



Julie Marie Gerdes

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EDUCATION

PhD, 2019

Technical Communication
and Rhetoric
Texas Tech University
Dissertation: *Constructing
Risk in Emergency Health
Responses: A Rhetorical
Analysis of Transnational
Zika Communication in the
Caribbean*

MA, 2014

Rhetoric and Composition
University of South Florida
Thesis: *Risk of Compliance:
Tracing Safety and Efficacy in
Mef-Lariam's Licensure*

BA, 2009

English Writing & Publication
Studies and Spanish
Clemson University
Honors thesis: *Designing Authority
in Technical Documents: NIH
Policy Statements and Minority
Recruitment*

INTERESTS

Research and Design:

- User Experience
- Qualitative Analysis
- Evaluation Design

Global Health:

- Outbreak Response
- Infectious Disease
- Knowledge Management

PROFESSIONAL EXPERIENCE

Zika Technical Advisor for USAID/ LAC, June 2016-present

Global Health Fellows Program-II, METI, & CAMRIS | Washington, DC
Lead internal and external knowledge management efforts for Zika team, including promotion of knowledge sharing and utilization across the region and within countries
Lead monitoring, evaluation, and learning under Zika response, including coordination of framework indicator inputs, oversight of data visualization, and analysis of results
Lead external communications for Zika portfolio, including content development for public deliverables such as fact sheets, web site, and Congressional executive summary among others
Manage budget, progress, and compliance of USAID-funded Zika activities in KM, supply chain and procurement, and research
Liaise between LAC Bureau, Global Health Bureau and missions to ensure alignment of regional policies and Zika implementation

Content Manager for USAID Evaluability Assessment, March-June 2016

GHPPro, Dexis Consulting Group, remote
Developed and implemented coding scheme for systematic realist evaluation of 10 years of supply chain programming
Finalized theory of change for human resources for supply chain

Supply Chain Doctoral Intern, February 2015-January 2016

*USAID Office of Population and Reproductive Health
Global Health Fellows Program-II, Washington, DC*
**Knowledge Management Team Lead (August 2015-January 2016):
20 hours/week**
Developed requirements document to launch new enterprise content management system
Created guidance for upload and categorization of historic documentation
Interviewed supply chain leadership to provide recommendations around internal communications and collaboration practices under new \$10.5 billion suite of awards

HR For Supply Chain Management Evaluation (Feb- August 2015): 40 hours/week

Served as health SCM organizational development point of contact, leading evaluability assessment
Supported FY16 supply chain investments in Nepal: assessed health procurement reform action plan and drafted national scope of work

Marketing Assistant, Summer 2012

Colonial Downs, New Kent, VA

Planned on-site special events, represented company through offsite promotional events, oversaw social media contests

Page Designer for Daily Newspaper, 2011-2012

The Free-Lance Star, Fredericksburg, VA

Designed nightly sports and business pages, implemented copyedits, resolved time-sensitive technical print issues

Peace Corps Education Volunteer, 2010-2011

Rupara Combined School, Rupara, Kavango, Namibia

Taught English as a Second Language and Basic Information Science to over 150 students

Supported youth events: diversity tour and HIV/AIDS education workshop

Collaborated with local and regional instructors on curriculum and exam development

SERVICE

Reviewer for the journal *Health Communication*

Social Media Curator, Association for Teachers of Technical Writing Conference, March 2015, 2017

English as a Second Language Volunteer Teacher:

- Literacy Council of Northern Virginia, 2018
- Catholic Commonwealth Charities Refugee Resettlement, VA, 2011-2012
- Greenville Literacy Association, SC, 2009-2010
- Oconee County Literacy Program, SC, 2009-2010

SKILLS AND PROFICIENCIES

Language

Spanish: Fluent in speaking, reading, writing
RuKwangali (bantú): Basic/conversational



Computer Skills

XML	●●●●○○○○○○
NVivo	●●●●●○○○○
G Suite	●●●●●●●○○
SharePoint	●●●●●○○○○
Microsoft Word	●●●●●●●●●●
Adobe InDesign	●●●●●●●○○
Adobe Illustrator	●●●●●●○○○
Adobe Photoshop	●●●●●●○○○
Adobe Dreamweaver	●●●●●○○○○
Microsoft PowerPoint	●●●●●●●●○

ACADEMIC ROLES

Texas Tech University, 2014-16

Graduate Writing Instructor

Taught 2 sections of ENGL2311:
Introduction to Technical Communication

Taught 3 sections of ENGL1301:
Composition I

Medical School Writing Consultant:

Trained medical students as Health Science Center online Writing Center tutor

University of South Florida, 2012-14

Mentoring Coordinator

Oversaw development of new curriculum and textbook for Professional and Technical Communication program

Community Manager

Managed internal/external communications, including social media and instructor mentorship, for composition program

Graduate Writing Instructor

Piloted section of Technical Communication for Health Science Majors course

Taught 4 sections of ENC1101/1102:
English Composition I and II

Writing Consultant

Mentored English-learning students as writing and culture tutor at INTO USF center

Coached interdisciplinary writers at all levels as consultant for University Writing Center

Clemson University, 2007-2010

Editorial Assistant and Marketing

Coordinator for Bioengineering

Worked with PIs to develop text and schematics in journal manuscripts and grant proposals

Led marketing initiatives with quarterly newsletter, design of giveaways, recruitment materials

Managed website design and content overhaul and migration to new university CMS

Editorial Assistant for South Carolina Review

Managed images, layout, and editorial correspondence with authors for university press

CONFERENCE PRESENTATIONS

- "Accounting for Taxpayers in Transnational Risk Construction." Association for Teachers of Technical Writing. Pittsburgh, PA. 12-13 March 2019.
- "Countering Narratives with Shared Metaphor Systems: An Analysis of the 2016 Zika Outbreak." Conference for College Composition and Communication. Portland, OR. 15 March, 2017.
- "Strengthening Assemblages through a Rhetoric of Evaluation." Rhetoric Society of America. Atlanta, GA, 27-29 May, 2016.
- "The Value of Social Justice in Technical Communication Roundtable." Association for Teachers of Technical Writing. Tampa, FL, 18 March 2015.
- "Composing Certainty: Ethical Advantages of a Nonmodern Approach to Pharmaceutical Communication Design." Conference for College Composition and Communication. Tampa, FL, 19 March 2015.
- "Using Digital Tools to Facilitate and Assess the Development 21st Century Literacy Competencies in Scientific and Technical Writing Programs." Council for Programs of Technical and Scientific Communication. Colorado Springs, CO, 26 Sept. 2014.
- "Regulating Bodies of (Re)settled Refugees." Rhetoric Society of America. San Antonio, TX. 26 May 2014.
- "Screening access through data collection: A case study of refugee resettlement health guidelines." Conference of the Association of Teachers of Technical Writing, Indianapolis, IN, 19 March 2014.

PUBLICATIONS

Peer-Reviewed Article

McCurdy, N., Gerdes, J., & Meyer, M. (2018). A Framework for Externalizing Implicit Error Using Visualization. *IEEE transactions on visualization and computer graphics*.

Encyclopedia Articles

Gerdes, J. & Basu, A. (2014). "Malawi." *SAGE Encyclopedia of Health Communication*. 1st ed. Print and Electronic.

Gerdes, J. & Basu, A. (2014). "South Africa." *SAGE Encyclopedia of Health Communication*. 1st ed. 2014. Print and Electronic.

Textbook Articles

In *Rhetoric Matters*, 3rd Edition (Eds. Jason Carabelli and Brogan Sullivan). New York: Bedford, 2013:

- "Who Has a 'Stake' in the Argument? An Introduction to Primary and Potential Stakeholders" (with A. Watkins)
- "Understanding Claims" and "Visual Rhetoric and Cultural Considerations."

In *A Rhetorical Approach to Workplace Writing Practices*. (Eds. Cassandra Branham, Meg Mandell, and Rachel Tanski). University of South Florida, 2014: "Professional and Technical Communication: An Overview."

HONORS AND PROFESSIONAL MEMBERSHIPS

ATTW Digital Writing in a Cross-Cultural Framework Workshop Scholarship, 2015
Clemson Calhoun Honors College Graduate
Helen Locke Carter Memorial Scholarship
Horne Professors Graduate Achievement Award 2018
Phi Beta Kappa
Phi Kappa Phi
Sigma Tau Delta English Honor Society

