

# Mark David Anthony / Curriculum Vitae

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## **CONTACT INFO:**

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### **Online**

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FaceBook: [http://www.facebook.com/p/Mark\\_Anthony/23214004](http://www.facebook.com/p/Mark_Anthony/23214004)

## **EDUCATION:**

### **Ph.D. in English, In Progress.**

Georgia State University. Atlanta, Georgia. Currently entering final year of course work.  
Concentration: Rhetoric / Advanced Composition / Technical and Professional Writing.

### **M.A. in Professional Writing, 2006.**

Kennesaw State University. Kennesaw, Georgia.  
Concentration: Rhetoric and Composition.

Thesis: "Remediation, Genre, and Blogs: A Reexamination of Blogs as Genre."  
Starting with Carolyn Miller's theories of genre and rhetorical hierarchy and proceeding to Miller's examination of blogging as genre, co-authored with Dawn Shepherd, I argue that blogging is not in and of itself a new genre, but a complex of emergent technologies that together form a new medium. The blog as medium supports numerous genres: personal diary blogs, citizen journalist blogs, and corporate blogs to name a few. Thesis Committee: Professor Robert Barrier and Professor Robert Hill.

### **B.A. in English, 2004. Magna cum laude.**

Arkansas Tech University. Russellville, Arkansas.

### **A.A. in Journalism, 1991.**

Dekalb College (now Georgia Perimeter College). Dunwoody, Georgia.

## **TEACHING AND UNIVERSITY RELATED EXPERIENCE:**

- Adjunct Instructor** Two sections English 1101 (Composition I), 23 students in each section.  
North Georgia College and State University. Spring 2007.
- Guest Lecture** "Web Genres and Types in Web1.0 and Web2.0." Dr. Jennifer Bowie's undergraduate Electronic Writing and Publishing.  
Georgia State University. Spring 2007.
- Intern Supervisor** I supervised the student intern teaching experience for a graduate student in her final semester earning her MA in Teaching. I performed observations and engaged in feedback meetings as well as filing progress and performance reports.  
St. Leo University. Spring 2007.

- Graduate Assistant** As a Technical Writer on the development team for the Online Writing Environment, I conducted informal usability testing and wrote help files for an online application developed in house by the Georgia State University Writing Across the Curriculum program. The application is an interactive, collaborative workspace modeled after traditional peer review processes. It is available to all GSU professors to use as a tool to get their classes involved in peer review. WAC graduate assistants and instructors also provide feedback to student writing across the curriculum through this online review utility.  
Georgia State University. Spring 2007.
- Guest Lecture** “The Rhetorical Situation.” Dr. Jennifer Bowie’s undergraduate Business Writing. Georgia State University. Fall 2006.
- Teaching Internship** I assisted Dr. Anne Richards in her Document Design and Desktop Publishing course. I helped administer WebCT, prepare course materials, direct class discussion, train the class on Adobe In-Design, assist the class with general technology needs, and lecture. The course provided a theoretical foundation in visual rhetoric combined with a practical series of exercises in designing and producing documents in a business setting. The students were required to form “Companies” (groups), produce corporate identity collateral, produce a website, and each “company” produced a children’s book as the major project.  
MAPW Program. Kennesaw State University. Spring 2006.
- Tutor** During my directed study in Writing Center Theory and Praxis under Dr. Mary Lou Odom, in addition to my academic work and study of theory, I completed the Kennesaw State University Writing Center’s tutor training, worked twice weekly as a writing tutor, and conducted a small-scale ethnographic study of the degree to which writing center theory penetrates actual tutoring practice.  
Writing Center. Kennesaw State University. Spring 2006.  
<http://www.kennesaw.edu/english/WritingCenter/>
- Graduate Assistant** As assistant to the Director of the Georgia WebMBA program, I helped with numerous projects: writing, design, and production of marketing collateral; planning and executing (lodging, campus facilities, computer lab preparation, etc.) on-campus orientation for the 2006 cohort (orientation weekend is the only time the students are required to be on campus); attending WebCT Vista training to prepare me to assist with online course management; meeting with University System of Georgia Instructional Technology staff to assist in evaluating and selecting future technologies to enhance the distance-based instructional model of the program; and assisting in the startup and maintenance of a successful Google Adwords campaign to promote the program. The Georgia WebMBA offers professionals the opportunity to earn an online MBA from one of five accredited University System of Georgia institutions. Georgia WebMBA. Spring 2006. <http://www.webmbaonline.com>
- Guest Lecture** “Technology Advances for Composition Students and Instructors.” Dr. Mary Lou Odom’s undergraduate Peer Tutoring and Responding to Writing. Kennesaw State University. Fall 2005.
- Graduate Assistant** I used Adobe InDesign to create basic book layout and to index a 540 page volume on sociology. I used InDesign’s features to build an index that could be updated after editorial changes without having to repaginate or repeat data entry. I was exposed to all aspects of a working University Press during this assignment.  
Kennesaw State University Press. Fall 2005. <http://www.kennesaw.edu/ksupress/>

**Senior Director** Senior Director responsible, among other things, for corporate training. See entry below under “Other Relevant Work Experience” for more details.  
OneSource. 1998-2001.

**Tutor** I specialized in helping college athletes prepare for first or repeat attempts to pass the writing component of the Georgia Regents Exam, a minimum reading and writing skills examination required of all students in the University System of Georgia.  
Learning Center: Georgia Southwestern State University. 1985-86.

### **TEACHING INTERESTS:**

- Basic and Advanced Composition
- Electronic and Online Writing and Publishing
- Business, Professional, and Technical Writing
- Document Design, Web Design, and Visual Rhetoric
- Standards Based Web Authoring (CSS, XHTML, XML, scripting, etc.)
- Communications, Speech, and Mass Communications
- Journalism and Newswriting, including Feature Writing
- Creative Nonfiction
- Poetry
- American Studies and Popular Culture
- Film

### **RESEARCH INTERESTS:**

- Digital Rhetoric and Online Discourse:
  - New Media
  - Identity Issues
  - Issues of embodiment/disembodiment (i.e. how to conduct online ethnography)
  - Web 2.0, Web 3.0, the “Social Web,” and the “Semantic Internet”
  - Intellectual Property
  - Multimedia Writing (Writing Across Media)
- Computers and Composition / Technology in Pedagogy
- Genre Theory
- Civil Discourse: Especially as related to discourse of politics, religion, and race
- Postmodernism
- Visual Rhetoric (special interest in digital and online visual rhetoric)
- Popular Culture and American Studies (special interest in digital culture)
- Gaming Rhetoric

### **PRESENTATIONS AND PUBLICATIONS:**

“Bridging the Digital Divide: Teaching Composition to the Emergent Digital Culture.” SAMLA Annual Convention, Charlotte, North Carolina, November 2006.

“Frontline Milblogs: A Virtual Ethnography.” New Voices International Graduate Conference. Georgia State University, Atlanta, Georgia, October 2005.

Review of *Buffalo Head Soldiers* by Tim Seibles. *Kennesaw Review: An Online Literary Journal*.  
<[http://www.kennesawreview.org/OLD\\_SITE/fall2005/\\_reviews\\_Anthony.htm](http://www.kennesawreview.org/OLD_SITE/fall2005/_reviews_Anthony.htm)>. (Fall 2005).

“Interview with Dr. Andrew Geyer.” *Nebo: A Literary Journal*. 23.2 (Spring 2005): 4-11.

## **RELEVANT GRADUATE COURSES:**

### **Georgia State University**

- Composition Research Methods and Methodologies
- Computers and Composition
- Digital Rhetoric
- User-Centered Design

### **Kennesaw State University**

- Teaching Composition in High School and College
- Directed Study in Writing Center Theory and Praxis: “Responding to Writing”
- Intro to Literacy Studies
- Issues and Research in Rhetoric and Composition
- World Englishes
- Feature Writing
- Poetry Writing
- Creative Nonfiction
- Careers in the Literary Arts
- Teaching Internship for graduate course: “Document Design”

## **HONORS:**

- Magna Cum Laude. Arkansas Tech University
- Sigma Tau Delta National English Honor Society
- Sigma Beta Phi National Honor Society
- Blue Key Honor Society
- Outstanding Young Men of America

## **TECHNICAL SKILLS:**

- I hold five IBM and three HP certifications.
- CSS, HTML, XHTML, Dreamweaver, Illustrator, Photoshop, php, mySQL, etc.
- Mac, Windows, Linux, Unix, and other operating systems.
- Podcasting and other audio/visual electronic distribution (i.e. youtube.com, blip.tv).
- Microsoft OS, Desktop, and Server Software and Technologies.
- Various web content management systems (i.e. Joomla, Moodle, WebCT Vista, etc.)
- Setup, use, and maintenance of blogs, wikis, forums, and other online technologies.
- Digital video creation and editing using tools like Adobe Premiere Pro.
- Digital photography and digital design.
- Basically interested in all things “geeky.”

## **SERVICE:**

**Volunteer Technology Services for Homeless Agency.** *Samaritan House of Atlanta.* This non-profit organization works to help homeless men and women achieve self-sufficiency through personalized employment readiness and life stabilization programs. I assisted a team of volunteers from the Georgia State University Graduate English department in installing a new computer network for the caseworker offices and client lab. Our team is currently working to design an open-source case management and resume creation application for use by the clients in the computer lab. <http://www.samhouse.org>

**Panel Chair Elect.** “Beyond the Blogosphere: Digital Culture and the Social Web in Rhetoric and the Writing Classroom.” SAMLA Annual Convention, Atlanta, Georgia, November 2007.

**Usability Study.** *Five Points: A Journal of Literature and Art.* As part of a graduate course in User-Centered Design, I converted several of my assignments in usability testing to a service project by performing testing on the *Five Points* website. a nationally recognized journal that has published the works of artists including Poet Laureate Billy Collins, Ann Beattie, and David Bottoms. *Five Points* is a non-profit publication of Georgia State University and needed help with their website but had no budget. As a result of the usability study, which would have cost several thousand dollars to conduct through a commercial vendor, the planned next step is to write a grant to seek funding for a redesign, using the findings as evidence of need.

**Roundtable Chair.** Composition and Rhetoric Technology Roundtable. SAMLA Annual Convention, Charlotte, North Carolina, November 2006.

**Web Manager.** *Kennesaw Review: An Online Literary Journal.* I redesigned both the graphic look and the technological architecture of the *Kennesaw Review*, converting it to standards compliant CSS and transitional HTML, utilizing a content management system that allows editors to publish new work and edit pages without the need of a webmaster for day-to-day publishing. As part of the move to the new platform, the *Review* also converted to a “river of information” format, posting new material as it is approved in reverse chronological order and leaving behind the emulation of a paper-based journal via annual volumes and quarterly issues. <http://www.kennesawreview.org>

**Executive Committee and Web Manager.** *Sigma Tau Delta.* Arkansas Tech University, Russellville, Arkansas. 2004. [http://lfa.atu.edu/english/STD/Sigma\\_Tau\\_Delta.html](http://lfa.atu.edu/english/STD/Sigma_Tau_Delta.html).

## **REFERENCES:**

Dr. Robert Hill, Professor of English  
Kennesaw State University / Kennesaw, GA 30144 / [rhill@kennesaw.edu](mailto:rhill@kennesaw.edu) / 770.423.6297

Dr. Robert Barrier (Writing Center Director), Professor of English  
Kennesaw State University / Kennesaw, GA 30144 / [bbarrier@kennesaw.edu](mailto:bbarrier@kennesaw.edu) / 770.423.6297

Dr. Anne Richards, Associate Professor of English  
Kennesaw State University / Kennesaw, GA 30144 / [aricha31@kennesaw.edu](mailto:aricha31@kennesaw.edu) / 770.423.6297

Dr. Trey Philpotts, Professor of English  
Arkansas Tech University / Russellville, AR 72801 / [tphilpotts@atu.edu](mailto:tphilpotts@atu.edu) / 479.968.0483

Dr. George Pullman (Director of Writing Across the Curriculum), Professor of English  
Georgia State University / Atlanta, GA 30302 / [engglp@langate.gsu.edu](mailto:engglp@langate.gsu.edu) / 404.651.2900

## **OTHER RELEVANT WORK EXPERIENCE:**

**Consultant.** 1988-Present. I am currently engaged as a documentation analyst and technical writer for Recemi, a software firm serving corporations with large-scale data center needs. I am also currently doing a website makeover for the Georgia Writer's Association and developing a new website for Oxford Comics. In addition to helping organizations develop effective communication and technology strategies and tactics, especially concerning new media and web2.0, I also provide copy writing, editing, technical writing, documentation analysis, web design, web strategy, and training/education consulting and services. My experience includes 20 years in political campaign management, speech-writing, communications direction, press relations, and other services to candidates ranging from state house to congress to president. I have consulted continually since 1988, sometimes full-time, other times part-time in conjunction with other employment.

**Freelancer.** *The Courier.* Russellville, Arkansas, 2004. I covered local government beats (county commission meetings, etc.) and wrote several features while completing my BA.

**Director of Technical Services.** ProMAS. Russellville, AR. 2004-2005. Consultant 2005-Present. I supervised and assisted in the production of several websites for customers, including copywriting and art direction. In addition to coding and design, I fulfilled the overall role of producer/director. I oversaw the rebranding of ProMAS with the creation of a new logo and all new corporate marketing collateral.

**Director of Media Ministries.** Chalcedon Presbyterian Church. Cumming, GA 2001-2004. Consultant 2004-Present. I supervised the website, edited and wrote for both the denominational magazine (3,000 circulation) and denominational theology journal (350 circulation including seminary libraries), and supervised or performed all other media production and dissemination (i.e. audio/visual).

**Senior Director of Quality, Training, and Engineering.** OneSource. Memphis, TN and Atlanta, GA 1998-2001. Consultant 2001-2002. I managed a team providing corporate training; supervising quality programs; administrating broad aspects of the company's ISO 9002 accreditation (very similar to accreditation compliance and institutional effectiveness in academia); and performing workload efficiency analysis for prospective and existing major contracts. I developed training curriculum; created presentations; participated on the executive presentation team for major contract acquisition; performed quality and performance audits; wrote sections of the corporate operations manual; and authored a study that led to entering a new market segment (education). I interacted with senior executives for customers including FedEx, the United Nations, Boeing, and major branches of the U.S. Govt. I provided ongoing consulting for six months after leaving, helping manage the rollout of new telcom and data infrastructure to offices throughout the U.S. I worked closely with Sprint, Bellsouth, Nortel, Lucent, Cisco, and Qwest.

**Director of Information Technology.** Perimeter Maintenance Corporation. Atlanta, GA 1995-1998. In addition to systems and network integration and maintenance, I wrote and implemented a custom quality control and timekeeping system implemented in over 50 locations. I was also in charge of producing all sales collateral, including RFPs, brochures, Powerpoint, etc.

**General Manager.** Environment Control Building Maintenance. Chamblee, GA 1991-1995. From Personnel Assistant, I worked my way through various positions including Personnel Manager (duties included recruiting, training, and publishing company newsletter), Sales Manager, Operations Manager, to General Manager.

**Staff Writer.** *Americus Times-Recorder.* Americus, GA 1987-1989. I covered hard news, features, the local police blotter, and did my own photography/darkroom work. Because Americus is near Plains, Jimmy Carter's hometown, I covered numerous events of national interest.

**Staff Writer.** *Aeolian.* Georgia Southwestern State University Alumni Magazine. Americus, GA 1987-88. I wrote features and took photographs. One of my photographs was featured as a full color cover.

**Editor.** *The Sou'wester.* Georgia Southwestern State University. Americus, GA. 1987-88. I was responsible for every aspect of production, including writing, selling ads, typesetting, layout, and photography. I once scooped the local newspaper with a story about a basketball recruiting scandal.