

**Jiangmeng (Helen) Liu**

Communication Department  
College of Arts and Sciences, Seattle University  
901 12<sup>th</sup> Avenue, Seattle, WA98122  
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**EDUCATION**

**University of Miami** (Coral Gables, FL) 2013-2017

Ph.D. in Communication

Dissertation Title: Does Being an Expert Make You More Negative? An Investigation of Subjective Expertise and Electronic Word-Of-Mouth Communication

Committee Chair: Dr. Cong Li

**University of Miami** (Coral Gables, FL) 2011-2013

Master of Arts in Public Relations

Master's Thesis Title: Microblogging Use by the Chinese Government.

Committee Chair: Dr. Don Stacks

North, M., Li, C., & **Liu, J.** (2018). An analysis of how Fortune 500 companies respond to users replying to company tweets. *Innovative Marketing*, 13, 17-24.

Yoon,

Paper presented at the annual conference of the International Communication Association (ICA), Fukuoka, Japan.

Li, C., **Liu, J.**, & Hong, C. (2016, March). Personalized advertising redefined and retested: Do consumers' preference stability and extremity matter? Paper presented at the annual conference of the American Academy of Advertising (AAA), Seattle, WA.

Yang, Q., & **Liu, J.** (2015, November). Health means different across cultures: A multilevel model analyzing self-report health status using world values survey. Paper presented at the American Public Health Association (APHA) Annual Meeting and Exposition, Chicago, IL.

Li, C., & **Liu, J.** (2015, August). What's in a name? A reexamination of personalized communication effects. Paper presented at the annual conference of the Association of Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

**Liu, J.** (2015, May). Sina Weibo use by public sectors in China. Paper presented at the annual conference of the International Communication Association (ICA), San Juan, PR.

Ji, Y., & **Liu, J.** (2015, May). From perception to engagement: Mediation effect of interactivity on organization-public relationships outcomes and stakeholders' online behaviors. Paper presented at the annual conference of the International Communication Association (ICA), San Juan, PR.

**Liu, J.**, Li, C., Ji, Y., North, M., & Yang, F. (2015, March). Like it or not: The Fortune 500's Facebook strategies to generate engagement from users. Paper presented at the annual conference of the American Academy of Advertising (AAA), Chicago, IL.

Li, Z., Ji, Y., & **Liu, J.** (2015, March). Big Data for Public Relations Practice

## **TEACHING EXPERIENCE**

### **Assistant Professor**

*Seattle University*

2018 Spring    *CMME2300 Introduction to Strategic Communication*  
                    *CMME3302 Social Media Management*  
2018 Winter    *CMME2300 Introduction to Strategic Communication*  
                    *CMME3302 Social Media Management*  
2017 Fall        *CMME2300 Introduction to Strategic Communication*

### **Independent Instructor of Record**

*University of Miami*

2017 Spring    *STC103 Statistical Reasoning for Strategic Communication*  
2016 Fall        *STC103 Statistical Reasoning for Strategic Communication*

2010

*Vice President of Student Government, Zhejiang University of Media and*

**Computer Skills**

Film editing software (*Adobe Premiere, Final Cut Pro, Edius*);  
Composition and 3D creation software (*Adobe After Effects, 3Ds Max*);  
Graphic design and typesetting software (*Adobe Photoshop, Adobe InDesign*);  
Webpage design software (*Adobe Dreamweaver*).