

Devon V. Johnson

devonva.com • @devonva

Education

Virginia Tech

Master of Arts, Communication

Expected May 2017

Master of Arts, Material Culture and Public Humanities

Expected May 2017

Bachelor of Arts, English

Dec 2014

Concentration: Professional and Technical Writing

Minors: Horticulture and Appalachian Studies

Phi Beta Kappa

Experience

Moss Arts Center

Aug 2016 - present

Curatorial Graduate Assistant

- Write wall text and gallery exhibition materials
- Research upcoming exhibitions
- Handle correspondence with artists

VTArtWorks, Virginia Tech Libraries

Sept 2015 - July 2016

Graduate Research Assistant

- Researched and recommended content management strategies
- Conducted stakeholder interviews
- Wrote white paper and internal reports
- Assisted with grant proposals (Doris Duke, NEA, NEH)

Virginia Tech Department of Communication

Jan 2016 - May 2016

Graduate Research Assistant

- Assisted professor with manuscript research
- Compiled and formatted bibliography
- Assisted with grant writing (NEH)

John C. Campbell School of Folk Art

Feb 2015 - June 2015

Student Host

- Performed weekly studio setup
- Assisted with student orientation and daily announcements
- Responsible for 24/7 emergency phone

Virginia Tech Department of English

Aug 2014 - Dec 2014

Undergraduate Research Assistant

- Formatted endnotes and bibliography for professor's manuscript

Research

Masters Thesis: A Visual Rhetorical Analysis of the Hillbilly Stereotype Aug 2016 - present

- Original research on the evolution of the hillbilly stereotype using Birdsell and Groarke's theory of visual argument
- Artifacts include vintage postcards and contemporary memes

Ongoing Project: Instagram for Nonprofit Marketing May 2016 - present

- Conducted 3-month, in-person case study at Floyd Center for the Arts
- Analysis of empirical research on nonprofit arts Instagram analytics
- Compiling recommendations for nonprofit Instagram best practices

Undergraduate Thesis: Listening to the Landscape of Creation: May 2014 - Dec 2014
Quilting in Virginia's New River Valley

- Conducted interviews with local quilters
- Original research in Virginia Tech Special Collections
- Compiled XML CMS available at: <http://devonv.github.io/thesisproject/>

Awards

2015 Powell Fellowship, full graduate fellowship

2014 ACC Creativity and Innovation Fellowship

Presentations

2016 National Communication Association Conference

- "A Close Textual Analysis of Iconography in *Meet Addy*"

2015 VT Engage Conference

- "Authentic Community Partnership: Virginia Tech Corps of Cadets Museum Website Consultation"

2014 Virginia Tech English Undergraduate Conference

- "Intersections of Science and Culture: Genetically Modified Corn in Mexico"
- Professional Writing Award