

# Laura Uzar

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## EDUCATION

University of Connecticut - Storrs, CT  
Master of Arts, Communications, May 2024  
GPA: 3.97/4.00

University of Connecticut - Storrs, CT  
Bachelors of Arts and Sciences, Communications, May 2023  
GPA: 3.69/4.00

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## RESEARCH INTERESTS

Stigma research; Communicative aspects of stigma and exclusion; Prisoner rehabilitation aided by communication processes; Communicative technology in prisons; Mass communication; Media studies; Interpersonal communication

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## CONFERENCE ACTIVITY

Presented work at the 2023 National Communication Association Conference:  
Chase, N. D., Christensen, J. L., & Uzar, L. (2023). How do we Handle the Pandemic? An Exploration of the Role Uncertainty Management plays in COVID-19 Information Seeking. (*In Progress*)

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## TEACHING INTERESTS

Intro to communication; Mass communication; Media studies; Professional communication; Public speaking; Interpersonal communication

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## TEACHING & RESEARCH EXPERIENCE

Teaching Assistant, *August 2023 - Present*

Comm1000 The Process of Communication at The University of Connecticut

- ❖ Facilitate class discussions and effectively relay course concepts to students
- ❖ Administer all assignments, exams, and activities in accordance with course curriculum
- ❖ Grade assignments and provide feedback to students
- ❖ Meet with students individually to assess needs and progress throughout the course

Research Assistant for Amanda Coletti, *September 2023*

Evaluation of a Storytelling Training Program for STEM Professionals

- ❖ Moderated pre-training focus group discussions on topics related to STEM and storytelling, ensuring a conducive and respectful environment for participants
  - ❖ Utilized follow-up questions to elicit in-depth responses and uncover hidden insights
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## PROFESSIONAL AFFILIATIONS

Member of the National Communication Association (NCA)

- ❖ Conference attendance (2023)

Member of New York Women in Communications

- ❖ Honored at the Matrix Awards (2023)
- ❖ Recipient of the Beth Ellen Keyes Scholarship (2023)

Lambda Pi Eta Member

- ❖ National Communication Association's official honor society at four-year universities.

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## PROFESSIONAL EXPERIENCE

The National Institute for the Clinical Application of Behavioral Medicine - Storrs, CT

Social Media Specialist, *October 2022 - May 2023*

- ❖ Managed the planning and creation of social media content across various social platforms
- ❖ Monitored organic social media analytics and synthesized data to make recommendations to better engage with users and grow followers
- ❖ Supervised team members who contributed to the company's social media's success

Writing and Communications Intern *October 2021- October 2022*

- ❖ Researched and wrote blog posts on selected topics in mind-body medicine
- ❖ Drafted interview questions and speaker agendas for webinar programs
- ❖ Updated the company website through the backend using javascript code
- ❖ Provided friendly and effective customer service over the phone and via email

Voice - Brooklyn, NY

NFT and Blockchain Beta Site Tester, *July 2021- August 2021*

- ❖ Created and personalized NFT's with graphic design software
- ❖ Minted NFT's by turning digital art into a part of the Ethereum blockchain as a public ledger
- ❖ Mastered the process of buying and selling NFT's with crypto currency
- ❖ Recorded design flaws in the beta version of the site

Pulse 24/7 with SYNERGY Consulting - Boston, MA

Project Management Intern, *May 2020- August 2020*

- ❖ Evaluated the effectiveness of the Pulse 24/7 manager app
- ❖ Collaborated with the executive team to clearly define business development strategy, national plan, and partner map
- ❖ Created various creative campaigns and applied growth hacking marketing and sales techniques

The Endicott Observer - Beverly, MA

Staff Writer, *September 2019- May 2020*

- ❖ Researched, wrote, and edited articles, blog posts, and content for The Endicott Observer website
- ❖ Conducted interviews and gathered information from reliable sources
- ❖ Met deadlines for content delivery
- ❖ Collaborated with editors, designers, and other team members
- ❖ Pitched and developed article ideas and topics

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## SKILLS

Computer: Canva, Adobe Creative Suite (Photoshop, InDesign, Illustrate and After Effects), as well as all MS Office, Excel, Meta Business Suite, Wordpress, Teams, and JavaScript