

# SARA E.K. REINIS

Annenberg School for Communications, University of Pennsylvania  
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## EDUCATION

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**UNIVERSITY OF PENNSYLVANIA**  
**ANNENBERG SCHOOL FOR COMMUNICATION**  
*PhD in Communication Studies*

Philadelphia, PA  
2022 —

**NEW YORK UNIVERSITY**  
*Master of Arts in Media, Culture, and Communication*  
• GPA: 3.9

New York, NY  
2015 - 2017

**WESTMONT COLLEGE**  
*Bachelor of Arts in Communication Studies*  
• GPA: 3.9

Santa Barbara, CA  
2010 - 2014

## RESEARCH INTERESTS

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Algorithmic culture, social media, consumer culture, gender, religion & spirituality, internet subcultures, popular culture, emerging technology

## RESEARCH EXPERIENCE

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**NEW YORK UNIVERSITY**  
*Department of Media, Culture, and Communication*  
**Master's Thesis**

New York, NY

2017

- Title: "Beyond First Blush: Recontextualizing Beauty Practices and Constructing the Gendered Self on Instagram"
- Advisor: Dr. Marita Sturken
- Conducted independent research using discourse analysis and wrote an in-depth account of emerging understandings of gender, feminism, beauty, and the self across Instagram's makeup-enthusiast community.

**WESTMONT COLLEGE**  
*Department of Communication Studies*  
**Honors Thesis**

Santa Barbara, CA

2014

- Title: "More Precious Than Rubies: The Sexual Objectification of Women in Conservative Evangelical Discourse"
- Committee: Dr. Omedi Ochieng (chair), Dr. Deborah Dunn, Dr. Helen Rhee
- Conducted independent research using discourse analysis to reveal the prevalence of sexual objectification within conservative evangelical discourse. Presented a public defense for a panel of professors and an audience of students and community members.

## CONFERENCE PRESENTATIONS

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"The Intimacy of Algorithms: The Increasing Involvement of Algorithms in our Memory-Making Practices." *Theorizing the Web*, Museum of the Moving Image, Queens, New York, April 13, 2019.

"The Aesthetics of Authenticity." *Theorizing the Web*, Museum of the Moving Image, Queens, New York, April 28, 2018.

"Beyond First Blush: Recontextualizing Beauty Practices and Constructing the Gendered Self on Instagram." *Theorizing the Web*, Museum of the Moving Image, Queens, New York, April 8, 2017.

## PUBLIC SCHOLARSHIP

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"The Great Beyond: The context collapse between the living and the dead on social media." *Real Life Magazine*, October 7, 2021.

"Manufactured Recollection: What does a platform want you to remember?." *Real Life Magazine*, June 19, 2019.

## TEACHING EXPERIENCE

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**NEW YORK UNIVERSITY** New York, NY  
*Department of Media, Culture, and Communication*  
**Instructor, "Cultural Analysis in Practice"** 2022

- Independently created and led a three-week masterclass for 30+ MA students.

**VOX MEDIA** New York, NY  
*Leading Independent Media Company*  
**Instructor** 2020

- Co-created and co-taught a three-part virtual course on cultural research in the media industry. Supported the promotion of the Vox Media course repository to an audience of 500+ remote learners.

## ONGOING RESEARCH PROJECTS

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"GOD IS MY SPONSORED AD!! MY ALGORITHM!": The spiritual algorithmic imaginary and Christian Tik Tok." Co-authored with Dr. Corrina Laughlin. Submitted for publication.

## AWARDS AND HONORS

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**NEW YORK UNIVERSITY** New York, NY  
*Department of Media, Culture, and Communication*  
**Michael L. Rosenberg Scholarship - \$5,000** 2016

- Awarded to recognize outstanding Master's students with strong academic records

**Steinhardt Graduate Scholarship - \$15,500** 2015

- Awarded based on academic promise and strong undergraduate achievement

**WESTMONT COLLEGE** Santa Barbara, CA  
*Department of Communication Studies*  
**Presidential Scholarship - \$100,000** 2010-2014

- Highest academic merit scholarship

**Dean's List Member** 2010-2014

- Maintained Dean List status every semester of college

## INDUSTRY EXPERIENCE

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### SPARKS & HONEY - OMNICOM GROUP

New York, NY

*Cultural Consultancy*

#### **Director of Cultural Strategy**

2022-Present

- Led consultation projects for major brands connected to the future of education, youth culture, DEI, emerging technology, sustainability, and social media
- Managed a team of three strategists and mentored them on career advancement, personal learning plans, and job performance

### NEW YORK PUBLIC RADIO

New York, NY

*Nation's Largest Public Media Organization*

#### **Director of Marketing Strategy**

2021-2022

- Established new brand messaging strategy and visual identity for the corporate brand encompassing WNYC, WQXR, Gothamist, The Greene Space, and WNYC Studios
- Partnered with Editorial, Audience Development, and Data & Analytics to support priority programming

### VOX MEDIA

New York, NY

*Leading Independent Media Company*

#### **Director of Brand Strategy**

2019-2021

- Ran go-to-market strategy for all editorial sponsorships across Vox Media's 13 networks including New York Magazine, Vox, The Verge, Vulture, and more
- Created insight-driven strategic roadmaps to develop unique partnership opportunities rooted in editorial IP and cultural marketing moments
- Organized executive stakeholders across the company in refining the brand voice of Vox Media and its individual networks

#### **Associate Director of Creative Strategy**

2017-2019

- Led creative ideation and campaign strategy for custom videos, podcasts, articles, social, and events
- Developed creative visions for multi-million dollar cross-platform content programs
- Project managed stakeholders across sales, editorial, and creative production
- Promoted to this position from Creative Strategist in December 2018

### PLUM ALLEY

New York, NY

*Investment Fund Dedicated to Supporting Women Entrepreneurs and Gender-Diverse Startups*

#### **Communications Manager**

2016-2017

- Consulted founders on branding, messaging, and strategic growth.
- Managed communication strategy including PR, social media, and member correspondence

### WEAVING INFLUENCE

Santa Barbara, CA

*Digital Book Marketing Firm*

#### **Director of PR**

2014-2016

- Spearheaded complete redesign of PR department workflow and structure
- Created comprehensive PR strategy plans and messaging platforms for clients