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Bowling Green State University
Bowling Green, Ohio
Emphasis Public Relations

Communication Studies
May 2010

Dissertation Topic: "Millennial students relationship with 2008 top 10 social media brands via social media tools"

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Bowling Green State University
Bowling Green, Ohio
Emphasis Organizational Communication/Public Relations

Communication Studies
May 2004

Thesis "Uses and Gratifications Assessment by High School Students of a University Recruiting Catalog"

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Ohio Northern University
Ada, Ohio
Concentration: Public Relations

BA, Communication Arts
May 2001
Minor: Business Administration

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Board of Directors, 2018-present
Incoming Chair, 2023
Treasurer, 2022
At-Large Director, 2018-2021
Communications Committee, 2010-2017
Social Media Chair, 2012-2017
National Delegate, 2014-2017
Website Committee, 2011-2012

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Agozzino, A. & Hofman, B. (October 2023). Combating misinformation with a small nonpro t budget: In-depth interviews reveal actionable insights Paper presented at ABC 88th Annual International Conference, Denver, CO.

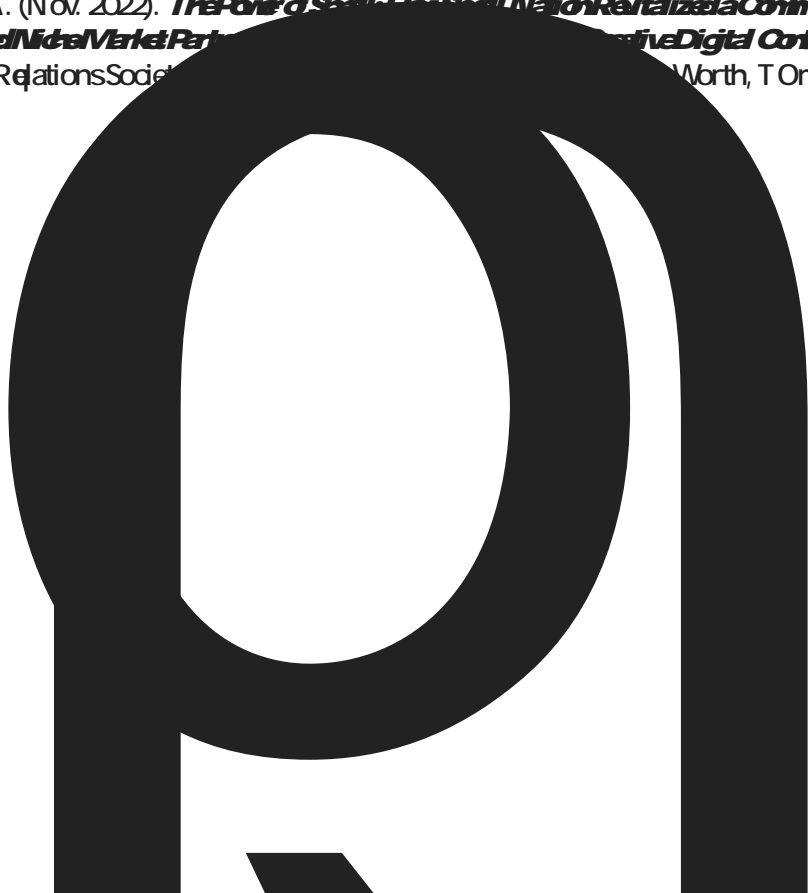
Agozzino, A, Martin, M., & Helfrich, A. (September 2023). Social Media Learning Strategies Panel presentation at the Marketing Management Association Fall Conference, Orlando, FL.

Crowley,, J., Cadotte, J., Foster, D., & Agozzino A., (March 2023). NIL Across the Curriculum. Panel presented at North American Accounting Society-MBAA Annual Conference, Chicago, IL.

Agozzino, A. & Ward, J. (Nov. 2022). Short Course 01: A Unique Activity to Spice Up Dry Material and Engage Students Creating a Digital Escape Room. One of ten short courses selected to be presented at the National Communication Association Conference, New Orleans, LA.

Agozzino, A., Luttrell, R., Marquis, E., Wallace, A. & Ward, J. (Nov. 2022) Mitigating Harm: To PLACE PR Ethics at the Center of AI and IoT Strategy. Panel presented at National Communication Association Conference, New Orleans, LA.

Agozzino, A., Du , J., & Hamilton, A. (Nov. 2022). ***The Power of Social Media: How Small Non-Profit Organizations Can Leverage Digital Content Through Strategic Facebook and Video Partnerships*** Panel presented at the Public Relations Society of America Conference, Worth, T Ont



Agozzino, A., Connell, D., Grumbain, A., & Whitley, S. (2021, Oct.). Integrating student organizations and competitions into the curriculum. Panel presentation at the Marketing Management Association Fall Conference, virtual format.

Agozzino, A. (2021, Oct.). ~~#SocialHub~~ ~~Analytics~~ ~~Marketing~~ ~~Skills~~ ~~Development~~ ~~Poster~~ presented at

- Agozzino, A., & Hofman, B. (2018, April). ***Major League Baseball's (MLB) and its franchise's digital strategy through the Expectancy Validation Theory (EVT) lens*** Paper presented at inaugural IPR Bridge Conference, Washington, D.C.
- Fleck, K., & Agozzino, A. (2018, April). ***Assessing student satisfaction in their introductory course: A 5-year analysis of student evaluations*** Top papers in instruction: Musings on pedagogy, practice, program assessment and student outcomes at Southern Communication Conference, Nashville, TN.
- Agozzino, A., Damron-Martinez, D., Goss, B., & Neu, W. (2017, September). ***Helping Students Develop a Professional Brand*** Panel presented at the Marketing Management Association Fall Conference, Pittsburg, PA.
- Isaacson, T., & Agozzino, A. (2017, April). ***Evaluating ROI in sports communication in NCAA Division I football***. Paper presented at the tenth annual College Sports Research Institute Conference on College Sport, Columbia SC.
- Agozzino, A. (2016, October). ***Firming Analysis of the Top 10 Most Followed Organizations on Pinterest*** Paper presented at the Public Relations Society of America International Conference, Indianapolis, Indiana
- Agozzino, A., & Fleck, K. (2016, October). ***Beyond Internships and Student-run Firms: Using experiential learning through the curriculum*** Poster presented at the Public Relations Society of America International Conference, Indianapolis, Indiana
- Agozzino, A., & Fleck, K. (2016, October). ***Enhancing Student's Measuring Student Satisfaction in the Introductory Course*** Paper presented at the eighty-first annual International Association for Business Communication Conference, Albuquerque, New Mexico.
- Agozzino, A. (2016, October). ***Incorporating Social Media into your curriculum*** Plenary Showcase presentation at the eighty-first annual International Association for Business Communication Conference, Albuquerque, New Mexico.
- Agozzino, A., Danley, A., Greene, H., & Lohman, L. (2016, September). ***Managing Student Expectations*** Panel presented at the Marketing Management Association Fall Conference, Providence, Rhode Island.
- Agozzino, A. (2015, November). ***Enhancing the social classroom*** Short course presented at National Communication Association Conference, Las Vegas, NV.
- Agozzino, A., Baldrez, B., & Keehn, B. (2015, November 7). ***The Realization of Healthcare Using Social To Reach The Goal Digital***. Panel presented to the Public Relations Student Society of America International Conference, Atlanta, GA.
- Agozzino, A., Baldrez, B., & Keehn, B. (2015, November 8). ***The Realization of Healthcare Using Social To Reach The Goal Digital***. Panel presented to the Public Relations Society of America International Conference, Atlanta, GA.
- Agozzino, A., Coker, K., Podeschi, R.J., Samii, L., Trimble, C. (2015, September). ***Enhancing Learning Using Multinational Information*** Paper panel presented at Marketing Management Association Fall Conference, San Juan, Puerto Rico.
- Agozzino, A., Edmiston, D., McClure, T. (2015, September). ***Apps for Enhancing Student Engagement and Learning*** Panel presented at Marketing Management Association Fall Conference, San Juan, Puerto Rico.
- Agozzino, A. (2015, July). ***Using Facebook in College Admissions: A Longitudinal Study*** Paper presented to the Social Media and Society International Conference, Toronto, Canada
- Agozzino, A., & Fleck, K. (2015, April). ***Does student satisfaction in their introductory course in social media lead to recruitment majors? A 5-year analysis of student evaluations*** Paper presented to the Central State Communication Association Conference, Madison, WI.
- Agozzino, A., Duhe, S., & Puglisi, G. (2014, October). ***With the Line Getting Indulgent with Student Campaigns: Internships and Adjuncting*** Panel presented to the Public Relations Society of America International Conference, Washington, D.C.
- Agozzino, A., Humphery, W., Kerr, S., & Rice, W. (2014, September). ***Graduates as products: Helping students acquire a promotional identity*** Panel presented at Marketing

Antonio, TX.

Agozzino, A., Duhe, S., & Puglisi, G. (2013, October). *Bidding preparation and professional through collaboration* " eton u iiArr p nr onh

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Ohio Housing Association Conference, May 2023
Topic: **Srad** **a**

Ohio Northern University Delta Zeta Sorority, September 2012

Topic: ***Keqing or Said Meja Naele the Grand***

Ohio Schools Public Relations Association Annual Conference [

