

Elizabeth Porto

Business Communication Program
Isenberg School of Management
University of Massachusetts Amherst
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EDUCATION

University of Massachusetts, Amherst, Massachusetts

Master of Fine Arts, Fiction

University of Southern California, Los Angeles, California

Master of Arts (and M.Phil), History

Columbia University, New York, New York

Master of Arts (with high honors), English and American literature

Barnard College, New York, New York

Bachelor of Arts (with distinction), English literature

TEACHING EXPERIENCE

University of Massachusetts, Amherst, Massachusetts

Senior lecturer II, Isenberg School of Management, Business Communication Program – September 2003 to present

Management communication (SCH-MGMT 310) – September 2003 to present

- Focus: communication strategy, argument and persuasion, critical thinking, visual design, presentation skills, intercultural communication, business ethics, writing skills

Career and professional development (SCH-MGMT 200) – 2016 to present

- Focus: developing career-oriented professional materials and skills: résumé, cover letter, LinkedIn profile, elevator pitch, interviewing practice

Transfer connection (SCH-MGMT 291T) – 2020 to present

- Focus: developing career-oriented professional materials and skills: résumé, cover letter, LinkedIn profile, elevator pitch, interviewing practice; helping transfer students transition to UMass and Isenberg

Finance communication (SCH-MGMT 312) – 2005 to 2007, 2009 to present

- Focus: communication strategy, argument and persuasion, critical thinking, visual design, presentation skills, financial issues, data interpretation

Leadership communication (SCH-MGMT 316) – 2007 to 2009

- Focus: communication strategy, leadership theory, argument and persuasion, critical thinking, presentation skills, motivating people, interpersonal skills

Lecturer, Commonwealth Honors College – 2002 to 2008

Dean's book (HON 191D, 291D, 391D)

- Focus: Critical thinking, presentation skills, research, close reading at three different levels

Lecturer, Department of Consumer Studies – 1998 to 2002

Writing in consumer studies (CONSUMER 303)

- Focus: communication strategy, argument and persuasion, critical thinking, visual design, presentation skills, research and reporting, writing skills

Teaching Associate, Department of English and The Writing Program – 1992 to 1998

Taught a variety of courses: Imaginative writing, Man and woman in literature, Senior thesis writing, The personal essay, College writing, Basic writing, Writing in a computer classroom.

University of Southern California, Los Angeles, California

Teaching associate, Freshman Writing Program

Taught: Freshman writing (two-semester sequence), Writing in history, Writing in geography

Teaching assistant, History Department

American history survey (1600s to present)

SERVICE TO THE BUSINESS COMMUNICATION PROGRAM AND ISENBERG SCHOOL

Chair. Business Communication Program search committee. Spring 2019 and Fall 2019; **Member**, Fall 2021

Supervisor. Oversee adjunct lecturers for the Business Communication Program, 2021 to present

Member. Personnel Committee – 2007 to 2008; 2015 to 2021; **Chair**, 2016 to present and 2008 to 2009

Chair. College Review Committee – 2016 to present; **Member**, 2012–2016

Chair. Curriculum Committee – 2011 to 2012; **Member**, 2017 to present

Member. Assessment Working Group – 2010 to 2012; 2014 to present

Member. Forward-planning Group – 2007 to 2008

Member. Lab Book Committee – 2004 to 2007

Member. Textbook Committee – 2005 to 2007

Chair. Cross-cultural Committee – 2004 to 2005; **Member**, 2003 to 2007

SERVICE TO THE UNIVERSITY

Member. University Press Committee – 2013 to 2020

Chair. University Writing Committee – 2009 to 2010; **Member**, 2006 to 2012

Member. Editorial board, *Massachusetts Review* – 2002 to 2012

Member. Dean's Book Working Group, Commonwealth College – 2002 to 2007

PUBLICATIONS

Stories:

- "The empty quarter," *Western Humanities Review* (2001)
- "Angel city," *The Massachusetts Review* (2001)
- "Airports," *Willow Springs* (1999)
- "A house for Ms Manic," *The Southern California Anthology* (1992)

Workbook:

- *Inside business writing* (Kendall/Hunt Publishing Company, 2005). Co-authored with Dina Friedman, Linda LaDuc, Holly Lawrence, and Sharon Desmond Paradiso

CONFERENCES

Association for Business Communication Annual Conference, Montréal, Canada. 18 – 22 October 2011

Presented paper as part of a panel: "But what does it *mean*? Interpreting data using *Harper's* "Index"—A class activity."

Association for Business Communication Annual Conference, Portsmouth, Virginia. 4 – 7 November 2009

Presented paper as part of a panel: "Communicate! Connect! Engage!: Using technology, current events, and popular culture to strengthen students' business communication skills."

Center for the Improvement of Teaching Conference: "Teaching for Transformation," University of Massachusetts Boston. 21 January 2005

Presented paper: "Stepping aside: A modest proposal for recasting peer groups in the business writing classroom."

AWARDS AND HONORS

- Massachusetts Cultural Council Artist's Grant finalist, 2008
- Massachusetts Cultural Council Artist's Grant, 2000
- Associated Writing Programs Intro Journals Award, 1998
- Delaney Fellowship for fiction, Univ. of Massachusetts, Amherst, MA, 1996
- Harvey Swados Prize for fiction, Univ. of Massachusetts, Amherst, MA, 1994
- MFA Fellowship, Univ. of Massachusetts, Amherst, MA, 1992-1993

WRITING AND EDITORIAL EXPERIENCE

Interlink Books, Northampton, Massachusetts – 2002 to 2003

Editor and assistant to the publisher

- Edited books; wrote and produced catalog in a publishing house.

Commonwealth Honors College, University of Massachusetts Amherst, Amherst, Massachusetts – 2003

- Co-wrote all Dean's Book course materials for a course taught by forty-some different lecturers.

Massachusetts Review, University of Massachusetts Amherst, Amherst, Massachusetts – 2000 to 2012

Editorial board member

- Read fiction submissions; helped with proofreading.

Inkwell Publishing, New York, New York – 2000

Freelance writer

- Wrote sections of a composition textbook for grades 6–12.

Department of Consumer Studies, University of Massachusetts Amherst, Amherst, Massachusetts – 1997 to 2001

Writer and editor

- Wrote, designed, and produced sixteen-page, annual alumni newsletter.

Warner Bros. Studio, Burbank, California – 1986 to 1987

Script reader

- Read movie scripts and wrote summaries and evaluations of them.

Needham Porter Novelli, Los Angeles, California – 1985

Account executive

- Handled four major accounts for public relations firm that was part of large advertising agency, including writing newsletter for tractor manufacturer, press releases, reports.

G.V. Olsen Associates, New York, New York – 1982 to 1983

Technical writer

- Wrote abstracts and short articles for agribusiness information service.