

# MARISSA SALAS

TEXTS & TECHNOLOGY PH.D. STUDENT  
UNIVERSITY OF CENTRAL FLORIDA  
COLLEGE OF ARTS AND HUMANITIES

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## EDUCATION

- Ph.D.**            **Texts and Technology**, University of Central Florida, Orlando, FL            (2019 to present)  
Specialization: Digital Humanities & Digital Media
- M.S.P.**            **Urban and Regional Planning**, Florida State University, Tallahassee, FL            (1999)  
Specialization: Transportation Systems
- B.S.**            **Interdisciplinary Social Sciences**, Florida State University, Tallahassee, FL            (1997)

## RESEARCH

- Research contributor, (2020-2023). Dr. Joel Schneier, Co-P.I., Dr. Michelle Taub, P.I. and Dr. Angela Rounsaville, Co-P.I. Metacognition, Emotion, and Writing: to investigate metacognitive awareness and strategies of self-regulation during writing. (IRB Approved)
- Salas, M. Researcher, (2020). UI/UX Website Design Analysis for Urbander.com. Orlando, FL., April 21, 2020.
- Salas, M. Researcher, (2006). Data Analysis for Fair Housing Enforcement. National Fair Housing Alliance. <https://nationalfairhousing.org/case-settlement-information/>
- Salas, M. Contributor, (2006). Data Analysis for Voter Engagement. The National Association of Latino Elected and Appointed Officials Educational Fund. <https://naleo.org/mobilize-latinos/>
- Salas, M. Contributor, (2005). Survey and Focus Group Research. Committee to End Homelessness King County, WA. funded by The United Way of King Co. WA. <https://www.uwkc.org/fighting-homelessness/>
- Salas, M. Contributor, (2005). A Report on Surname Database Analysis. National Coalition for Asian Pacific American Community Development. <https://www.nationalcapacd.org/data-research/>
- Salas, M. Contributor, (2004). Property Insurance Company's Redlining: Map Analysis. Massachusetts Affordable Housing Alliance. <https://mahahome.org/our-accomplishments>.
- Salas, M. Contributor, Dang, A., & Fraser, S. (2004). Same-sex Couple Households in the United States: A Report from the 2000 Census. <https://www.thetaskforce.org>.
- Ruiz, M. Data Contributor (1999), 'Using Trip Diaries to Improve Real-time Geocoding', GeoSpatial Information & Technology Association Conference, Chicago, IL., Aurora, CO. (IRB Approved)
- Salas, M. Contributor. Mapping hazards, Martin, S., Environmental hazard perception: Taylor County's Dilemma, University Press of Florida, 1999. (IRB Approved)

Salas, M. Researcher. Capstone (1999). Benefit-Cost Analysis for Bay County Local Hazard Mitigation Strategy.

Salas, M. Researcher. (1997). Mapped community resources and analysis. Florida Impact.  
<https://www.floridaimpact.org/>

## **PUBLICATIONS**

### **ARTICLES FOR PEER REVIEWED JOURNALS** (under review & in preparation)

Taub, M., Schneier, J., Banzon, A. M., Salas, M., Olivera, L., & Outerbridge, S. (under review). Towards scaffolding self-regulated writing: Implications for developing writing interventions in first-year writing. *Metacognition & Learning*.

Taub, M., Schneier, J., Banzon, A. M., Salas, M., Olivera, L., & Outerbridge, S. (in preparation). Developing a coding scheme to examine self-regulated writing during a self-reflective writing task. *Journal of Writing Research*.

### **BOOK CHAPTERS**

Salas, M. Research contributor (2011). Chapter: Why question planning assumptions and practices about queer spaces. In Doan, P. L. (Ed.), *Queering Planning: Challenging Heteronormative Assumptions and Reframing Planning Practice*. Ashgate Publishing, Ltd.

Salas, M. Research contributor (2011). Chapter: Queering identity: Planning and the tyranny of gender. In Doan, P. L. (Ed.), *Queering Planning: Challenging Heteronormative Assumptions and Reframing Planning Practice*. (2011). Ashgate Publishing, Ltd.

## **REVIEWER/EDITORIAL ACTIVITY**

### **EDITORIAL REVIEW BOARD MEMBER**

*Public Voices*, American Society for Public Administration (ASPA).

### **EDITOR**

Salas, M. (2016). Editor. Conference program and marketing for state conference including press release, posters, visuals, agenda packet and collateral materials. FL LGBTQA Democratic State Caucus.

Salas, M. (2011 - 2018). Editor. Produced web and paper conference publications and marketing. Produced banners, posters, and other materials for the annual rescue event. Pug Rescue of Florida, Inc.

## **TECHNICAL COMMUNICATIONS**

### **ACADEMIC**

Salas, M. (2022). Literacy. In, *Why study mobile digital literacies and identities?* ENG6939 Keyword Site.

### **ADMINISTRATIVE**

Salas, M. (2015-2016). Technical Writer. Writes and maintains caucus operational policies, procedures, and region's website. FL LGBT Democratic State Caucus.

Salas, M. (2002-2007). Technical Writer. Contracts, proposals, requests for proposals (RFP), reports, and news/press releases. Lopez & Cheung, LLC. (Remote)

Salas, M. (1999). Technical Writer. HTML web content and updates for company. Geonetics, Inc. Boston, MA.

## **PROFESSIONAL AND CONTENT**

Salas, M. (2010-2012). Editor. Campaign materials, literature, signs, content, press releases, and position papers. Alvarez campaign for the 2012 election for Florida House of Representatives District 53, Palm Bay, FL.

Salas, M. (2008). Editor. City of Largo Comprehensive Plan: Transportation Element update. Adopted 2009.

Salas, M. (1999 - 2002). Technical Writer. Writes and maintains product and end-user documentation, knowledge base documentation, known issues and training manuals. Created text, edited, and formatted detailed procedural and Quality Assurance/Quality Control documents for usability testing. National Grid US. Boston, MA.

## **POPULAR PRESS**

Salas, M. (2005). The Los Angeles Times: Analysis and Political mapping of Mayor Antonio Villaraigosa's win by zip code, reproduced in the Los Angeles Times.

Salas, M. (2004). The New York Times, referenced by UCLA School of Law: Public Policy research of Same-sex Couple Households in the United States: A Report from the 2000 Census.

Salas, M. (1999). Internet Use for Planners. Florida Planning Magazine, Student Corner column. April 1999.

Salas, M. (1999). Our Field. Florida Planning Magazine, Student Corner column. March 1999.

Salas, M. (1999). Conference. Florida Planning Magazine, Student Corner column. January/February 1999.

Salas, M. (1998). New Student Representative On Board. Florida Planning Magazine, Student Corner column. November/December 1998.

## **CONFERENCE PRESENTATIONS ACTIVITY**

### **NATIONAL / INTERNATIONAL / REGIONAL**

Salas, M. (2022) "Black Widow 2021: A visual analysis of a female director's gaze." Popular Culture Association 2022 National Conference, Virtual, April 13-16, 2022.

Salas, M. (2020) "Twitter's Publics and Counter publics of the Trumpian Bargain." Trump, Television, and the Media: From Drama to "Fake News" to Tweetstorms, One-day Virtual Conference, London Metropolitan University, London, England, Oct. 30, 2020.

Salas, M. (2020) "#MeToo is for The Boys: Feminizing the raped geek male." Popular Culture Association 2020 National Conference, Philadelphia, PA, Virtual, April 17, 2020.

## **PAPERS / POSTERS**

Salas, M. (2021). Film Analysis of Fargo: The Law of Vacant Spaces. Poster. UCF Graduate Research Forum, Virtual, March 30, 2021. (poster)

Salas, M. (2020). #Vape Crisis: Hashtag Research of @CDC.gov and Twitter. Poster. UCF Graduate Research Forum on March 31, 2020. (poster)

Salas, M. (2012). Being Counted LGBT & the Census 2012. State Democratic Convention 2012 for LGBT Caucus in October 2012. (paper)

Salas, M. (1999). Benefit-Cost Analysis for Bay County Local Hazard Mitigation Strategy. Bay County Commission, FL. in August 1999.

## **OTHER PRESENTATIONS**

Salas, M. (Sept. 2019). Topic: Tweets and Power. Center for Ethics at UCF.

Salas, M. (March 2020). Ethics and AI in Autonomous Vehicles. Center for Ethics at UCF.

## **TEACHING**

### **UNIVERSITY**

Adjunct, Introduction to Human Geography, Florida State University, Tallahassee, FL. (1999)

Graduate Research Assistant, Planning Dept., Florida State University, Tallahassee, FL. (1998 – 1999)

Graduate Research Assistant, Geography Dept., Florida State University, Tallahassee, FL. (1998)

### **TALKS / SHORT COURSES**

Planner's Experience, Urban Knights Planning Association, University of Central Florida, FL. (2014)

Geography at Work (12th), Windermere Preparatory School, Windermere, FL. (2005)

Health Education (9-12), Keystone Preparatory, New Port Richey, FL. (2004)

Culinary Arts (9-12), Keystone Preparatory, New Port Richey, FL. (2004)

Fair Housing and Civics: A Play. (9-12), Cambridge Rindge & Latin School, Cambridge, MA. (2003)

### **TRAINING**

Online Trainer, GIS & Social Science Research, Lopez & Cheung, LLC, Seattle, WA (2002 - 2007)

GIS & Work Management System Trainer, National Grid, Boston, MA (1999 - 2002)

Civic engagement and leadership, Statewide, FL (2012 - 2018)

Crisis Hotline Counselor, TCRS, Tallahassee, FL (1995 - 1997)

Trainer, Epidemiology HIV/AIDS Florida Hotline Counselor, TCRS, Tallahassee, FL (1995 - 1997)

## **INVITED TALKS / KEYNOTES**

Salas, M. (2017). Panelist, Research for data gathering within LGBTQ marginalized populations. Dr. Clint Bowers and Jessica Ruiz, REACT Program, University of Central Florida, FL.

Salas, M. (2014). Planner achievements beyond the profession. Keynote Speaker at 2014 Convocation: FSU Urban and Regional Planning.

Salas, M. (2011). Panelist, Florida American Planning Association Conference: Being Counted LGBT & the Census 2010.

Salas, M. (1995 - 1997) Panelist, Marginalized population training & discussion forum. TCRS, Tallahassee, FL.

## **SERVICE / MEMBERSHIPS**

### **ACADEMIC / UNIVERSITY**

Member, American Educational Research Association (AERA) (2022 - present)

Member, World Forum for Acoustic Ecology (WFAE) (2023 - present)

Member, Association of Internet Researchers (AoIR) (2022 – present)

Member, Honor Society of Phi Kappa Phi (ΦΚΦ) (2021 - present)

Member, Golden Key International Honor Society (2023 - present)

Treasurer, Text & Technology Service Org., University of Central Florida. (2020 – 2022)

Ambassador, University of Central Florida Center for Ethics. (2020 – 2022)

Mentor, Professionale Mentors Program, Florida State University. (2020 – present)

Member, Orlando Chapter, American Society for Public Administration (ASPA) (2022 - present)

Member, Orlando Metro Chapter of the American Planning Association. (APA) (2019 - present)

Member, Popular Culture Association (PCA). (2019 - present)

Moderator, University of Central Florida Graduate Research Forum - Oral Presentations (2019)

*Service Award*, Department of Urban and Regional Planning, Florida State University. (1999)

### **PROFESSIONAL / CIVIC**

Appointed, MetroPlan Orlando Citizens Advisory Committee. (2014 - present)

President, Rainbows of Orange County, FL (2018)

Member, reThink - Pine Hills Advisory Group, Orlando, FL. (2018 - 2019)

*Leadership & Service Award*, LGBTQA State Democratic Caucus of Florida (2017)

Conference Chair, Pug Rescue of Florida, Inc. (2011 - 2018)

Member Selection Committee, MetroPlan Orlando Citizens Advisory Committee. (2016)

Vice President, Florida LGBTQA Democratic Caucus. (2016-2018)

Campaign Chair, Florida LGBTQA Democratic Caucus. (2015)

Conference Co-Chair, Winter Conference, Orlando, FL LGBTQA Democratic Caucus. (2014)

Member, Congressional Advisory Board for Latin America, and the Caribbean. (2014)

Inductee, Congressional Recognition for Dedicated Civic Engagement. Read into the congressional record proceedings and debates of the 113th Congress, 1st Session. (2013)

Executive Committee Member, Dept. Appointed Representative, Florida Chapter of American Planning Association. (1999)

## **RELATED PROFESSIONAL EXPERIENCE**

Principle, Marissa Salas Consulting, Orlando, Florida (2007 – present)

Planner, Community Development Department, City of Largo, Florida (2008)

Senior Project Director, Lopez & Cheung, LLC., remote, Seattle, Washington (2002 – 2007)

- Data Research Project Manager, Dang, A., & Fraser, S. (sub-contracted, 2004).

Software Test Manager & Analyst, Geonetics, Inc., Boston, Massachusetts (1999 – 2002)

Research Assistant, Casella, S., FSU Planning Department, Tallahassee, Florida (1998-1999)

Research Assistant, Ruiz, M., FSU Geography Department, Tallahassee, Florida (1998)

Consultant, Salas Consulting, Tallahassee, Florida (1999-1997)

- Map Research. Mapping hazards, Martin, S., Environmental hazard perception: Taylor County's Dilemma, University Press of Florida, 1999.
- Mapped community resources and analysis. Florida Impact. 1997. <https://www.floridaimpact.org/>