

Elizabeth Eckert

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Education

Ph.D., Information Studies	Long Island University	Sep, 2012 - Nov, 2020
Master of Arts, Journalism	Craig Newmark Graduate School of Journalism at CUNY (formerly CUNY Graduate School of Journalism)	Aug, 2009 - Dec, 2010
Bachelor of Science, Psychology	University of Georgia	Aug, 2002 - Aug, 2006

Experience

Doctoral Candidate, Information Studies	Long Island University, CW Post Campus	Sep, 2012 - Nov, 2020
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Throughout my coursework, I have conducted qualitative and quantitative research on a variety of subtopics in Information Science. Exercising organizational and time management abilities, I developed skills in a variety of methods, including survey, interview, observation, scenarios, task analysis, think-aloud protocols, usability studies, and user personas. I compiled and analyzed data using appropriate statistical measures to write papers and present findings to my colleagues and professors.

- Conducted independent research and data analyses
- Wrote papers and gave presentations to report research results
- Presented work at 2014 IADIS eSociety Conference in Madrid
- Currently completing dissertation, based upon research into information needs and behaviors which could serve as preliminary user testing
- Took courses in Human-Computer Interaction, Information Systems, Information and Society, Metadata, Information Retrieval, Information Services, and Organizational Information Management

Social Media Manager	Long Island University English Language Institute	Aug, 2017 - Mar, 2020
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Developed the Facebook page for the English Language Institute at LIU (<https://www.facebook.com/LIUBrooklynELI>). Having never used social media, the school had no established presence. Starting from scratch, I worked to grow the page's audience. This position required a strong sense of organization and self-motivation, as well as a willingness to be flexible and make changes as needed. I utilized my writing and design skills, and worked with ELI staff to create posts that are informative for current students as well as enticing to potential applicants.

- Created posts to promote events, announce key dates, and offer educational tips
- Designed graphics and images that are both informative and eye-catching
- Planned and maintained calendar to achieve balance between types of posts

Blog Coordinator**Lion Brand Yarn Company****Aug, 2016 – Apr, 2017**

Curated and created content for the Lion Brand Yarn Company and Lion Brand Yarn Studio blogs. Additionally, launched and grew the official Lion Brand Yarn Company Tumblr account. This job allowed me to develop my technical, instructional writing as well as product photography skills. Representing a large, well-known yarn brand, I had to adapt my writing voice and style appropriately, as well as work with both speed and accuracy.

- Wrote and photographed “how-to” posts for company blog
- Curated content to promote and spotlight specific yarns and patterns
- Developed and maintained relationships with outside content contributors
- Managed and moderated blog comments using Disqus
- Promoted sales and events via separate yarn store blog
- Grew Tumblr following from nothing to several thousand in a short timeframe
- Maintained blog calendar in conjunction with marketing department schedule

**Graduate Assistant,
Circulation Desk****Long Island University, Brooklyn Campus Library****Sep, 2013 – Feb, 2016**

Worked at circulation counter at university library. I assisted students in myriad ways, including checking books in and out, answering questions, troubleshooting account issues, and overseeing reference book usage.

- Developed basic working knowledge of Library of Congress cataloging system
- Combined library and information skills with my talent for customer service
- Answered student questions about campus and a wide variety of other topics
- Enforced library policy, which often involved both firmness and diplomacy

Reporting and Editing Intern**The New York Times Local, Fort Greene****May, 2010 – Dec, 2010**

Beginning as a summer intern, I reported and created content for The Local, which was a collaboration between CUNY and The New York Times. I was later asked to stay on in an editorial and educational capacity.

- Used photography, video, writing, and digital graphics to cover wide variety of topics relevant to the Fort Greene area of Brooklyn
- Managed and edited content from outside contributors and journalism students, serving in both an editorial and mentorship capacity
- Taught and assisted with reporting and photojournalism workshops for local high school students

**Teaching Assistant,
Interactive Journalism****Craig Newmark Graduate School of Journalism at CUNY****Aug, 2010 – Dec, 2010**

(formerly CUNY Graduate School of Journalism)

Assisted professor with first semester interactive journalism course. This involved conducting demonstrations, monitoring students as they worked independently, and assisting and answering questions as needed.

- One of a small numbers of TAs selected for our accomplishments in interactive media
- Required me to stay up-to-date with appropriate technology and be able to teach those skills to others

As an Adoption Counselor for the Humane Society in Savannah, GA, I was the first human face the public saw upon entering. Also part receptionist and part sales associate, I helped people with their pet adoption needs.

- Greeted individuals as they entered the shelter
- Maintained calendar of spay/neuter appointments for veterinary staff
- Processed animal surrenders
- Assisted with animal care, such as walking dogs and directing volunteers
- Reviewed and processed applications and adoptions
- Maintained website content, including writing profiles for available dogs and cats

Publications and Presentations

Eckert, Elizabeth (published as Liza Eckert). (2014). "Information Sharing on Social Media and Dating Websites." Paper presented at IADIS e-Society Conference, Madrid, Spain.

Eckert, Elizabeth (published as Liza Eckert). "Fleet Foxes at United Palace Theatre." New York Press, May 19, 2011. Retrieved from: <https://bit.ly/32Mbqyl>

Eckert, Elizabeth (published as Liza Eckert). "Patti Smith at Southpaw." New York Press, November 12, 2010. Retrieved from: <https://bit.ly/3f0aE5Y>

Eckert, Elizabeth (published as Liza Eckert). "Green Vinyl." Brooklyn Based, December 21, 2010. Retrieved from: <https://brooklynbased.com/2010/12/21/green-vinyl/>

Eckert, Elizabeth (published as Liza Eckert). "C Train Ranked Worst in the City, Again." The Local Fort Greene, October 7, 2010. Retrieved from: <https://bit.ly/2UHLrEh>

Eckert, Elizabeth (published as Liza Eckert). "Habana Outpost Named the Second-Greenest Storefront in Brooklyn." The Local Fort Greene, August 6, 2010. Retrieved from: <https://bit.ly/35yl9d0>

Eckert, Elizabeth (published as Liza Eckert). "Friends and Family Remember Local Pharmacist." The Local Fort Greene, August 6, 2010. Retrieved from: <https://bit.ly/3nv8VZB>

Eckert, Elizabeth (published as Liza Eckert). "BAM Cultural District: The Strand Theater." The Local Fort Greene, July 27, 2010. Retrieved from: <https://bit.ly/3nl5MeC>

Eckert, Elizabeth (published as Liza Eckert). "Allez Cuisine! Fort Greene Restaurateur on Iron Chef America." The Local Fort Greene, June 24, 2010. Retrieved from: <https://bit.ly/3pGYqEq>

Eckert, Elizabeth (published as Liza Eckert). "Brooklyn Artists Shine at BAMcinemaFEST." The Local Fort Greene, June 9, 2010. Retrieved from: <https://bit.ly/3nsWcqq>

Eckert, Elizabeth (published as Liza Eckert), and Vishal Persaud. "State of the Stimulus: Art in Unlikely Spaces." The New York City News Service, 2010. Retrieved from: <https://bit.ly/2H7UEm2>

Eckert, Elizabeth (published as Liza Eckert). "Activists Press Onorato on Gay Marriage." Queens Chronicle, November 12, 2009. Retrieved from: <https://bit.ly/2UvCFc8>

Eckert, Elizabeth (published as Liza Eckert). "Mr. Brownstone' is Dead." The Brooklyn Paper, October 28, 2008. Retrieved from: <https://bit.ly/3f9vzUo>