

## **Jacob Gordon**

Texas Tech University  
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### **Education and Post Graduate Training**

MA, Youngstown State University, 2012.

Major: English

Supporting Areas of Emphasis: Professional Writing and Editing

BA, Ohio State University, 2009.

Major: English and Japanese

### **Academic and Professional Experience**

#### **Unit Manager, Georgie Snyder Center for Business Communications, Texas Tech University. (September 1, 2017 - Present).**

Meet with students in one-to-one sessions to discuss ways to improve their communication in either their professional documents or class assignments

Hold communication-focused workshops to spread awareness about the center while also helping students learn different writing and rhetorical strategies

#### **Instructor, Business Communication, Texas Tech University. (January 1, 2016 - Present).**

Facilitated classroom discussion by utilizing multimedia presentations and asking students reflective questions

Provided feedback on assignments to strengthen students' rhetorical decision making and writing techniques

Worked alongside BCOM Director and BCOM faculty to determine the course syllabus and assignments

#### **Assistant Director, Professional Documents, Texas Tech University. (July 6, 2015 - August 31, 2017).**

Provided digital and in-person feedback to students, ensuring résumés and cover letters met CMC expectations

Wrote and maintained the CMC's blog, focusing entries on an array of topics including general professionalism, interviewing etiquette, and professional writing

Presented résumé workshops to help students better tailor their résumés to meet the standards of the CMC

Assisted Fundamentals of Business Professionalism (BA 1101) instructors with the course's résumé assignment by presenting a workshop to the classes and grading the assignment

Trained new CMC staff on standards of professional documents and one-on-one communication with students

#### **Instructor, Business Communication, The Pennsylvania State University. (August 1, 2012 - December 31, 2014).**

Taught 15 sections of Business Communication, focusing classroom discussions on various rhetorical strategies for writing for business-oriented audiences

Completed two pedagogy courses on teaching business communication and utilizing technologies in writing courses

Constructed a curriculum in which students worked with a local organization and completed assignments, including a company profile analysis, a communication portfolio, and a proposal, culminating in a document redesign project

## **TEACHING**

### **Courses Taught**

#### **Texas Tech University**

BCOM 3373, Business Communication, 4 courses.