

Curriculum Vitae  
**Patricia J. Maxwell Robertson**

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## **EDUCATION**

### **Ph.D., Psychology, emphasis Media Psychology**

Fielding Graduate University, 2022  
Dissertation: Framing Social Movements on Social Media  
Advisor: Pamela Rutledge, Ph.D.

### **M.A., Media Psychology**

Fielding Graduate University, 2018

### **M.B.A., Marketing**

Loma Linda University, 1993

### **B.A., Mass Communication**

Walla Walla University, 1987

## **TEACHING**

### **Adjunct Professor**

*Grossmont College – La Mesa*  
*January 26, 2021 to present*

Media Communications  
8800 Grossmont College Drive  
El Cajon, CA 92020  
619.644.7000

When I began teaching for Grossmont, during COVID-19, everyone was working to find a new way of imagining and creating learning communities online with Zoom. With the district, Grossmont developed a rigorous Digital Certification process, which I eagerly participated in and continued annual training.

- Develop syllabus, class content, and grading rubric according to the district requirements.
- The courses taught include film history and philosophy, mass media (core), and multimedia reporting.
- As a part-time faculty member in the media communications department, I teach in-person, synchronous, and asynchronous (DE-certified) courses.
- For digital courses to be more human, I send individualized media remarks to each student via email and Canvas.
- My Zoom office hours are consistent; students can schedule time with me outside those times. I allow students to text, chat, or email—according to their preferred communication style. I work hard to advocate for them as they pursue their college goals.
- Create syllabi, lesson plans, and grading rubrics using the department's SLOs, WebAdvisor, and Canvas.

- Develop online guest lecture series with professionals and influencers in the various fields for students.
- Create digital discussion boards and interactive videos.

### **Adjunct Professor**

*MiraCosta Community College – Oceanside  
January 26, 2022 to present*

Communications  
1 Barnard Drive  
Oceanside, CA 92056  
760.757.2121

- Develop syllabus, class content, and grading rubric according to the district requirements.
- The courses taught include public speaking and interpersonal communication. As well as filling in for other professors as needed.
- As a part-time faculty member in the communications department, I teach in-person, synchronous, and asynchronous (DE-certified) courses.
- For digital courses to be more human, I send individualized media remarks to each student via email and Canvas.
- My Zoom office hours are consistent; students can schedule time with me outside those times. I allow students to text, chat, or email—according to their preferred communication style. I work hard to advocate for them as they pursue their college goals.
- Created syllabi, lesson plans, and grading rubrics using the department’s SLOs, WebAdvisor, and Canvas.
- Develop online guest lecture series with professionals and influencers in the various fields for students.
- Create digital discussion boards and interactive videos.

### **Adjunct Professor & Pop-up Lecturer**

*University of Nebraska - Lincoln  
1 year and 3 months (April 1, 2018 to June 2019)*

College of Journalism and Mass Communication  
147 Andersen Hall  
Lincoln, NE 68588  
402.472.3041

- Taught courses in the School of Journalism, including pop-up lectures on social media for non-profits and branding.
- Created learning experiences for in-class and home study, illuminating analytical and theoretical concepts in integrated marketing and communication.
- Generated assessment tools and rubrics that fairly and accurately identify students’ strengths and challenged them as communication and marketing professionals.
- Met with students outside of the classroom to advise on coursework and career goals, including advisement on internships and career opportunities.

- Provided classroom pedagogy and leadership.
- Built partnerships with community organizations and businesses that provide experiential opportunities for students in the classroom and as portfolio-building projects.

### **Assistant Professor of Communication**

*Union College*

*2 years and 11 months (2015 – 2018)*

3800 S. 48<sup>th</sup> St.  
Lincoln, NE 68506  
402.486.2600

- Taught an assigned load of classes, as expected for full-time undergraduate faculty, of 12 hours per semester. Developed coursework and classes on social media, emerging media, web research and analytics, marketing and public relations, journalism, interpersonal communication, technical and grant proposal writing, intercultural communication, advertising, crisis communications, and public speaking.
- Created learning experiences for in-class and home study that illuminated analytical and theoretical concepts in marketing and communication.
- Generated assessment tools and rubrics that fairly and accurately identify students' strengths and challenged them as communication professionals.
- Advised assigned students and students in classes by providing them 24-hour access by text message and maintaining a minimum of 10 office hours per week.
- Met with potential students as scheduled by the enrollment office to promote the communication emerging media program at Union College.
- Provided classroom pedagogy and leadership, including issues on ethical matters.
- Built partnerships with community organizations and businesses that provided experiential training opportunities for students.
- Managed the internship and practicum program for communication majors and minors. In 2017, placed the first student in an internship at the Sheldon Museum of Art in Lincoln, Nebraska.
- Oversaw faculty assistant-produced e-publication called *Connections*. The monthly newsletter provided interesting research in communication and internship and job opportunities.

### **PROFESSIONAL**

#### **Owner**

*The Eco Monkey NEW NAME COMING SOON!*

*July 1, 2019 to Present*

1425 Caminito Borrego #2  
Chula Vista, CA 91913  
619.249.7762

This woman-owned, full-service public relations company provides tailored communication services to bioscience and green tech companies and nonprofit organizations that meet and exceed strategic goals and expectations for each client.

In 2023, we worked with clean technology startup companies in San Diego. Smartville and South 8 are spin-outs from the University of California, San Diego business and science incubator program. The companies were on the verge of commercialization and needed strategic and executive guidance.

Past work includes:

Provided executive leadership that created a strategic media relations campaign for La Jolla-based AI company SciCrunch, capitalizing on media relationships leading to business partnerships with crucial bioscience journals. KPIs included:

- Story placements resulted in 3 million views nationally, including a critical bioscience journal interview with CEO.
  - Leveraged, fostered, and developed top-tier relationships with communication officers with the National Institute of Health (NIH) for future granting with the AI software Company.

Additional work:

- Conducted quantitative research using Dedoose and SPSS for DARPA proposal on social media use and preferences for lead researcher Karen Shackelford, Ph.D.
- Provided Christian Services for the Blind, a 100-year-old nonprofit that serves the blind, with website maintenance services and a monthly membership newsletter:
  - Writing and editing services
  - Website maintenance, to include SEO and SaaS

### **Director of Marketing and Public Relations**

*Casa Romantica Cultural Center and Gardens*

*Six months (December 8, 2019 to June 12, 2019)*

415 Avenida Granada  
San Clemente, CA 92672  
949.498.2139

- Provided executive leadership on marketing and communication for audiences that supported the non-profit.
- Guided the new Executive Director in her new position from a prior graphic design position.
- Increased brand reach in 2020 by 680%, in comparison to the same six months the year prior, by building a proactive and consistent media relations program. As reported by Meltwater, the placements resulted in more than 73 million people viewing their brand name.
- Completed an audience analysis of current membership and determined three top archetypes by key purchasing behavior, standard demographic data, and affinity characteristics. This identified Facebook as the primary social media platform for the nonprofit's closest friends.
- The audience analytics led to creating a Facebook growth campaign from April to May 2020. The campaign resulted in a 13.8% increase in Followers.
- At the outbreak of COVID-19 the nonprofit closed to the public. As an analog-dependent organization, I directed the department through the transition to a virtual community by creating and enhancing online programming. Creative virtual programming was created, and the online component was adjusted to handle the new material. A quick media effort and internal

communication to members increased web traffic by 2,000 unique viewers in two weeks. The overall impact changed the makeup of online visitor engagement from transactional to relational.

- One marketing virtual programming addition was the creation of Casa Conversations, a LIVE Facebook interview-style conversation with a celebrity. The first live event resulted in 700 views.
- A Google search engine optimization (SEO) campaign ran from April to May 2020. Using AI technology to enhance keyword selection, there was a 30% gain in website traffic.
- Managed and mentored the work of two early career employees in social media, publications, website management, event production, photography, and video production.

### **Communication Director**

*Christian Record Services for the Blind*

*1 year and 6 months (March 1, 2018 to August 2019)*

5900 S 58th St., Ste. M  
Lincoln, NE 68516  
402.488.0982

- Employed a communication strategy focused on growing the nonprofit's friend base by telling their story to delight and engage new audiences consistently and sustainably.
- Initiated big data research collaboration with Union College to create major donor and member profile archetypes. Identified 500 top donor candidates with statistically significant demographic characteristics. The research, supplemental data, and two (2) matching lists were donated to the nonprofit.
- Created a proprietary earcon and sound bed in collaboration with a local musician. The final piece was recorded by a full orchestra and given to the nonprofit without cost.
- Produced ten (10) evergreen Public Service Announcements (PSAs) distributed to strategically important radio stations. The PSAs used the nonprofit's proprietary earcon.
- Increased Facebook Friends and Followers by 64% in one year and engagement by 40% from April to August 2018.

### **Director of Marketing & Communication Technologies**

*Catalina Island Conservancy*

*8 years and 7 months (2005 – 2014)*

320 Golden Shore, Suite 220  
Long Beach, CA 90802  
562.437.8555

- Created an award-winning national presence for the conservancy through strategic branding that relied on traditional and emerging technologies for message distribution.
- Prepared and directed regional and national press campaigns that resulted in an earned media increase of 23% in 2013 for 488 million positive impressions.
- Developed and directed synergistic promotional partnerships with coffee roasters Explorer's Bounty, True Beans Coffee Roasters, and Don Francisco Coffee Traders. This partnership tripled the electronic subscriptions to Isla Earth Radio Series eDigest, a monthly newsletter. The final subscriber list included 22,000 individuals in 2014.

- Led and directed the team to produce the award-winning Isla Earth Radio Series, heard on 321 radio stations by more than 9 million weekly listeners.
- Directed programmers in creating a content management system (CMS) to house more than 1,500 audio files. The system provided one-click downloads of monthly programming for radio stations from the website before National Public Radio deployed Content Depot.
- Saved the Conservancy more than \$20,000 annually by directing talented developers to build cloud-based media assets tools with functional capabilities similar to Getty Images.
- Directed the cross-department review process for the conservancy's first-ever customer relationship system (CRM), which led to a customized online hiking permit system that collected more than 20,000 viable donor leads in its first three years.
- Increased the "open" rate of the conservancy's monthly electronic newsletter to a self-subscriber list of 10,000 by two percent through a redesign, leading to a Ragan Award in 2013.
- Directed redesign process for membership magazine Conservancy Times that included an online edition.

### **Director of Media Relations**

*Natural History Museum of Los Angeles County  
3 years and 11 months (2001 – 2005)*

900 Exposition Blvd  
Los Angeles, CA 90007  
213.763.3466

- Strategically led the marketing and communication team to attain the highest attendance and awareness metrics in the museum's recent history, positioning it for a capital campaign that allowed it to remake the museum experience into what it is today.
- Worked with all departments, foundation, and county to create and deploy mission-driven marketing and media relation campaigns.
- Negotiated media partnerships that increased broadcast and publication advertising media buy value by nearly a million dollars in 2004.
- In 2003, earned media efforts resulted in over 120 million impressions with an advertising value of half a million dollars.
- Met general museum attendance goals, the highest attendance in the decade during a four-year tenure. By directing a team of contractors and in-house employees, we developed an audience for a new monthly performance series, with each event meeting attendance goals.
- Developed marketing strategies, wrote marketing plans and budgets, and then directed the implementation of those campaigns.
- Provided oversight on account payables of million-dollar marketing budget, maintained contracts, and managed production schedules.
- Trained by Los Angeles County for state-wide disaster and emergency communications.

### **Claremont Colleges**

*6 years and 8 months (1996 – 2005, intermittent appointments)*

Claremont, CA 91711

### **Director of Marketing & Communication**

*Keck Graduate Institute (2005)*

- Executive development of the institute's first comprehensive strategic marketing plan.
- Project managed and edited recruitment publications such as the view book and collateral materials.
- Led the organization through developing and migrating a hard-coded website into a content management system (CMS).
- Developed branding standards and directed the implementation and use of branding assets.
- Expanded the institute's local, state, and national presence through press releases and placed stories with key bioscience media.
- Developed recruitment advertising campaign strategies in collaboration with recruitment and directed media buys.

### **Communications Manager**

*Claremont Graduate University (1999 - 2001)*

- Prepared media plans and promotional campaigns.
- Wrote op-ed for faculty, book reviews, and radio public service announcements.
- Wrote feature articles for the university's award-winning alumni magazine.
- Developed news releases reflecting the research and accomplishments of university faculty, students, and staff, as well as for special events.
- In 2000, earned media efforts resulted in more than 80 million impressions.

### **Public Relations Manager**

*Harvey Mudd College (1996 – 1999)*

- Co-produced FutureWatch On-Air/On-Line, a nationally syndicated public radio and television series exploring issues of science, technology and the environment. The program was licensed to Case Western University in Cleveland, Ohio, and received Public Broadcast Services funding to produce 20 more episodes in 2004.
- Authored a bi-weekly syndicated newspaper column on science and technology in collaboration with faculty. The column, "Good News" appeared in the Inland Valley Daily Bulletin and an online publication ExploreZone.com, and other newspapers.
- Developed news releases reflecting the research and accomplishments of the College's faculty, students, and staff.

## **TEACHING EXPERIENCE**

### **TEACHING AREAS (analog and digital)**

- Advertising
- Brands & Branding
- Crisis Communication

- Marketing
- Public Relations
- Public Relation Campaigns
- Reporting
- Social Media
- Social Media Analytics
- Social Media for Nonprofits
- Web Research & Analytics

## **CAMPUS SERVICES**

Faculty Senate, Sergeant of Arms. 2016 – 2017. Union College.  
 Faculty Senate, Communication Officer. 2017 – 2018. Union College.

## **EXTRACURRICULAR SERVICES**

Campus Newspaper Faculty Advisor. 2015 – 2017. Union College.  
 Junior Class Faculty Advisor. 2017 – 2018. Union College.

## **MEDIA COVERAGE**

Rogers, K. S. (2019). Graduate Education and Civic Engagement: The Story of an Independent Graduate School. *In Democracy, Civic Engagement, and Citizenship in Higher Education: Reclaiming Our Civic Purpose* (First ed.).

Wehling, M. (2017). Forming Partnerships to Enhance Student Learning. *The Journal of Adventist Education*(2).

## **POSTDOCTORAL RESEARCH**

Qualitative and quantitative analysis of Black Panther movie for self-identity and ingroup identification. 2020 PI: Rachele Potts.

Maxwell, P. J. (2019, September 12-14, 2019). *Online Social Movements: Is it me, you, or us? What the frame says.* Paper presented at the International Conference Research on Humanities and Social Sciences, Rome, Italy.

Qualitative and quantitative analysis using Dedoose and SPSS for a proposal to DARPA on social media control by users. 2019 PI: Karen Shackelford, Ph.D.

Analysis of public Twitter conversation during three days of #TechHearings using DiscoverText and Netlytics software. Coding for algorithmic awareness, changing roles and power of tech giants Google, Facebook and Twitter. 2018 PI: Regina Tuma, Ph.D.

## **FELLOWSHIPS & GRANTS**

Marie Fielder Fellow, 2018 – 2020. Awarded by the Marie Fielder Center for Democracy, Leadership, and Education, Fielding Graduate University, Santa Barbara, California.

Michael R. Neal Legacy Award, 2019. Award is presented at Winter Session to a media psychology graduate student who demonstrates outstanding academic achievement, media



innovation, and collaboration with and support of fellow scholars in the field. Fielding Graduate University, Santa Barbara, California.

Fielding Graduate University Scholarship, 2019. Fielding Graduate University, Santa Barbara, California.

## CERTIFICATIONS

Digital Educator certification through San Diego Community College District 2021.  
CITI Program in Human Research certification. Expires September 1, 2026.  
Certified Volunteer through Verified Volunteer by Sterling Talent Solutions, Child Protection Module and Criminal Background Check. Completed May 1, 2019.

## BOOKS

Maxwell, P. J. (2022). *Creating Social Change Using Twitter*.  
<https://www.proquest.com/docview/2622778939/E6282B82A68041F4PQ/1>

Maxwell, P. J., Rhein, B., & Roberts, J. (2014). *Catalina A to Z: A Glossary Guide to California's Island Jewel*. The History Press.

## OTHER PUBLICATIONS

Maxwell, P. J. (2008-2014). Writer & Producer for Catalina Island Conservancy: Isla Earth Radio Series. Long Beach, California: Catalina Island Conservancy.

Maxwell, P. J. (2008). What Works in Solving the Problem of Global Warming. *the Flame*, 3.

Maxwell, P. J. (2000-2004). Newspaper Column: Classroom *Los Angeles Times*.

Maxwell, P. J. (Writer) (1999a). Heavy-duty Vehicle Inspection Program. In R. Vargas (Producer), *California Environmental Protection Agency*. Los Angeles, California.

Maxwell, P. J. (1999b). Invention Hazards. *Inventor's Digest*, 15, 34-36.

Maxwell, P. J. (1998). Crocus Capers. *The World & I*, 164-171.

Maxwell, P. J. (1997). College Pranks. *CareerTech.com*.

Maxwell, P. J. (1997-1999). Syndicated Newspaper Column: FutureWatch.

Maxwell, P. J. (1996a, August). Crackdown on Illegal Drugs. *Inland Valley Daily Bulletin*.

Maxwell, P. J. (1996b, August). Fastest Grandma. *Inland Valley Daily Bulletin*.

Maxwell, P. J. (1996c). Press Work for Harvey Mudd College: Embryo Development Gets Closer Look: Insights from a study may lead to earlier detection and treatment of diseases.

Maxwell, P. J. (1982, December). Former Pals Keep in Touch. *Lincoln Journal Star*.

## AWARDS AND HONORS

### ***Catalina Island Conservancy***

2013 Honorable Mention: Catalina Island Conservancy monthly electronic newsletter. Chicago, Illinois: Ragan's PR Daily's Nonprofit Awards.

### ***Isla Earth Radio Series***

2009 The Isla Earth Radio Series awarded the W3 Silver Award in the category of Environmental Awareness.

2008 Los Angeles Press Club. The Isla Earth Radio Series won first place in the News Bureau category.

### ***Volunteer Work after 9/11***

2003 Recognized by The Human Relations Council of Pomona Valley with the State of California Senate Certificate of Recognition for Community Service.

2003 The Buddy Russell Award "Representing a lifelong pursuit of peace, freedom, justice, and dignity for all human beings" by the YWCA West End Board of Directors.

### ***Writing for the Claremont Graduate University's Alumni Magazine***

2002 CASE Circle of Excellence Gold Medal

2002 CASE District VII Award of Excellence

2001 PRSA Prism Award - External Publication

2001 PCLA - Honorable Mention for the Flame

### ***Photography***

1989 Award for Best Photography. Silver Springs, MD: Philanthropic Services.

1986 National Recognition for Black and White Photography: Photographer's Forum.

1985 National Recognition for Black and White Photography: Photographer's Forum.

### ***Miscellaneous***

1996 Notable American Women: American Biographical Institute.

1995 2nd Place Speech Award: Rules of the Road. Los Angeles, California: Toastmaster's International Speech Contest.

1989 Award for Best Copywriting. Silver Springs, MD: Philanthropic Services.

1988 Award for Advertisement Design and Copy. Silver Springs, MD: Philanthropic Services.

1988 Award for Article: Cause-related Marketing and the Small Non-Profit Organization. Silver Springs, MD: Philanthropic Services.

## **RELATED PROFESSIONAL SKILLS**

Website development with Content Management Systems (CMS) using WordPress, Dreamweaver, and custom-built systems

Social media analysis using DiscoverText, Netlytics, Dedoose, MathLab, and Leximancer

Data scrapping with Python and project management in GitHub

Statistical analysis with SPSS

Customer Relationship Management (CRM) using NetForum and custom-built systems

Website analysis using AWStats and Google Analytics

Electronic engagement and measurement employing Constant Contact, MailChimp, and SurveyMonkey

Multi-media production with Adobe Media Suite using Soundbooth, Premiere, and InDesign, and PhotoShop

Social Media engagement, including content management analysis using Facebook, YouTube, Instagram, Twitter, and Snapchat, managed by HootSuite, and other third-party software

### **PROFESSIONAL MEMBERSHIPS**

American Marketing Association

Public Relations Society of America