

**ALORA PAULSEN MULVEY**  
University of Calgary  
[alorapaulsen@gmail.com](mailto:alorapaulsen@gmail.com) | 780-245-3556 | [alorapaulsen.com](http://alorapaulsen.com)

*May 2025*

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## EDUCATION

- 2019-2025 **PhD in Communication and Media Studies (defending June 12, 2025)**  
University of Calgary, Canada  
Dissertation title: "Momfluencers: Community, Care, and Resistance in the Social Media Entertainment Industry"  
*Supervisory committee: Dr Jessalynn Keller (Advisor), University of Calgary; Dr Annie Rudd, University of Calgary; and Dr Tamara Shepherd, University of Calgary. External examiner: Dr Caitlin Lawson, Emmanuel College.*
- 2016-2019 **MA in Communication and Media Studies**  
University of Calgary, Canada  
Thesis title: "Women Supporting Women: Lifestyle Influencers and Branded Femininity"  
*Supervisory committee: Dr Jessalynn Keller (Advisor), Dr Annie Rudd and Dr Tamara Shepherd*
- 2012-2015 **Bachelor of Communication Studies**, major in Professional Communications  
MacEwan University, Canada
- 2010-2012 **Diploma in Television Broadcasting**  
Northern Alberta Institute of Technology, Canada

## PUBLICATIONS

### Peer-reviewed Journal Articles

**Paulsen Mulvey, Alora** and Jessalynn Keller. (2023). "Brooms and Ballots: #WitchTheVote, the Nostalgic Internet, and Intersectional Feminist Politics on Instagram," *Social Media + Society*, 9(4). <https://doi.org/10.1177/20563051231205594>.

### Peer-reviewed Conference Proceedings

Thomas, Andrew, **Alora Paulsen Mulvey**, Dana Cramer, and Amanda Zanco. (2021). "Graduate Students' Exploration of Opportunities in a Crisis: A White Paper." *Stream: Interdisciplinary Journal of Communication*, Special Issue: 2021 University of Calgary Department of Communication, Media, and Film Graduate Student Conference Proceedings.

Paulsen Mulvey, Alora. (2019). “#Femtalk and Beauty Hauls: Selling the Self on YouTube,” *Stream: Interdisciplinary Journal of Communication*, CCA/ACC Conference Proceedings 2018.

## Public Scholarship

Keller, Jessalynn and **Alora Paulsen Mulvey**. “This Halloween, Witches Are Casting Spells to Defeat Donald Trump and #WitchTheVote in the U.S. election.” *The Conversation Canada*, October 29, 2020.

## Publications Under Review

Paulsen Mulvey, Alora. “Marriage and Motherhood: Credibility Through Coupledom in Momfluencer Spaces.” Submitted to *Feminist Media Studies*, copy available upon request.

## CONFERENCE PRESENTATIONS

Paulsen Mulvey, Alora. “The Platform as a Social Safety Net: Theorizing Algorithmic Care(lessness),” Society of Cinema and Media Studies, April 2025, Chicago, IL (virtual).

Paulsen Mulvey, Alora. “Scotch, Vodka and TikTok: Paying Our Child Support Through Platform Engagement,” Console-ing Passions, June 2024, Bloomington, IN.

Paulsen Mulvey, Alora. “Credibility Through Coupledom in Mom Influencer Spaces,” Society of Cinema and Media Studies, March 2024, Boston, MA.

Paulsen Mulvey, Alora. “Mommy Bloggers on the Small Screen: Netflix’s *You*, Manipulative Mothers and the American Dream,” Console-ing Passions, June 2023, Calgary, AB.

Paulsen Mulvey, Alora. “Marriage and Motherhood: The Commodified Couple Unit in Mom Influencer Cultures,” Canadian Communication Association Annual General Meeting, June 2023, Toronto, ON.

Paulsen Mulvey, Alora. “‘Paying my Child Support’: Affective Influencer Relations and the Comment Section as Crowd-sourced Social Welfare,” Society of Cinema and Media Studies, April 2023, Denver, CO.

**Paulsen Mulvey, Alora** and Jessalynn Keller. "Brooms, Brunch, and Ballots: Popular Feminism, Instagram, and Feminized Electoral Politics," Society of Cinema and Media Studies, April 2022, virtual due to COVID-19.

Paulsen Mulvey, Alora. “Containing a (Her)o: Networked Misogyny, Review Bombs and *Captain Marvel*’s (2019) SJW Politics,” Popular Culture Association Annual Conference, February 2021, virtual due to COVID-19.

Paulsen Mulvey, Alora. "This Is YOUR Problem": Instagram Mental Wealth Coaches and the Scarce Supply of Men's Mental Health," Department of Communication, Media, and Film Graduate Student Conference, June 2021, virtual.

Paulsen Mulvey, Alora. "Magic, Demons, and a Teen in Transition: Trans Embodiment in *The Chilling Adventures of Sabrina* (2019)," Rundle Summit Graduate Student Conference, June 2021, AB.

Paulsen Mulvey, Alora. "Crystals, Femininity and the Interior Psychic Life: Problematizing Neoliberal Acts of Self-care," Canadian Communication Association Annual General Meeting, June 2019, Vancouver BC. [Panel organizer]

Paulsen Mulvey, Alora. "#FEMTALK and Beauty Hauls: Selling the self on YouTube," Canadian Communication Association Annual General Meeting (Graduate Sessions), June 2018, Regina SK.

Paulsen Mulvey, Alora. "Communicating with Coffee: Being #basic on Instagram," Rundle Summit Graduate Student Conference, February 2017, Banff AB.

## RESEARCH ASSISTANTSHIPS

2023-2024

### Graduate Research Assistant

*Project: "Making the Internet Feminist"*

- Collection of textual and visual data from early 2000s feminist blogs using the Wayback Machine, summarized blog posts from three different feminist blogs from 2005-2013, managed textual and visual data using Google Drive, and highlighted themes of interest for the lead researcher's book manuscript.
- PI: Dr. Jessalynn Keller, Associate Professor, Department of Communication, Media and Film, University of Calgary, *funded by the Social Sciences and Humanities Research Council (SSHRC) Insight Grant*.

2019-2021

### Graduate Research Assistant

*Project: "This Pussy Grabs Back: Anti-Trump Resistance Across Feminized Media Cultures"*

- Collection of textual and visual data from Instagram, scheduled and conducted interviews with research participants, leading in the development of two tangential publications (2020, 2023).
- PI: Dr. Jessalynn Keller, Associate Professor, Department of Communication, Media and Film, University of Calgary, *funded by the SSHRC Insight Development Grant*.

## TEACHING EXPERIENCE

### Sessional Instructor at the University of Calgary (Calgary, AB, CAN)

Summer 2025	<b>New Media</b> <i>Introductory undergraduate course</i>
Winter 2025	<b>Popular Culture</b> <i>Senior undergraduate course</i>
Winter 2023	<b>Influencers and Content Creator Cultures</b> <i>Senior undergraduate course</i>
Summer 2022	<b>Critical Media Studies</b> <i>Introductory undergraduate course</i>

### Sessional Instructor at Mount Royal University (Calgary, AB, CAN)

Winter 2024	<b>Computer-Mediated Communication</b> <i>Undergraduate course</i>
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### Teaching Assistantships at the University of Calgary (Calgary, AB, CAN)

Fall 2024	<b>Communication Research Methods</b>
Winter 2024	<b>Visual Communication and Culture</b>
Winter 2023	<b>Popular Culture</b>
Winter 2024	<b>Critical Media Studies</b>
Fall 2021	<i>Note: In Winter 2024, I was the lead Graduate Teaching Assistant for this course.</i>
Fall 2020	
Fall 2019	
Fall 2018	
Winter 2017	
Fall 2016	
Winter 2021	<b>Feminist Media Studies</b>
Winter 2021	<b>Visual Communication and Culture</b>
Winter 2020	<b>Popular Culture</b> (hired to support transition online due to COVID-19)
Winter 2020	<b>New Media</b>

Winter 2019      **Introduction to Communication Studies**

Fall 2018      **Communication History**

#### **AWARDS AND FUNDING**

2025      **University of Calgary Teaching Award: Graduate Assistant (Teaching)**

*University of Calgary*

This institution-wide award recognizes individual teaching assistants' teaching excellence and contribution to undergraduate learning at the University of Calgary.

2024      **Department of Communication, Media and Film Graduate Travel Funding**

*University of Calgary*

Awarded to graduate researchers participating in international conferences.  
Value: \$500

2022-2023      **Alberta Graduate Excellence Scholarship**

*The Government of Alberta issued by the University of Calgary*

This scholarship recognizes nominees with outstanding achievements in research and academic contributions.

Value: \$11,000

2021-2022      **Doctoral Scholarship**

*University of Calgary*

Institutional award for academic excellence.

Value: \$15,000

2021      **PhD Student Scholarship**

*University of Calgary*

Awarded for contributions to the Department of Communication, Media and Film including graduate conference organization.

Value: \$875

2020-2021      **Doctoral Scholarship**

*University of Calgary*

Institutional award for academic excellence.

Value: \$10,000

2020-2021	<b>Alberta Graduate Excellence Scholarship</b> <i>The Government of Alberta, issued by the University of Calgary</i> This scholarship recognizes nominees with outstanding achievements in research and academic contributions. Value: \$15,000
2019-2020	<b>Alberta Graduate Excellence Scholarship</b> <i>The Government of Alberta, issued by the University of Calgary</i> This scholarship recognizes nominees with outstanding achievements in research and academic contributions. Value: \$15,000
2018	<b>Queen Elizabeth II Graduate Scholarship</b> <i>The Government of Alberta, issued by the University of Calgary</i> This is a provincial award recognizing academic excellence. Value: \$7,400

#### SERVICE TO THE PROFESSION

January 2023- June 2023	<b>Peer Reviewer and Programming Committee Member</b> , Console-ing Passions 2023, University of Calgary.
Summer 2021	<b>Peer Reviewer</b> , “Special Issue: 2021 University of Calgary Department of Communication, Media and Film Graduate Student Conference Proceedings.” <i>Stream: Interdisciplinary Journal of Communication.</i>

#### INSTITUTIONAL SERVICE

April-May 2025	<b>Undergraduate Mentor</b> , Department of Communication and Media Studies Departmental Graduate Student Association, University of Calgary. <ul style="list-style-type: none"><li>Provide feedback for two undergraduate student mentees on their conference papers.</li><li>Chair undergraduate round table, provide feedback on undergraduate presentations.</li></ul>
February 2025-	<b>Member</b> , Communication, Media and Film Teaching and Learning Community of Practice, University of Calgary.
November 2024-February 2025	<b>Graduate Assistant (non-teaching)</b> , Faculty of Arts, University of Calgary. <ul style="list-style-type: none"><li>Liaised with Communication, Media and Film faculty and the University of Calgary Communications team to improve faculty research profiles.</li><li>Updated faculty profiles for consistency and improved discoverability.</li></ul>

2022-2023	<p><b>Graduate Assistant and Conference Organizer</b></p> <p><i>Event: Console-ing Passions 2023</i></p> <ul style="list-style-type: none"><li>• Liaised with Events Management regarding catering, rooms, and accommodations on campus for the Console-ing Passions 2023 Conference at the University of Calgary.</li><li>• Key liaison with two conference keynotes.</li><li>• Assisted with the development of a successful SSHRC Connections grant application for conference funding.</li><li>• Designed conference branding, merchandise, and advertising material.</li><li>• Facilitated the evaluation and distribution of conference travel grants.</li><li>• <i>Partially funded by the SSHRC Connections Grant, PIs: Dr Jessalynn Keller and Dr Tamara Shepherd.</i></li></ul>
January-September 2023	<p><b>Past President/Advisor</b>, Department of Communication, Media and Film Graduate Student Association, University of Calgary.</p>
June 2023	<p><b>Undergraduate Honours Defence Committee Member</b>, A. Sara “The Real Racism within The Real Housewives: How Reality TV Conventions Operate to Foster Racial Conflict,” University of Calgary.</p>
April 2021-April 2022	<p><b>President</b>, Department of Communication, Media and Film Graduate Student Association, University of Calgary.</p>
September 2020-2024	<p><b>Co-facilitator</b>, Department of Communication, Media, and Film Teaching Assistant Orientation at the University of Calgary (annual in September).</p>
April 2020-April 2021	<p><b>President</b>, Department of Communication, Media and Film Graduate Student Association, University of Calgary.</p>
October 2020-May 2021	<p><b>Programming Committee Lead</b>, Department of Communication, Media and Film Graduate Student Conference, University of Calgary.</p>
September 2019-February 2020	<p><b>Co-chair</b>, Rundle Summit Graduate Student Conference, University of Calgary/University of Alberta.</p>
September 2018-February 2019	<p><b>Programming Committee Lead</b>, Rundle Summit Graduate Student Conference, University of Calgary/University of Alberta.</p>

#### IN THE MEDIA

April 4, 2025. **Radio broadcast interview**, TikTok trends segment on *The Morning Show*, 880 CHED, Edmonton, AB.

## **PROFESSIONAL DEVELOPMENT**

### **Certifications and Badges**

- February 2024    **Graduate Student Certificate in University Teaching and Learning**  
(48 hrs.)  
Certification issued by the Taylor Institute for Teaching and Learning,  
University of Calgary.
- October 2023    **Equity, Diversity, and Inclusion** (12 hrs.)  
Badge issued by the Taylor Institute for Teaching and Learning, University  
of Calgary.
- September  
2023            **Theories and Practice** (12 hrs.)  
Badge issued by the Taylor Institute for Teaching and Learning, University  
of Calgary.
- August  
2022            **Blended and Online Learning Pedagogy and Practice** (12 hrs.)  
Badge issued by the Taylor Institute for Teaching and Learning, University  
of Calgary.

## **PROFESSIONAL AFFILIATIONS**

- 2025-            The Teaching Academy at the Taylor Institute for Teaching and Learning  
(University of Calgary)
- 2019-            Canadian Communication Association
- 2022-            Society of Cinema and Media Studies
- 2018, 2022       Association of Internet Researchers

## **LANGUAGES**

English (native) and French (conversational reading and writing)