

David B. Landes

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Summary of Qualifications

- 6 years consulting in communications, project development, and IT
- 7 years of acclaimed private and university teaching to 1500+ students
- 12 years of conducting interpersonal and social services in professional settings
- 15 years active in the performing arts and creative industry (see music resume)
- Ph.D. in Communication, Rhetoric and Media, specializing in Human Attention in the Digital Age (*in progress*)

Recent Experience

Project and Communications Consultant – Pittsburgh, PA & Santa Barbara, CA Dec 2007 - Present

- Co-founded and developed UpTo Know Good, a consultancy and small business accelerator.
- Provided consultations in UpTo's central advisory team for clients starting or expanding NPOs, small businesses, and social ventures
- Advised The Saxifrage School College Redesign Project by creating the curricular framework, academic philosophy, and advisory network in line with their organizational philosophy during startup phase
- Strategized communications for Kullu Valley Bike Project during planning and fundraising stages
- Advised and initiated Search Engine Optimization plan for Procore Construction Management Software
- Accepted guest speaker invitations in government, non-profit, and for-profit sectors on social media, communication strategy, human attention, and startup ventures

Teaching Fellow – University of Pittsburgh, Department of Communication, Pittsburgh, PA Aug 2007-Present

- Created and taught 14 courses in communication, media, public speaking, argument, rhetoric, and conversation
- Produced research on human attention in the digital age, communication technology, and culture for critical academic scholarship and for application in strategic action
- Received full tuition scholarship for M.A. and Ph.D.
- Received 5 year stipend to teach ~150 students per year
- Mentored department TAs & lectured for university-wide graduate student training
- Facilitated departmental and college-wide tasks in numerous ad hoc committees

Consultant – Emergency University, Redwood City, CA June 2005-Aug 2009

- Directed project team on search engine optimization, increasing site 100+ rankings to top 15 positions in Google in 6 months.
- Led user experience project for site redesign with designers and product managers
- Launched self-maintaining SEO plan with third party consultants
- Advised curriculum developers and copywriters on usability and effectiveness
- Resolved IT issues with engineering and design team
- Advised, implemented, and trained personnel in efficiency operations
- Strategized with company president on financial and marketing strategy
- Recruited and advised new hires for specialized tasks

Writing Tutor – Campus Learning Assistance Services, UC Santa Barbara Jan 2005-June 2007

- Led ~1,000 tutoring sessions with individual students from all majors working on essays, lab reports, applications, dissertations, and other academic documents
- Taught disabled and ESL students grammar and rhetorical concepts

- Customer Support Technician** – Friendster, Sunnyvale, CA Aug 2004-Dec 2004
- Resolved customer service inquires about technical and usability problems
 - Maintained website quality by investigating flagged accounts and applying protocol for TOS violations.
 - Strategized design fixes with the engineering team and senior product manager based on user feedback reports

Education

- Ph.D. Communication, Rhetoric & Media**, University of Pittsburgh (*expected 2013*) Aug 2009-Present
- Dissertation: *Toward a Theory of Attention for Communication*
- Select Papers:
- *The Rhetorical Situation of Search Engine Optimization*
 - *Socialization and Attention Strategy: A Case Study of Facebook*
 - *An Isocratean Theory of Attention: How Classical Rhetorical Theory Might Inform Networked Communication*
 - *The Electric Sandwich with a Side of Chips and Bits: The Transistor's Communicative Biases in the Birth of Digital Information*
 - *Toward a Critical Theory of Attention in the 20th Century: The Culture Industry and the Disciplined Inattentive Hearer*
- M.A. Communication, Rhetoric & Media**, University of Pittsburgh Aug 2007-May 2009
- B.A. Writing, Linguistics and Rhetoric**, University of California at Santa Barbara Sept 2003-June 2007
- Minors: Philosophy, Music
 - High Honors, Distinction in the Major

Grants and Awards

Visiting Instructor, U of Pittsburgh, 2012. [\$22,400].

Summer Tuition Scholarship for Academic Merit, U of Pittsburgh, 2012. [\$11,322 Tuition + \$6,172 Stipend].

Appointed TA Mentor, Department of Communication, University of Pittsburgh, 2011-2012. [\$200].

Summer Tuition Scholarship for Academic Merit, U of Pittsburgh, 2011. [\$10,890 Tuition + \$6,052 Stipend].

Elizabeth Baranger Excellence in Teaching Award, U of Pittsburgh, 2010. [\$250].

Elizabeth Baranger Excellence in Teaching Award, nomination. U of Pittsburgh, 2007, 2008, 2009, 2010, 2011.

Graduate Teaching Fellowship, U of Pittsburgh, 2009-2012. [(\$30,736 Tuition + \$16,140 Stipend) per year].

Western PA Rising Star, Baker Leadership, 2010.

Graduate Teaching Assistant, U of Pittsburgh, 2007-2009. [(\$29,544 Tuition + \$14,485 Stipend) per year].

Jeremy D. Friedman Memorial Award for outstanding leadership, superior scholarship, and contributions to undergraduate life on campus, University of California, Santa Barbara, 2007. [\$400 Gift].