

Jiangmeng (Helen) Liu

Communication Department
College of Arts and Sciences, Seattle University
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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*).