

KRISTEN LANDREVILLE, PH.D.

SOCIAL SCIENTIST, RESEARCHER, & COMMUNICATION EXPERT

klandreville.com

krisland@gmail.com

Raleigh, NC, USA

352-262-5181

PROFILE SUMMARY

Directed the graduate communication program at the University of Wyoming for 5 years while a tenured associate professor; recruited 75+ students to the program with integrated marketing communications, generating \$775,000 in tuition

Served as a lead social science researcher on large multidisciplinary, multi-institution grants at the University of Wyoming (as a tenured faculty member) and North Carolina State University (as a senior research scholar)

Led social science research projects from conceptualization to publication in many disciplines, including communication, environment, and biotechnology, that resulted in 25+ peer-reviewed papers

Demonstrated ability to understand and collaborate among a wide range of business contexts (engineering, health, sciences, agriculture, energy, biotech)

Managed projects from conception to completion, including proposal development, grant writing, stakeholder identification and engagement, strategic plan development, training and professional development, and performance assessment

Employed quantitative methods (surveys, experiments, content analysis) and qualitative methods (focus groups, scenario workshops, interviewing) in multidisciplinary research (including customer discovery for biotech products)

Analyzed research using advanced inferential statistics and qualitative analytical methods; presented data in visualizations, presentations, reports, media interviews

Facilitated and designed training workshops for faculty, practitioners, industry partners, community partners, students, post-docs, and university staff

EXPERIENCE

Senior Research Scholar, Genetic Engineering & Society Center North Carolina State University

November 2023 – Present

Led collaborative research with multidisciplinary, multi-institution teams

- Led multidisciplinary research teams on the Precision Microbiome Engineering Center ([PreMiEr](#)), a \$26 million [National Science Foundation \(NSF\) Engineering Research Center](#) grant
- Served on the leadership team; advised the team on strategies to achieve socially impactful, actionable research
- Conducted stakeholder identification and analysis; developed and implemented stakeholder engagement strategies
- Collaborated across five major research universities, industry partners, and community partners and advisory boards
- Conducted human subjects research using surveys, semi-structured interviews, and mixed methods
- Analyzed data and presented research in academic journals, to biotechnology industry partners, and other stakeholder groups
- Created and tracked strategic plans, metrics, outputs, and outcomes
- Supervised and mentored post-docs, graduate, and undergraduate students in social science research projects

EDUCATION

Ph.D. Communication, 2010, Ohio State University

M.A. Mass Communication, 2006, University of Florida

B.S. Journalism, 2004, University of Florida

TECHNICAL SKILLS

SPSS, AMOS, MAXQDA, NVivo, Salesforce, Qualtrics & Survey Software, CMS, HTML, CSS, WordPress, IRB, Human Subjects Training, CITI, Microsoft Teams, Confluence, Zoom, Google Suite, Canvas, Photography, Adobe Creative Suite, Canva, AP Style, Media Writing, Editing

COMMUNICATION & MANAGEMENT SKILLS

Cross-Functional Team Leadership
Research Article & Report Writing
Proposal Development & Grant Writing
Performance Assessment & Evaluation
Administration & Budgeting
Stakeholder Identification/Engagement
Building Relationships/Partnerships
Marketing & Messaging
Event Planning
Mentorship & Managing Teams
Public Speaking & Outreach
Curriculum & Instructional Design
Workshop Training & Facilitation

RESEARCH SKILLS

Methodological Skills
Messaging Experimental Design
Survey Design
Content Analysis
Focus Groups
Interviewing
Scenario Workshops
Co-Production of Knowledge
Analytical Skills
Chi-Square, ANOVA, Regression
SEM, Mediation & Moderation

- Served on the NC State Genetic Engineering & Society Center Executive Board

Associate Professor of Communication & Journalism University of Wyoming

August 2010 – May 2023 | Tenured in 2016

Directed the graduate communication program

- Recruited 75+ students to the program, generating \$775,000 in tuition
- Managed the budget and administered the program
- Created and managed resources for graduate student success (e.g., program timelines, administrative forms, best practices, expectations)
- Represented the program to upper administration and external partners
- Advised all enrolled graduate students every semester
- Assessed the graduate program with surveys and exit interviews
- Resolved conflicts among faculty and students
- Served on university-level institutional rebranding campaign
- Created digital marketing campaigns with teams to recruit students

Planned and led collaborative research with multidisciplinary teams

- Worked with multidisciplinary research teams across fields of climate science, hydrology, geography, agricultural economics, religious studies, communication, media, and environmental social science
- Led funded research projects as principal investigator or senior personnel
 - Authored the communication, media, and risk components of grant submissions
 - Developed the goals, deliverables, metrics, and evaluation plan of project components
- Participated in 2 NSF-funded \$20 million grants
- Conducted survey research and managed budgets for data collection
- Planned focus groups, wrote script, designed questions, analyzed data
- Provided media interviews as the lead social scientist; wrote press releases for research to gain media attention

Communicated research expertise to internal and external audiences

- Established as a communication and social science expert (see [Google Scholar](#) page)
 - Reviewed +115 manuscripts for publication in peer-reviewed journals
 - Cited +2,000 times, with 629 of those citations being since 2020
- Presented 50+ workshops and lectures about research and expertise
 - Presented to internal audiences (faculty, library staff, boards of visitors, students, research staff, post-docs)
 - Presented to external audiences (journalists, K-12 students, public)
 - Reached more than 1,500 people with presentations
- Presented 43 research papers to professional academic meetings
- Instructed 44 graduate and undergraduate courses since 2010
- Provided 30+ interviews to journalists that published stories about my research and expertise

Created and represented a science/environment/health journalism internship program with grant funding

- Designed a curriculum to translate science, environmental, and health research for consumption by the general public in media outlets
- Recruited 50 journalism interns in 5 years, including indigenous students
- Served as a liaison between Wyoming media outlets, Wyoming Press Association, and University of Wyoming
- Organized professional panels about science, environment, and health journalism at annual conventions

Designed curriculum, instructed courses, and chaired theses

- Taught and developed 14 unique communication/media courses (instructed 1,400+ students), delivering \$550,000 in instructional services
- Instructed courses in media literacy, quantitative research methods, science/environment/health communication, political communication, multimedia production, web design, media writing, and more
- Trained hundreds of students in software and skills such as SPSS, Qualtrics, WordPress, Canva, digital audio storytelling, AP Style, and more
- Mentored 50+ graduate students as a thesis chair or a committee member

AWARDS & RECOGNITION

2023-2024, Recognized Misinformation Expert, US Speaker Program, US Department of State

2018, Publons Award for Peer-Review of Manuscripts

2017, Standard-Bearer for the College of Arts & Sciences Master's Degree Candidates

2016, First Place Winner of the University of Wyoming Active Learning Institute's Best Active Learning Presentation

2016, 2015, 2014, Nominated for the University of Wyoming Arts & Sciences Extraordinary Merit in Teaching Award

2008, First Place Student Paper in the Mass Communication & Society Division at the Association for Education in Journalism and Mass Communication

2006, Top 4 Student Paper in Political Communication at the International Communication Association

2006, Outstanding Master's Student Award, College of Journalism and Communications, University of Florida

2004, Summa cum Laude, University of Florida, 3.97 GPA

REFERENCES

Jennifer Kuzma, Ph.D.

Professor and Co-Director
Genetic Engineering & Society
Center
North Carolina State University
jkuzma@ncsu.edu

Cindy Price Schultz, Ph.D.

Associate Professor
Communication and Journalism
University of Wyoming
cprice@uwyo.edu

Rachel Noble, Ph.D.

Professor, Department of
Environmental Sciences and
Engineering
Director, Institute for Marine
Sciences
University of North Carolina,
Chapel Hill
rtnoble@email.unc.edu