



# IDRISSA N. SNIDER, PH.D.

Communication Specialist, Scholar [www.IdrissaNSnider.com](http://www.IdrissaNSnider.com)



## CURRICULUM VITAE

*"In diversity there is beauty and there is strength." -Maya Angelou*

### SUMMARY

Experienced facilitator/educator who is passionate about advocacy. My goal is to cultivate and strengthen diverse and inclusive communal or workspace environments. By using my superlative research, analytical, and critical thinking skills, I produce materials needed to implement best practices, educate, and inform the public. Ultimately, I am seeking leadership roles that will allow me to showcase my talents.

### PERTINENT SKILLS

- Excellent Communicator*
- Ability to read/write research data and materials, Instructional Design*
- Develop & deliver content for D&I education programs that drive culture change*
- Proven Project Management skills, Problem Solver*
- Recommend changes/approaches to marketing and recruiting materials*
- Works Independently or Cooperatively in Teams*

### EDUCATION

- 2014-2019**                      **DOCTORATE of COMMUNICATION** 3.5 GPA  
Wayne State University Detroit, MI  
Rhetorical Criticism & Womanist Scholar  
Qualitative & Quantitative Researcher  
Interdisciplinary Interests: Mass Media, Identity, and Culture
- 2012-2013**                      **MASTERS of COMMUNICATION MANAGEMENT** 3.9 GPA  
University of Alabama at Birmingham Birmingham, AL  
Administrative Focus, Organizational: Non-Profit, Government
- 2002-2004**                      **BACHELOR of ARTS**  
Georgia State University Atlanta, GA Major: Film & Video Minor: Journalism
- 1999-2001**                      University of Alabama Tuscaloosa, AL Major: Broadcasting & Theatre



## CERTIFICATES

**2021** **AMERICAN ASSOCIATION OF UNIVERSITY WOMEN (AAUW)**  
**Social Change Ambassador Certificate: Justice, Diversity, Equity, & Inclusion**  
Washington, DC

## ADVOCACY & OUTREACH EXPERIENCE

**Coalition & Partnership, Creative Innovator, Strategic Planning, & Community Building, Public Policy, & Government.**

**2021-Present** **Jefferson County Project Manager & Liaison, Alabama Appleseed**  
**(Contractual)** Manages and oversees Project Jeff's efforts to eradicate the criminalization of poverty through excessive fees and fines. Acts as coordinator for informing internal and external stakeholders. Investigative reporting, story collection, and creating community awareness through strategic initiatives. Provides analysis and feedback, tracks and documents issues surrounding various courts in the Jefferson County area.

**2020-2021** **Director of Social Justice & Advocacy, YWCA Central Alabama**  
**Birmingham, AL**  
Develops and implements trainings, panels, and other platforms to advocate for women, children and women of color in the areas of domestic violence, education, and overall wellness. Represents organization amidst government, non-profit, corporate, academic, and other institutions. Heads public policy efforts, research, writing, public relations, and social media advising. Advises departments internally throughout the organization to achieve its mission. Manages multiple functions as subject matter expert and advisor.

## TEACHING EXPERIENCE

**Excellent Communicator, Professional Development & Training, Subject Matter Expert, Emphasis on Gender/Gender Differences, Racial Disparities, Diversity & Inclusion.**

**2019-2020** **Visiting Assistant Professor, Samford University**  
**Birmingham, AL**  
Courses: Applied Communication Research, Diversity & Inclusion, Mass Media Ethics, Print & Web Storytelling, English/Communication Arts. Provide students with the research tools and practices needed to conduct and produce academic, editorial, PR and/or other projects used within professional communication industries. Advising, mentorship, & professional development.

**2019-2020** **Adjunct Instructor, University of Alabama at Birmingham**  
**AAS 200 Intro to African American Studies, AAS 310 Black Image**



To provide students with a general overview of the history and development of African American studies. Create writing and research assignments aimed at preparing students for critical engagement into race related subject matter

- 2019** **Adjunct Speech Instructor, Lawson State Community College  
Birmingham, AL & Bessemer, AL**  
Speech: Teach students the art of public speaking and best practices for presenting.
- 2016-2018** **Assistant Professor/Coordinator of Integrated Public Relations  
Miles College, Fairfield, AL**  
Courses : Telecommunications Management, Intro to Mass Communication, Research Methods, Advertising, Professional Communication, and Intro to Public Relations. Advising and administrative duties. Coordinator of PR curriculum
- 2016** **Graduate Teaching Assistant, Wayne State University, Communication  
Department** 2 Courses 4 sections of COM 1010 Hybrid
- 2013** **Adjunct Instructor, Wallace State University Hanceville, AL**  
Speech 110 Hybrid: Create syllabus & teaching objectives. Prepare students with up to date information and industry practices.
- 2005-2006** **Cypress Fairbanks Independent School District, Special Education  
Substitute Houston, TX**  
Ensure classroom safety. Continued teacher lesson plans. Aid pupils with one development in small group sessions. Tutoring & teacher's aide.
- 2004-2005** **Katy Visual Performing Arts Center Katy, TX**  
Used art as therapy for students suffering from social and clinical emotional distresses by teaching film making and script writing.

## PUBLICATIONS

- Snider, I.N. (2022). *Fighting for Black studies: An essay about educational empowerment*. Blithe, S.J. & Bauer, J. (Eds.) *Badass feminist politics: Exploring radical edges of feminist theory, communication, and activism*. (Ch. 8). New Brunswick, NJ. Rutgers University Press.
- Snider, I.N. (2020). *The pearl necklace: A story of resilience and empowerment*. In: Gerhardt, Clara. *Families in motion: dynamics in diverse contexts*. In this publication: Chapter 9: Communication and resilience. Thousand Oaks, CA: SAGE Publishing.
- Snider, I. N. (2019, May 17). The meaning of pro-life. *AL.com*.
- Snider, I. N. (2018) Girl bye: Turning from stereotypes to self-defined Images, a womanist exploration on representation and crooked room theory. *Kaleidoscope: A Graduate Journal of Qualitative Communication* (17) pp. 11-20.



Snider, I.N. (2018). *National Welfare Rights Organization*. Black Power Encyclopedia: From the Black Panthers to Stokely Carmichael. Santa Barbara, CA: ABC- Clio.

2016-Ongoing Contributing Writer for *The Birmingham Times* Topics Include: Opinion, Media, & Politics Articles

Includes:

Snider, I.N. (2020, June 11). Why Black history should be taught starting in elementary school. *The Birmingham Times*

Snider, I. N. (2019, August 1). Overcoming challenges and finding success in the STEM field. *The Birmingham Times*

Snider, I. N. (2018, August 2). 18-year-old Trussville native, Fresh The DJ, at the next level. *The Birmingham Times*

Snider, I.N. (2017, August 24). Alabama School of Fine Arts honors three of the area's finest. *The Birmingham Times*

Snider, I.N. (2017, June 22). Alabama School of Fine Arts celebrates 50 years of education in the arts. *The Birmingham Times*

Snider, I.N. (2017, January 5). African-American women making a difference in science and technology. *The Birmingham Times* Snider, I.N. (2016, October 20). Where is outrage for abused black women? *The Birmingham Times*

Snider, I.N. (2016, October 6). Ed May II elected mayor of Fairfield. *The Birmingham Times*

Snider, I.N. (2016, October 2). Fairfield mayoral candidate denies charges he doesn't live in city. *The Birmingham Times*

Griffin-Padgett, D.R., Gupton, M., & Snider, I.N. (2016). *Dispelling darkness through dialogue in discrimination cases: Learning diversity the hard way*. In S. D. Lang and E. Gilchrist-Petty (Eds.), *Contexts of the dark side communication*. New York, NY: Peter Lang Publishing.

Snider, I.N. (2007). *For my good: Choosing to live life from a positive perspective*. Houston, TX: ISArt.

Blogs: June 7, 2015. Our face as mothers and parents. Confessions of an ex-superwoman. Retrieve from <http://exsuperwoman.wordpress.com/>

April 4, 2016. Overcoming the conflict within. Heritage Church. Retrieve from [http://experienceheritage.org/2016/04/14/overcoming-conflict-within/?utm\\_campaign=shareaholic&utm\\_medium=facebook&utm\\_source=socialnetwork](http://experienceheritage.org/2016/04/14/overcoming-conflict-within/?utm_campaign=shareaholic&utm_medium=facebook&utm_source=socialnetwork)

### ***Manuscripts/Presentations In Preparation***

Snider, I. N. Black Women Icons: The Business of Celebrity. To be submitted to Howard Journal of Communications- African American Representation in Traditional & Digital Media



## CONFERENCES/PRESENTATIONS/TRAININGS

### **Research Focus Centers on Identifying Cultural Competencies, Inclusion, Addressing Biases, and Resisting Stereotyping, Community Empowerment**

2021 Snider, I. (Moderator) Dr. Catherine Carlson, Jessica Hoggle, Ella Stewart (Panelists). The University of Alabama at Tuscaloosa Department of Social Work *Noontime Knowledge Series Domestic Violence Awareness* Tuscaloosa, AL.

2021 Snider, I. Building Bridges Youth Development (DE&I) Training Class with Homewood Highschool Heritage Panel Ambassador Students Homewood, AL

2021 Snider, I. YWe Social Justice: Implicit Bias Impacts Public Policy. University of Alabama at Birmingham (UAB) Social Justice & Advocacy Council Affiliate Board Birmingham, AL.

2021 Snider, I. Addressing Disenfranchisement. Guest Lecturer for Graduate Course Integrated Marketing in Communications. The University of Mississippi School of Journalism & New Media University. Oxford, MS.

2021 Snider, I. Revelations of Truth: A Self-Definitive Analysis of “Ain’t I A Woman. Women’s History Month Guest Lecturer for the Office of Diversity & Inclusion. Samford University Birmingham, AL.

2019 Snider, I. Tough Guise: A Screening & Panel Discussion on Toxic Masculinity. Delta Xi Phi Multicultural Sorority Inc. Samford University Birmingham, AL.

2019 Snider, I. Michelle Obama: Between a Rock and A New Place, From First Lady to Redefining Black Women’s Images. Southern States Communications Association (SSCA) Montgomery, AL.

2018 Snider, I. Womanism Today & Self-Defining. African-American Studies Department of The University of Alabama at Birmingham, Pathway to Excellence Guest Lecturer Birmingham, AL.

2018 Snider, I. I Am a Woman: Self-Defining & Deconstructing Images from an Oppositional Gaze. Organization for the Study of Communication, Language, & Gender (OSCLG) Annual Conference Lake Tahoe, CA.

2018 Snider, I.N. & Miller, N. G.I.F.T.S. Enhancing teaching and learning: An HBCU experience. Alabama Communications Association (ACA) Huntsville, AL.

2017 Organization for the Study of Communication, Language, & Gender Studies (OSCLG) Paper Presentation Self-Defined: A Womanist Exploration Creighton University Omaha, Nebraska

2017 Alabama Communication Association (ACA) Chair Panel, The Silent Student The University of Alabama at Birmingham

2017 University of Alabama at Birmingham National Association of Black Journalist (NABJ) Writing Bootcamp, Digital Journalism Guest Panelist

2016 Miles College, Honor’s Curriculum Featured Guest Speaker

2016 Wayne State University’s Annual GIFTS Presentation Presenter- Delivery & Content



## SCHOLASTIC SERVICE

2018-2020 Elected Student Ambassador for OSCLG

2017-2018 Contributing Editor, The Milean: A Miles College Student Produced Monthly Editorial

2017 Alabama Communication Association (ACA) Peer Reviewer 2016-2017 Honor's Student Mentor  
College

## COMMUNICATION SPECIALIST

Professional Communications Facilitator experienced in general training methods and teaching. Highly organized and self-proficient. Enjoys working with people, strong team player. Familiar with branding and with handling promotional materials. Creative & Technical, PR.

### 2007 NBC Affiliate KPRC-TV Local 2, Account Executive Houston, TX

Sales, marketing consultant, create communications/campaigns for television, web, and print.

Logging spots, coordinating schedules with traffic department.

Familiar with Nielsen Ratings Methodology/Use Quantitative & Qualitative Data Ensure positive ROI, analyze and create budget plan.

### 2000-2011 Production Assistant/Public Relations/Editor/Consultant Notable Clients Include:

*The Loretta McNary Show My50 (TN) Animal Planet (TX) Dr. Phil Show (CA) Evander Holyfield Promotion (GA) Teen's Talk Local TV (University of Alabama) Cheaters Reality TV (Houston, TX) Artisan Picture Works (GA) Cingular Wireless Commercial (GA)*

- Sony DVD Mini-Cam Operator, producing, and directing.
- Script Assistant, Writer, Editor. Promote Advertisements & company awareness  
by Creating Videos, E-Newsletters, Graphics and other Marketing Materials
- Organize and maintain catalogs and log journals of Video Tape Library
- Gathered & prepared reliable info through library investigation and Internet research

### 2007-2019 Appearances & Book Signings (Writes Speeches/Speaker/Public Relations) Emphasis Towards Delivering Content to Educate & Emphasize the Importance of Diversity & Inclusion

**Special Topics Include: Culture, Diversity & Inclusion, Advocating for Fine Arts, Furthering your Education, Coping with Grief, Teenage Pregnancy Prevention, Hope & Encouragement, Community Building**

**Bookstores and Libraries:** *Bessemer Public Library, Davis Kidd Bookstores, Germantown Public Library, Memphis City Libraries (15 Locations), NGIC Bookstore, Urban Family Life Center*

**Businesses:** *Breakfast Klub, Ral's Café & Bistro, Stimulating Conversation Panelist (Houston, TX); Safari Restaurant, FORTE Book Club, Living Life Seminar (Memphis, TN)*



**Government:** *Birmingham's Division of Youth Services, Birmingham Downtown Public Library, Memphis City Schools, Fairfield City Schools*

**Non-Profits:** *Ninevah Missionary Baptist Church (2019) Destiny World Church(Atlanta, GA) GNA Baptist Church, Zion Springs Baptist Church(Birmingham, AL) Cane Creek Baptist Church, Memphis Ministerial Association, National Coalition of Women In Ministry, NGIC Family Talk, Oak Grove Baptist Church, Southern Baptist College Retreat, Hope & Healing Center, Girls Inc.(Memphis, TN)*

**Print:** *Memphis Minority Magazine, The Tennessean Newspaper, African American News & Issues, Encore Magazine (Alabama School of Fine Arts)*

**Radio:** *99.9 FM The Plug, Black Women's Empowerment, A Womanist Perspective 95.7 Hallelujah FM Memphis, TN Christie Taylor's Book Club Pick of the Month*

## AWARDS

- Phenomenal Woman of the Year, Omicron Mu Chapter of Alpha Kappa Alpha Sorority at Samford University, 2020
- Texas A&M Top Paper Finalist Communicating Diversity Conference 2018
- Graduate Professional Scholarship Recipient *Wayne State University 2015-2016\**

## INTERESTS

**Prosper's (5013c) Community Connector Advisory Board Member 2021-Present**

**Southern States Communication Association Member 2019**

**National Communication Association (NCA) Member 2018**

**Black Caucus Member 2018**

**Alabama Communication Association Member, 2017**

**Alabama School of Fine Arts Alumni Board, Birmingham, AL 2016-Current**

*Communications Officer*

**STEMinista Michigan Volunteer- Detroit, MI 2015** *mentoring program for young girls aimed at promoting science, technology, engineering, and math*

**Volunteer for Meeting of the Minds Technology Conference Detroit 2014** *tour guide, host*

**Youth and Women's Outreach, ZSBC Birmingham, AL 2008-2013**

*Various community programs including coat drives, back to school supply programs, etc.*

**AWRT (American Women in Radio & Television) Member Houston, TX 2007**

**Lutheran Social Services Center Volunteer Houston, TX 2005-2007** *outreach program for misplaced and abandoned teens*

**Cobb County Center for Young & Abused Adults Volunteer Marietta, GA 2002-2004** *provided care and guidance for children, tutoring, and special projects*





*Distinguish Yourself*