

Luis “Gryffin” Loya

Madison, WI
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Education

Ph.D., Mass Communication
University of Wisconsin, Madison, Wisconsin May 2023 (Expected)

- GPA: 4.0/4.0
- Advisor: Douglas McLeod (Ph.D.)

M.A., Communication Studies
New Mexico State University, Las Cruces, New Mexico December 2018

- GPA: 3.9/4.0
- Advisor: Greg Armfield (Ph.D.)

B.A., Communication Studies
New Mexico State University, Las Cruces, New Mexico May 2016

- Minor in English
 - GPA: 3.3/4.0

Research

Completed

- Queer Performances on TikTok by Loya, L. and Almeida E. (2020)
 - Presented at Communication Crossroads at UW-Madison
- #DonateNow!: A computer-assisted analysis of musician’s political engagement on Twitter by Lukito, J., Loya, L., Davalos, C., Li, J., & Tong, C (2019)
 - AEJMC Top Student Paper in Political Communication
- Master’s Thesis: Experiment evaluating the cognitive processing of internet memes to determine media effects.
 - Under advisement of Dr. Greg Armfield
- “Effect of Proximity on Framing Protest” (2017)
 - NCA Top Paper Master’s Division

Employment

GRADUATE TEACHING ASSISTANT
University of Wisconsin-Madison FALL 2019-SPRING 2020

- Taught J202: Mass Media Practices to 15 students

- Mentored and coached students to produce news stories in written, audio, and visual formats
- Evaluated student work with Associate Press style guidelines
- Prepare and plan classroom activities to facilitate active learning
- Identify and address student needs to create a collaborative and thought-provoking learning environment

GRADUATE TEACHING ASSISTANT
University of Wisconsin-Madison

SUMMER 2019

- Taught 70 students in Digital Media Fluency in an online 4-week course.
- Developed original course curriculum and learning modules to meet course and content objectives
- Coordinated students and assignments across multiple social media and blog sites
- Ensured satisfactory academic progress is being maintained and student documents are all kept up to date.
- Assessed student work and provided appropriate and timely feedback

GRADUATE TEACHING ASSISTANT
New Mexico State University, Las Cruces, New Mexico

FALL 2016–SPRING 2018

- Taught lab sessions for Introduction to Public Speaking to 60 undergraduate students each semester
- Developed lab material to meet course and content objectives
- Mentored and helped students construct informative and persuasive speeches
- Ensured satisfactory academic progress is being maintained and student documents are all kept up to date.
- Assessed student work and provided appropriate and timely feedback
- Attended staff meetings and training programs

RESEARCH ASSISTANT
New Mexico State University, Las Cruces, New Mexico

FALL 2017-SPRING 2018

- Assisted in literature review under direction of Anne Hubbell (Ph.D.)
- Focus in Deception and Organizational Communication

COORDINATOR
*Center for Communication Development Lab
New Mexico State University, Las Cruces, New Mexico*

FALL 2017-SPRING 2018

- Controlled inventory and help manage supplies
- Developed presentations and online media library
- Worked with other campus depts. for special programming

GRANT WRITING INTERNSHIP
Jardin de los Niños, Las Cruces, New Mexico

SUMMER 2017

- Wrote and developed successful grant proposal to acquire \$5,000 from the Devasthali Family Foundation

ORIENTATION LEADER
New Mexico State University

SUMMER 2015

- Assisted new students and their family members transition into the NMSU community
- Facilitated group orientation for new students

RESIDENTIAL ASSISTANT
New Mexico State University

FALL 2012

- Managed residence hall floor of 70 ethnically diverse undergraduate students
- Maintained all bulletin boards and fliers with accurate and useful information
- Counseled students on various personal and academic issues
- Created and facilitated resident hall special events and programs

Recent Honors/Activities

- National Communication Association Top Paper Master's Division (2017)
- Communication Studies Graduate Student Association President
- Leader for Mass Communication Research Center (University of Wisconsin-Madison)
- Graduate Student Council (Member 2016-2018)
- Student panelist for LGBT+ Programs
- Facilitator for graduate writing group

Service

- Volunteer Cat's Meow Adoption Shelter
- Doña Ana Empowerment Congress Volunteer (2017)
- Planned Parenthood Action Volunteer (2016-2018)
- Member Las Cruces PLFAG Advocacy Board

References available upon request