia/artistic presentation]. National Communications Association 108th National Convention, New Orleans, LA.

Herrmann, E. S., & Barrero-Burgos, D. (2022, October). *Undocumented: A dream of education*. [Conference session - multimedia/artistic presentation]. Association of College Unions International (ACUI) Region II Conference, Huntsville, TX,

Herrmann, E. S., & Barrero-Burgos, D. (2022, July). *Undocumented: A dream of education*. [Conference session - multimedia/artistic presentation]. University Film and Video Association Conference, Online.

Herrmann, E. S., & Barrero-Burgos, D. (2022, March). *Undocumented: A dream of education*. [Conference session - multimedia/artistic presentation]. Universality of Global Education Conference, Huntsville, TX.

Herrmann, E. S. (2022, February). *Campus environment audit: Rice University*. [Poster Presentation]. 18th Annual Diversity and Leadership Conference, Huntsville, TX.

Barrero-Burgos, D., Dann, A., Goosby, M., Herrmann, E., & Combs, J. P. (2021, March). *College readiness: Addressing the gaps for underrepresented students*. [Paper presentation]. Universality of Global Education, Huntsville, TX.

Herrmann, E. S. (2020, August). *Umbanda: offerings of faith – the feature*. [Conference session - multimedia/artistic presentation]. University Film and Video Association Conference, Online.

Herrmann, E. S. (2020, February). *Umbanda: offerings of faith – the feature*. [Conference session - multimedia/artistic presentation]. Universality of Global Education Conference, Huntsville, TX.

- Lima, L. S. H., & Herrmann, E. S., (2018). *Reconfiguring advertising storytelling through the film techniques of stop motion, computer graphics, and one takes: Archetypization and transmedia narrative in the "Back to the Start" campaign of Chipotle Mexican Grill* [Paper presentation]. VII National Seminar of Cinema in Perspective of UNESPAR, Curitiba, Brazil.
- Herrmann, E. S. (2017). *Integrating the SHSU Common Reader in film*. [Conference session]. 14th Annual SHSU Teaching & Learning Conference, Huntsville, TX.
- Lima, L. S. H., & Herrmann, E. S., (2016). *The use of cinematic storytelling in contemporary advertising narratives: Experience and entertainment in the John Lewis campaigns* [Paper presentation]. V National Seminar of Cinema in Perspective of UNESPAR, Curitiba, Brazil.
- Herrmann, E. S. (2011). *Reflections on Elisa Herrmann's "a envenenadora"* [Conference Session]. Mass Communication and Media Arts Graduate Student Symposium, Southern Illinois University Carbondale, USA.
- Herrmann, E. S. (2003). *O silêncio dos inocentes – uma análise filmica [The silence of the lambs – a filmic analysis]* [Paper presentation]. Mass Communication Conference, Catholic University of Paraná, Curitiba, Brazil.

Invited Presentations:

- Arteaga, P., Cooper, C. Dann, A., Herrmann, E. S., & Ormond, J. (2022, March). *Representation matters: Investigating entertainment & academia through a DEI lens*. [Invited guest lecture]. Sam Houston State University. HIED 5367 – Diverse Student Populations. Paul Eaton, Instructor of Record. (Delivered via Zoom).
- Herrmann, E. S. (2022, February). *Harry Potter and the prisoner of Azkaban: Harry Potter on the big screen*. [Invited guest lecture]. Sam Houston State University. HONR 3342.02 – The Word – Harry Potter. Kimberly Bell, Tracy Bilsing, Instructors of Record. (Delivered Face to Face).
- Herrmann, E. S. (2020, March). *Critiquing the film adaptation of James Baldwin's "If Beale Street Could Talk", by Barry Jenkins*. [Invited guest lecture]. Sam Houston State University. HONR 3342: James Baldwin: Race, Queerness, and Social Critique. Paul Eaton, Instructor of Record. (Delivered Face to Face).
- Herrmann, E. S. (2019, Fall). *The movement that shook Hollywood to its core. Critiquing the film* [Invited guest lecture]. Sam Houston State University. HONR 3375 – Honors Dialogs Seminar: #MeToo. Siham Bouamer, Instructor of Record. (Delivered Face to Face).
- Herrmann, E. S. (2019, April). *Character Development for Film and TV*. [Invited guest lecture]. Sam Houston State University. HONR 3332 – Humanities: King Arthur through the Ages. Ralph Norris, Kimberly Bell, Instructors of Record. (Delivered Face to Face).
- Herrmann, E. S. (2019, April). *The Women in "The Mists of Avalon"*. [Invited guest lecture]. Sam Houston State University. HONR 3332 – Humanities: King Arthur through the Ages. Ralph Norris, Kimberly Bell, Instructors of Record. (Delivered Face to Face).

- Herrmann, E. S. (2019, April). *The storytelling tools of cinema*. [Invited guest lecture]. Sigmund Freud University (Linz, Austria). Margret Jäger, Instructor of Record. (Delivered Face to Face).
- Herrmann, E. S. (2017, Fall). *Harry Potter and the prisoner of Azkaban: Harry Potter on the big screen*. [Invited guest lecture]. Sam Houston State University. HONR 3331 – Culture and Society: Harry Potter. Kimberly Bell, Tracy Bilsing, Instructors of Record. (Delivered Face to Face).
- Herrmann, E. S. (2017, Fall). *Discussion of the film “The Earthquake in Chile”, by German director Helma Sander-Brahms*. [Invited guest lecture]. Sam Houston State University. GERMAN 4370 Crime & German Film, Ervin Malakaj, Instructor of Record. (Delivered Face to Face).
- Herrmann, E. S. (2016, Fall). *The film screenplay: how to write a narrative short film*. [Invited guest lecture]. Federal University of Paraná (Curitiba, Brazil). Letícia Herrmann Lima, Instructor of Record. (Delivered Face to Face).
- Herrmann, E. S. (2015, Summer). *Writing screenplays for short films*. [Invited guest lecture]. Federal University of Paraná (Curitiba, Brazil). Letícia Herrmann Lima, Instructor of Record. (Delivered Face to Face).
- Herrmann, E. S. (2015, Summer). *The film screenplay: how to write a narrative short film*. [Invited guest lecture]. Catholic University of Paraná (Curitiba, Brazil). Letícia Herrmann Lima, Instructor of Record. (Delivered Face to Face).
- Herrmann, E. S. (2014, Fall). *Screenwriting basics*. [Invited guest lecture]. Sam Houston State University. Student Organization: The Film Society. Tom Garrett, Organization Advisor. (Delivered Face to Face).

Work or Professional Experiences

- 2020 – Current, Associate Professor of Mass Communication, Sam Houston State University
- 2016 – Current, BA in Film Coordinator, Sam Houston State University
- 2008 – Current, Independent Filmmaker
- 2014 – 2020, Assistant Professor of Mass Communication, Sam Houston State University
- 2013 – 2014, Director of the 36th Big Muddy Film Festival, Southern Illinois University
- 2012 – 2014, Visiting Assistant Professor in Film Production, Southern Illinois University
- 2009 – 2012, Teaching Assistant, Radio and Television, Southern Illinois University
- 2011 and 2012, Instructor for Girls Make Movies Summer Camp, Southern Illinois University

2007 – 2009, English Teacher, Inter Americano, Centro Cultural Brasil – Estados Unidos de Curitiba, Brazil

2005 – 2007, Academic Coordinator, CNA – Cultural Norte Americano, Curitiba, Brazil

2002 – 2007, English Teacher, CNA – Cultural Norte Americano, Curitiba, Brazil

2001 – 2005, English and Portuguese Teacher as Second Languages, Américas, International Services, Curitiba, Brazil

Service to the Profession and Community

2016 – Present – Coordinator of the Austin Film Festival/SHSU Internship

2023 – Coach for two speakers, Deji Akingbade and Pavi Theva, at the SHSU TEDx event, Sam Houston State University.

2022 – External Reviewer for a Tenure and Promotion process to Associate Professor at SUNY New Paltz

2022 – External Reviewer for a Tenure and Promotion process to Associate Professor at Texas State University

2022 – Faculty Advisor to the Registered Student Organization Film Coven, Sam Houston State University

2020 – Faculty Advisor to the Registered Student Organization Women in Media, Sam Houston State University

2019 – 2020 – Juror for the BAM! Brazosport Arts in Media Festival

2018 – Documentary Screener for the Austin Film Festival

2017, 2020, 2021 - Judge for the Blumenburg Screenwriting Award, Southern Illinois University

2016 – 2017 Reader for the Austin Film Festival

2013 – 2014, Faculty Advisor to the Registered Student Organization Film Alternatives, Southern Illinois University

Honors and Awards

Undocumented: A Dream of Education

Best Director at All That Moves Film Festival, São Paulo, Brazil, 2022.

Best Film at Tampa Bay International Film Festival, Tampa Bay, Florida, 2022.

Top Film Award – First Place at the National Communications Association Convention, New Orleans, Louisiana, 2022.

Best Female Director Award, Bettiah International Film Festival, Bettiah, India, 2022.

Best Inspirational Film Award, Bettiah International Film Festival, Bettiah, India, 2022.

Finalist, WorldFest Houston International Film Festival, Houston, Texas, USA, 2023.

Audience Award for Best Short Film, Fort Worth Indie Film Showcase, Fort Worth, Texas, USA, 2023.

Umbanda: Offerings of Faith

Best Feature Documentary at All That Moves Film Festival, São Paulo, Brazil, 2022.

Graduate Mentor of the Year Nomination, 2022. Graduate School, Sam Houston State University.

Television Academy Foundation - Faculty Seminar Program, 2018. Members of the Television Academy selected 25 professors from colleges and universities nationwide to participate in the prestigious program.

The Great Adventure of the Bentley Girls

Best Feature Screenplay, Fan Fiction Film Festival, New York, NY, USA, 2018.

Quarterfinalist, ScreenCraft Public Domain Screenplay Competition, USA, 2019.

Rodrigo Herrmann – Life and Works

Audience Choice Awards - 1st Runner Up, Great Lakes International Film Festival - Eerie, PA, 2016.

Bronze Remi Award in Short Documentary Production, 50th Annual WorldFest Houston, Houston, USA, 2017.

A Envenenadora [The Poisoner].

Winner Best Experimental Film, Blaquefyre Independent Film Festival, 2015.

Death Expectancy, Short Screenplay

Certificate of Excellence in the VII SkyFest Film and Script Festival, 2013.

Finalist in the FRAPA - Screenplay Festival of Porto Alegre, Brazil, 2013.

Top 10 Finalist in the Reel Writers Screenplay Contest, 2013.

Top 3 Finalist in the Lindsey Film Festival, 2014.

International Graduate Student Scholarship.

Scholarship awarded by the MCMA Department at SIU for the “impressive overall record of achievement” while pursuing the MFA degree, 2012.

The Gaze.

Winner Best Narrative Short Film, Little Muddy Media Arts Festival, 2011.

3 ½ Minutes.

Awarded for Achievement in Motion Pictures and Media Arts in Film Editing in the 1st Annual SPC-TV Film and Television Awards, 2011.

Best Teacher of Portuguese as a Second Language, Américas - International Services, 2003.

Other Competencies

Professional Development

Engaging Classrooms QEP, Engaging Exploration Workshop, Sam Houston State University, 2023.

RED Camera Workshop, Houston Latino Film Festival, 2018.

Adobe Premiere Pro, Sam Houston State University, 2015.

AVID Media Composer, Southern Illinois University, 2013.

Sound and Moving Image and Pro Tools, Southern Illinois University, 2012.

Final Cut Pro X, Southern Illinois University, 2012.

HD Cinematography, Southern Illinois University, 2012.

HTML, XHTML, CSS, JavaScript, JQuery, Southern Illinois University, 2011.

Illustrator, Photoshop, After Effects, Southern Illinois University, 2011.

Narrative Short Filmmaking, Southern Illinois University, 2010.

Narrative and Experimental 16mm Filmmaking, Southern Illinois University, 2010.

Final Cut Pro 7, Southern Illinois University, 2009.

Short Film Production, Federal University of Parana - 18th Winter Festival, 2008.

Music in Films, Studying Soundtracks, Catholic University of Parana, 2004.

Directing Actors, Catholic University of Parana, 2003.

Language of Movies. Catholic University of Parana, 2003.

Languages

Portuguese (native)

English (fluent)

Spanish (conversational)

Italian (basic)

German (basic)

Professional Memberships

National Communications Association – NCA.

University Film & Video Association – UFVA.