

KAITLYN E. RICH

CONTACT

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- Philadelphia, PA, USA

EDUCATION

Ph.D. Communication, Information, Media; Library and Information Science Concentration

Rutgers University
New Brunswick, NJ | 2029

M.A. English and Media Studies; Concentration in Literature and Social Justice

Rutgers University
Camden, NJ | 2023

B.A. Journalism; Minors in Still Photography and Politics

Ithaca College
Ithaca, NY | 2011

VOLUNTEER

The Woodlands

Philadelphia, PA | Nov 2023 - Present

Friends of FDR Park

Philadelphia, PA | Nov 2022 - Present

Garnet Street Block Association

Philadelphia, PA | Aug 2022 - Present

New York Cares

New York, NY | April 2020 - July 2021

New York Restoration Project

New York, NY | Oct 2020 - July 2021

EXPERIENCE (SELECTED)

PROJECT ARCHIVIST

LAWNSIDE HISTORICAL SOCIETY | LAWNSIDE, NJ | JAN 2024 - PRESENT

- Ephemera digitization and curation of Lawnside, the only antebellum, historically Black community to become an incorporated, self-governing municipality in NJ

ISGRJ MULTIMEDIA RESEARCHER AND DIGITAL ARCHIVE DEVELOPER

RUTGERS UNIVERSITY | NEW BRUNSWICK, NJ | JAN 2023 - PRESENT

- Andrew W. Mellon Foundation Funded Researcher for the Institute for the Study of Global Racial Justice (ISGRJ), focusing on media/archive research, website design, and archival strategy for Institute events, research/staff directory, and scholarship accessibility across Rutgers NJ campuses and Rutgers global research community

MARCH CURRICULUM FELLOW

RUTGERS UNIVERSITY | CAMDEN, NJ | SEPT 2023 - JUNE 2024

- Mid-Atlantic Regional Center for the Humanities (MARCH) course development project focusing on identifying courses, instructors, and institutional partners for environmentally-focused Historic Preservation Continuing Education curriculums

LECTURER - DEPARTMENT OF ENGLISH & COMMUNICATION

RUTGERS UNIVERSITY | CAMDEN, NJ | AUG 2022 - PRESENT

- Adjunct and instructor of record for Composition (101, 102) and Writing Lab

DIRECTOR SOCIAL AND DIGITAL MEDIA

ESSENCEMEDIACOM | NEW YORK, NY | JUNE 2022 - MARCH 2023

- Led client relationships and media platform partnerships for Ally Bank, advised on investment and brand safety, collaborated on POVs

GRADUATE RESEARCH ASSISTANT

RUTGERS UNIVERSITY | CAMDEN, NJ | DEC 2021 - AUG 2022

- Rutgers Digital Studies Center (DiSC) Media Projects Team: *Untour Johnson Park*; studying the spatial history and cultural memory of Johnson Park
- MARCH: Curation of local print ephemera and research focused on the history of printed media's role in slavery and abolition in southern NJ from 1804 to 1860

PARTNER, CLIENT INVESTMENT LEAD

MINDSHARE | NEW YORK, NY | JUNE 2017 - NOV 2021

- Founding member of The Collective, Mindshare's DEI consultancy; focused on making the industry more inclusive, racially diverse, queer, and female
- North America digital investment client lead for BlackRock/iShares managing content programs, programmatic, audience strategy, brand safety, and direct desktop/mobile display/video campaigns

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AWARDS

The Communicator Awards: Print Content - Educational Institution, Distinction 2024, *Black Bodies, Black Health*, ISGRJ Rutgers University

Lecturer Professional Development Fund (\$2,900), Rutgers University, March 2024

Capstone with Distinction, Rutgers University, May 2023

Graduate Merit Scholarship (\$10,000) Rutgers University, 2021-2023

Out-of-State Merit Scholarship (\$10,000), Rutgers University, 2021-2023

Additional advertising industry and film festival awards on [LinkedIn](#)

SKILLS

Microsoft Office Product Suite

Adobe Product Suite

Oracle/Sizmek/Google Platforms

Mediaocean Software Systems

Social Media Platform Buying

DSLR and Film Photography

Project Management Systems:
(Jira/Teams/Discord/Slack/etc.)

Comscore

DoubleVerify/IAS

Catalogt

Canvas

Qualtrics

CONFERENCES

"Lacunas: Memory Gaps in Personal, Institutional, and Imagined Archives." Conference theme: Fragmented Lives, **IABA (International Auto/Biography Association) World Conference 2024**, Reykjavik, Iceland, June 12-15th, 2024

Accepted: "Lacunas: Memory Gaps in Personal, Institutional, and Imagined Archives." "From a Surplus of Time" session, **Northeast Modern Language Association**, Boston, Massachusetts, March 7-10th, 2024

"Lacunas: memory gaps in personal archives." **2023 R-CADE (Rutgers-Camden Archive of Digital Ephemera) Symposium: Repair**, Rutgers University, Camden, New Jersey, April 21, 2023

"Keyword Blocking: Systemic Oppression, Problems of Meaning, and Vocabulary of Values in Digital Media Advertising." **The 30th Annual Midwestern Conference on Literature, Language, and Media**, Northern Illinois University, Virtual Conference, April 8-10, 2022

PUBLICATIONS

"Ephemeral Environments: Impact of Academic Research, Archival Material Movement, and Digitization on Natural Ecosystems." *Journal of Electronic Publishing: Special Issue on Publishing and Climate Justice*. forthcoming 2025

WORKSHOPS

Archives and Climate Change, California Rare Books School, August 2024

Climate Change Exposure For The METRO Region; METRO Library Council; Virtual; January 5 + March 26, 2024

EcoPoetics Workshop; Topological Poetics Research Institute, University at Buffalo Poetics; New York, New York; October 28, 2023