

JEDSZELLE (JED) BAUL (he/they)

Charlottesville, Virginia | jb8ga@virginia.edu | (757) 692-8467 | <https://jedbaul.com>

Soon-to-be graduate at the University of Virginia for a Master's degree in Media, Culture, and Technology under the Department of Media Studies. Has multiple years of experience working on multiple Democratic campaigns and marketing firms and advocacy organizations, specializing in communications, digital fundraising, and content creation.

EDUCATION

University of Virginia

Charlottesville, VA
Expected May 2024

Master of Arts in Media, Culture, and Technology;

Graduate Certificate in Digital Humanities

Working Thesis: *Oh Brother, the DMCA Stinks! The Influence of Copyright Law and Content Moderation on Twitch.tv's Copyright Guidelines*

Advisor: Dr. Kevin Driscoll, Department of Media Studies

Virginia Commonwealth University

Richmond, VA
December 2021

Bachelor of Arts in Political Science, with a Concentration in International Relations;

Minor in Media Studies

Summa cum laude, University Honors, and Honors in Political Science

PROFESSIONAL PRESENTATIONS

“From Parasocial to Personal: Understanding the Paradox of Intimacy and Loss in the Lives of Twitch Streamers” 2023
at the First Forum Conference by the University of Southern California's Department of Cinema and Media Studies, Los Angeles, CA (*expected October 27-28*)

“Social Identity, Critical Race Theory, and #BlackLivesMatter: Twitter Engagement And Influence of Policy Revisions for the Ferguson Police Department Post-Michael Brown” 2019
at the Undergraduate Poster Symposium by Virginia Commonwealth University, Richmond, VA (*April 24*)

RESEARCH EXPERIENCE

University of Virginia, School of Data Science

Charlottesville, VA

Digital Pedagogy Intern, Digital Humanities Graduate Certificate

May 2023 – August 2023

- Assessed reach and engagement of flagship research journals and DH-focused journals utilizing computational methods based on 7 of the 10 disciplines represented in the program
- Found 120 articles with 1,702 citations across both journal types, showing significant reach in both discipline and computational methods
- Executed a one-page report to be sent to executive stakeholders and School of Data Science faculty and DH students and staff via Zotero and Canva

TEACHING EXPERIENCE

University of Virginia

Charlottesville, VA

Graduate Teaching Assistant, Department of Media Studies

August 2023 – Present

- Facilitate guided discussions for 104 students once a week for *MDST 2000: Introduction to Media Studies*, taught by Bruce Williams (Ambassador Henry J. Taylor Professor of Media Studies) and Siva Vaidyanathan (Robertson Professor of Modern Media Studies)
- Develop flexible discussion structure to reinforce learning material and collaborative activities
- Assist with grading written assignments and formal exams and attendance records

Virginia Commonwealth University

Richmond, VA

Volunteer Teaching Assistant, Honors Rhetoric Writing Program

August 2019 – August 2021

- Assisted 200+ first-year VCU Honors College students to develop rigorous research papers across multiple disciplines, ranging from political science to media studies
- Provided constructive feedback to students for in-class and major assignments via Zoom and Blackboard
- Presented in-class workshops to aid students with major assignments, abstracts, and conference presentations

PROFESSIONAL WORK EXPERIENCE

Rising Tide Interactive

Washington, D.C.

Digital Production Associate

February 2022 – August 2022

- Constructed high-quality emails for eight Democratic clients via HTML/CSS coding in CRMs, including ActBlue, EveryAction and NGP
- Conducted thorough A/B testing and quality assurance for landing pages and surveys to optimize open/click rate performance and conversion rates
- Managed day-to-day workflow processes via Trello and onboarded four new associates through SOPs and HTML/CSS training while supervisor was out-of-office

We Are Home Campaign

Washington, D.C.

Digital Coordinator

October 2021 – February 2022

- Constructed graphic and video content on pressing immigrants rights issues for partners, like the [Biden Report Card](#) and [Toolkit](#)
- Maintained campaign events calendar and website landing pages via Google Suite and WordPress to improve webpage user experience
- Assisted with agenda notes for internal team and client meetings

Blueprint Interactive

Washington, D.C.

Digital Fundraising Intern

August 2021 – December 2021

- Constructed high-quality emails for eight Democratic clients via copywriting and HTML/CSS coding in CRMs, including ActBlue and NGP
- Conducted rigorous quality assurance for emails, landing pages and surveys to reduce errors and improve open/click rate performance and conversion rates
- Assisted with editing email copy, as well as ad mockups

Virginia Commonwealth University

Richmond, VA

Resident Assistant, Gladding Residence Center (Lower and Phase III)

July 2019 – March 2020

- Aid 1,500+ first- and second-year residents with high school to college transition by preparing floor meetings, individual interactions, and events within residence halls or on-campus
- Create programming and bulletin boards to discuss Resident Life & Housing policies and available resources and other methods of communication via Canva, Gmail, and GroupMe
- Mediate and respond to crisis management and student conduct via Maxient

ACADEMIC PAPERS + OTHER PUBLICATIONS

- Baul, J. (May 2023). *Twitch streamers reinforcing the ideal of the microcelebrity*. [Student paper submitted for MDST 8001: Histories of Media Technologies]. University of Virginia. 2023
- Baul, J. (May 2023). *Twitch as a unique public: How the live streaming platform is viable for political engagement*. [Student paper submitted for MDST 7559: Publics and Their Problems]. University of Virginia. 2023
- Baul, J. (December 2022). *(The lack of) emotes and emotive language in chat messages and streamer performance on Twitch: A content analysis*. [Student paper submitted for MDST 7409: Content Analysis]. University of Virginia. 2022

Baul, J. (December 2022). *How Twitch's positionality as a platform and its infrastructure exploit the labor of women streamers*. [Student paper submitted for WGS 7500: Approaches to Gender and Sexuality Studies]. University of Virginia. 2022

Abbitt, S., Baul, J., Gao, D., Zheng, H., Lovett, D., Bartholomew, G., & Islam, F. (2022, November 21). Opinion/Column: Students will carry scars of gun violence for life. [Editorial.] *The Daily Progress*. https://dailyprogress.com/opinion/opinion-column-students-will-carry-scars-of-gun-violence-for-life/article_eaaa6074-6767-11ed-8624-afab3ae68ca9.html 2022

AREAS OF INTEREST

Academic Interests

- Copyright law and content moderation policies
- Live-streaming platforms and Twitch streamers
- Online fan communities and live-streaming message chats
- Live-streaming as a virtual third place or site of community formation

Professional Interests

- Content creation/social media management
- Community moderation on social media platforms
- Political advocacy, marketing/fundraising, and communications
- Sports marketing and communications

HONORS + AWARDS

Dean's List, Virginia Commonwealth University
Finalist, VCU Launch Research Award

August 2018 - December 2021
April 2019

REFERENCES

Rennie Mapp
UVA School of Data Science
Project Manager, Strategic DH Initiatives
Former Supervisor
Charlottesville, VA
717-713-1204
mapp@virginia.edu

Patrick McGill
The Trade Desk
Lead Associate Account Director (Political)
Former Supervisor
Washington, D.C.
215-593-6174
patmcgill@gmail.com

Adarra Opachan
U.S. Representative Jamie Raskin
Communications Director
Former Colleague
Washington, D.C.
360-402-4580