

# John DiMarco, Ph.D.

Associate Professor  
St. John's University  
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## Education

### Ph.D. – Information Studies

2009

Long Island University, C.W. Post Campus / Palmer School of Library & Information Science

- Research Areas: Technical writing, educational television, instructional media, and communication design.
- 2005 Elizabeth Reilly Doctoral Merit Scholarship Recipient

Dissertation Title: *Genre and Program Examination of Instructional Shows on Network, Cable, and Public Television.*

Dissertation Advisor: Dr. Richard Smiraglia // Dissertation External Advisor: Dr. Frank Brady

### M.A. – Communication Design

1998

Long Island University, C.W. Post Campus

### B.A. – Communication / Public Relations and Advertising

1992

University at Buffalo

## Faculty and Administrative Positions

**Associate Professor** (tenured granted 9/2012)

2012 to present

**Assistant Professor**

2006-2012

St. John's University, Queens Campus, NYC

Division of Mass Communication

### Courses taught in the Division of Mass Communication

MASS COMMUNICATIONS MAJOR

COM 1000 - Introduction to mass communication

COM 1001 - Introduction to multimedia communication

COM 2280 - Intro to 2d Animation (developed, wrote, and submitted course proposal)

COM 2283 - 3d animation (developed, wrote, and submitted course proposal)

COM 2290 - Media graphics

COM 2401 - New media (online and classroom)

COM 2403 - Management in communications (online)

COM 2600 - Seminar in communications research (online and classroom)

PUBLIC RELATIONS MAJOR

PRL 2100 - Principles of public relations

PRL 2301 - Public relations writing (online and classroom)

PRL 3400 - Public relations strategies

PRL 3420 - Corporate video (developed, wrote, and submitted course proposal)

PRL 4601 - Public relations portfolio seminar (developed, wrote, and submitted course proposal)

PRL 5000 - Public relations Internship

ADVERTISING MAJOR

ADV 3200 - Advertising production (developed, wrote, and submitted course proposal)

ADV 4600 - Seminar in advertising portfolio development (developed, wrote, and submitted course proposal)

PHOTOJOURNALISM & DIGITAL MEDIA MAJOR

DMD 1001 – Principles of digital media design (developed, wrote, and submitted course proposal)

DMD 2100 – Digital publishing and print design (developed, wrote, and submitted course proposal)

**Curriculum development for the Division of Mass Communication  
New Courses designed, proposed, and approved.**

**Digital Media Design**

Proposed and developed digital media design academic track, college minor, and all course syllabi

DMD 1001 Principles of Digital Media Design

DMD 2100 Digital Publishing and Print Design

DMD 2200 Advanced Digital Publishing and Print Design

DMD 3100 Interactive Multimedia Design

DMD 4100 Web and mobile development

DMD 4200 Advanced Web and Mobile development

DMD 4800 Digital Media Senior Project

DMD 4900 Digital Media Portfolio

DMD 5001-3 Digital Media Internship

**Public Relations**

PRL 4601 - Public relations portfolio seminar

PRL 3401 - Public relations practicum

PRL 3402 - Special event publicity

PRL 3402 - Corporate Video

**Mass Communication**

COM 2280 - Intro to 2d animation

COM 2283 - 3d animation

**Advertising**

ADV 3200 - Advertising production

ADV 4600 - Seminar in advertising portfolio development.

**Academic Program Director, Undergraduate Public Relations Program**

2007-2014, 2015-2016

St. John's University, Queens Campus, NYC

Division of Mass Communication

- Director of the Undergraduate Public relations program (approx 200 students).
  - Founded Public Relations Student Society Chapter (PRSSA) 2011.
  - PRSSA Chapter Faculty Advisor 2011-2014
  - Advise and mentor students, supervise 20-30 academic internships per semester.
  - Develop new courses and curriculum.
  - Plan and speak at student events and activities.
  - Coordinate program faculty and arrange public relations course schedules.
  - Perform program review and assessments. Manage WEAVE online assessment tool.

**Adjunct Professor**

2005-2006

St. John's University, Queens Campus, NYC

Department of Mass Communication

**Courses taught**

COM 1000 - Intro to Mass Communication

COM 2280 - Intro to 2d Animation

COM 2283 - 3d animation

COM 2290 - Media Graphics

**Adjunct Professor**

2005-2006

New York Institute of Technology (NYIT), Old Westbury, NY

Communication Arts Department

Courses: Undergraduate advertising design, Graduate Motion Graphics, Graduate Web design.

**Assistant Professor (tenure track)**

Tenure track - 2001-2003

Long Island University (LIU), C.W. Post Campus, Brookville, NY

Adjunct- 1996-2001

Digital Arts and Design Program and Interactive Multimedia Arts Graduate Program

- Taught undergraduate and graduate courses in portfolio development, graphic design, web design, digital illustration, and video editing.
- Advised BFA and MA, and MFA thesis projects and senior shows.
- Scholarship Committee Chair, 2001-2003.

<b>Assistant Professor (non-tenure track)</b> SUNY Old Westbury, Visual Arts Dept, Electronic Media Design Program • Taught courses in graphic design, Web design, digital illustration, and video editing.	1998-2001
<b>Adjunct Professor</b> Nassau Community College, Garden City, NY Art Dept. – Digital Technologies Program	1999-2008
<b>Instructor/Technical Coordinator</b> Long Island University, C.W. Post Campus, Brookville, NY Digital Arts and Design Program	1997-1999

## Publications

### Authored Books

DiMarco, J. 2016. Communications Writing and Design: An Integrated Manual for Marketing, advertising, and Public Relations. Hoboken: John Wiley & Sons. (in-press). Produced Instructor decks, quizzes, PDF's, and learning videos.

DiMarco, J. 2013. Career Power Skills: The Simple Guide to Researching Careers and Creating your Resume, Cover letter, Print Portfolio, E-Portfolio, and Online Web Portfolio. New York: Pearson Education. Produced online book companion site with exercises and downloadable templates.

DiMarco, J. 2010. Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques. Hoboken: John Wiley and Sons.

- Produced 100 learning videos for the book companion website.

DiMarco, J. 2006. Web Portfolio Design and Applications. Hershey: Idea-Group.

DiMarco, J. (Ed) 2004. Computer Graphics and Multimedia: Applications, Problems, and Solutions. Hershey: Idea-Group.

### Peer Reviewed Journal Articles and Book Chapters

DiMarco, J. 2017. The contributions of Henry Gantt (1861-1919) to organizational information management and training. In The Encyclopedia of Information Science and Technology, Fourth Edition. edited by M. Khosrow-Pour. Hershey: Idea Group Reference. (forthcoming)

DiMarco, J. 2014. Using Andragogy and Bloom's Digital Taxonomy to Guide E-portfolio and Web Portfolio Development in Undergraduate courses. *Effects of Information Capitalism and Globalization on Teaching and Learning*. Adeoye, B. and Tomei, R. (Eds.) Hershey: IGI.

DiMarco, J. 2013. Implementing a website portal using portfoliovillage.com to evaluate professional credentials. In S. Wang & T. Hartsell (Eds.), *Technology Integration and Foundations for effective leadership*. Hershey: IGI.

DiMarco, J. 2010. Lexicon of Online and Distance Learning. Citations for the following terms: Learning management system, desktop publishing, digital literacy, digital imagery, subject matter expert, copyright, typography, typeface, web portfolio, and social constructivism. edited by L. Tomei. Rowan and Littlefield. (Invited work, distinguished contributing author)

DiMarco, J. 2009. Technical Communication in an Information Society. In The Encyclopedia of Information Science and Technology, Second Edition. edited by M. Khosrow-Pour. Hershey: Idea Group Reference. (Invited chapter)

DiMarco, J. 2008. Toward an Increase in Student Web Portfolios in New York Colleges and Universities. Information Communication Technologies for Enhanced Education and Learning: Advanced Applications and Developments, edited by L. Tomei (Ed). Hershey: Idea Group. (Invited chapter)

DiMarco, J. 2008. Examining Bloom's Taxonomy and Peschl's Modes of Knowing for Classification of Learning Objects on the PBS.org/teachersource Website. (ISKO) International Society of Knowledge Organization 2008 Conference Proceedings.

DiMarco, J. 2008. Teaching Computer Graphics and Multimedia: A Practical Overview. Multimedia Technologies: Concepts, Methodologies, Tools and Applications, edited by Syed Mahbubur Rahman (Ed). Hershey: Idea Group. 41-56. (Invited Chapter)

DiMarco, J. 2008. A Statewide Analysis of Student Web Portfolios in New York Colleges and Universities. Information Communication Technologies: Concepts, Methodologies, Tools and Applications, edited by Craig Van Slyke (Ed). Hershey: Idea Group. 1655-1665. (Invited Chapter)

DiMarco, J. 2007. Women, Smoking and Edward Bernays in 1929 New York: A Case Study of Torches of Freedom. Conference Program, 2007 Researching NY Conference at SUNY Albany.

DiMarco, J. 2007. Web Portfolio Design for Teachers and Professors. Proceedings of the 2007 Information resources management Association International Conference. IGI Global.

DiMarco, J. 2007. A Statewide Analysis of Student Web Portfolios in New York Colleges and Universities. International Journal of Information and Communication Technology in Education. 3 (2).

DiMarco, J. 2004. An Overview of Teaching Computer Graphics and Multimedia. Computer Graphics and Multimedia: Applications, Problems, and Solutions, edited by J. DiMarco (Ed): Idea-Group. 1-23.

## **Conference Presentations**

### **Featured Presenter**

3/2016 - Learning Solutions Conference (E-Learning Guild), Orlando, Florida.  
Presentation Title: Ten Creative Ideas to Change Your Design Vision.

3/2015 - Learning Solutions Conference (E-Learning Guild), Orlando, Florida.  
Presentation Title: Creativity 101: Integrating Higher Level Learning Objectives into learning projects.

3/2014 - Learning Solutions Conference (E-Learning Guild), Orlando, Florida.  
Presentation Title: Professional Portfolio Primer: Build, Brand, and Empower your Career.

3/2013 - Learning Solutions Conference (E-Learning Guild), Orlando, Florida.  
Presentation Title: In Your Interface: The Style of Type, Graphics, Media, and Composition.

3/2012 - Learning Solutions Conference (E-Learning Guild), Orlando, Florida.  
Presentation Title: Design for Communication: Strategies for E-Learning Professionals.

10/2011 - Campus Technology Forum, (Campus Technology Magazine), Long Beach, California.  
Presentation Title: E-portfolios and Web portfolios: Advantages, Obstacles, and Solutions to Implementation.

3/2011 - Learning Solutions Conference (E-Learning Guild), Orlando, Florida.  
Presentation Title: Building Andragogy into E-learning: Exploring Adult Learning Experiences.  
Morning Discussion Moderator: Design and e-learning, Strategies and tips.

8/2008 - (ISKO) International Society of Knowledge Organization Conference: Montreal, Canada.  
Paper Title: Examining Bloom's Taxonomy and Peschl's Modes of Knowing for Classification of Learning Objects on the PBS.org/teachersource Website

11/2007 - Researching New York Conference: SUNY Albany, Albany, NY.  
Women, Smoking and Edward Bernays in 1929 New York: A Case Study of the Torches of Freedom campaign. Conference Theme: Power and Politics in New York State.

5/2007 - IRMA International Conference: Session Moderator. Managing Worldwide Operations and Communications with Information Technology. Vancouver, British Columbia, Canada.  
Paper Title: Web Portfolio Design for Teachers and Professors.

10/2002 - Syllabus Magazine-Campus Technology Fall 2002 Conference, Boston, MA.  
Presentation Title: Web Portfolios for Students and Instructors  
Conference Theme: New Media and IT Choices for Higher Education

## **Quotes, Mentions, and Articles – Popular and Trade Presses**

12/11/2013 – Bylined Article on Social-Hire.com  
“Three New Year’s Resolutions to Help Find a New Career”. Social-hire.com.  
[Read the Article >](#)

9/09/2013 – Article quote in the New York Daily News  
“It’s past time for Daniel Snyder to retire racist Redskins name, the fans will get over it”.

6/2013 – Bylined Article in Training and Development Magazine. “Sequestration is a Prompt to fortify your Career Power”. T and D (The Publication of the American Society of Training and Development.)

6/02/2013 – Article quote in Newsday Business Feature  
Dr. DiMarco was quoted in the article “Playing your business cards right”.

5/1/2013 - Bylined Article on ExpertBeacon.com  
“Evaluate your first job offer to make sure it’s the best opportunity” featured on ExpertBeacon.com.  
[Read the article >](#)

4/24/2013 – Bylined Article on BusinessNewsDaily.com  
“4 Steps to Quitting Your Job to do What You Love” featured on BusinessNewsDaily.com.  
[Read the article >](#)

4/23/2013 – Article Quote on MainStreet.com  
Dr. DiMarco was quoted and provided expertise on the new and technologically improved version of the side-hustle.  
[Read the article >](#)

4/11/2013 – Bylined Article on Social-Hire.com  
“How to bulk up your online web portfolio” featured on Social-Hire.com  
[Read the article >](#)

4/10/2013 – Bylined Article on ExpertBeacon.com  
“Create and use an online portfolio to gain advantage in your job search” featured on ExpertBeacon.com  
[Read the article >](#)

3/29/2013 – Bylined Article on Social-Hire.com  
“5 Things You Should Never Say In an Interview”  
featured on Social-Hire.com.  
[Read the article >](#)

3/22/2013 – Article Quote on FOXBusiness.com  
Dr. DiMarco was quoted and provided expertise on choosing the right  
master’s degree program.  
[Read the article >](#)

3/10/2013 – Article Quote – AskDrJob.com  
Dr. DiMarco included in Q&A column that ran in the Palm Beach Post & Fresno Bee about career  
advice for new grads.  
[Read the article >](#)

3/4/2013 – Article Quote on FOX BUSINESS.com  
Dr. DiMarco was quoted and provided expertise on career skills and online portfolios for an article on  
Foxbusiness.com.  
[Read the article >](#)

12/28/2012  
Radio Interview - WKLZ 560 Am Denver  
Dr. DiMarco was interviewed on WKLZ 560 AM in Denver. He will be a guest on The Experience Pros  
Radio Show. He spoke on web portfolios for job seekers and businesses. Show web page:  
<http://www.560thesource.com>

## **Editorial Activity**

### **Invited Book Reviewer**

Introduction to Public Relations in the Digital Age by Tom Kelleher. (Oxford University Press 2016)

### **Associate Editor / Editorial Review Board Member**

International Journal of Information and Communication Technology Education (IJICTE) (2011-2014)

### **Invited Book Reviewer**

Media and Communication Research Methods by Arthur Berger (Sage 2010)

## **Student Research and Advisement**

Academic program advisor - Public Relations Program - St. John’s University	1/2007 - present
McNair Scholars program (undergrad) - St. John’s University	9/2010 - 9/2012
Ozanam Scholars program (undergrad) - St. John’s University	9/2010 - 9/2012
	9/2013 – 9/2014

Ozanam Scholar Research Mentor Student adviser 2015-16

Student: Nicholas Petragani

Study Title: A Synergistic Link: Recidivism & Employment

Started 2015 - Final Presentation 4/2016.

## **Committee Work**

Faculty Senate – St. John’s University	2014-2016
College Personnel and Budget Committee – St. John’s University	2014-2016
College Curriculum Committee – St. John’s University	2014-2015
Information resources committee (chair 2007-2009) - St. John’s University	2007-2015
Graduate Council - St. John’s University	2009-2012
Scholarship committee - Long Island University	2001-2003

## Program Review and Assessment

### Academic Program Reviewer – St. John’s University

Program Evaluation and Assessment - Public Relations Major - St. John’s University 2010, 2015

### Academic Program Reviewer – Nassau Community College

3/2008

Conducted the NYS Academic Program review and report - Digital Art and Technologies Program.

## Academic Service Learning

- Anti-Bullying Campaign Publications – Digital Publishing/ADV Course – St. John’s University 2013, 2014, 2015, 2016
- Diaper Drive – St. John’s University DNY Core Studies Course – St. John’s University 2012

## University Service

PRSSA Faculty Advisor 2011 - 2014  
Faculty Advisor ALPHA PHI DELTA (APD) Italian American National fraternity 2010 - 2013  
Program advisor (advise approx 75-110 students per semester) 2007 - present  
Internship Advisor: Mass Communication and Public Relations Program 2007 - present

## Professional Projects

**Adobe Education Trainer** 2016

An "Adobe Education Trainer" provides training on Adobe tools and solutions to individuals and institutions in the education space. To earn this credential, individuals must take and pass a 75-hour online course focused on Adobe product training, education space expertise and adult learning theory.

**Founder and President - PortfolioVillage ([www.portfoliovillage.com](http://www.portfoliovillage.com))** 2005 - present

Educational DIY website offering free learning materials, web design tools and hosting technology to students, faculty, job seekers, and freelancers.

**Instructional designer and producer, E-learning Videos - John Wiley and Sons** 2010

Designed and produced instructor decks, quizzes, PDF’s, and learning videos for *Communications Writing and Design*.

**Instructional designer and producer, E-learning Videos - John Wiley and Sons** 2010

Designed and produced 100 tutorial videos for companion Website for *Digital Design for Print and Web*. [www.wiley.com/go/digital design](http://www.wiley.com/go/digital%20design).

**E-learning Developer - Kez Consulting/Glaxo Smith Klein E-Learning Project** 2010

Developed three modules with 65+ screens for pharmaceutical sales training rollout. Created navigation, animations, quizzes, and setup LMS specs for final files.

**Seminar Developer and Leader - SBDC at SUNY Farmingdale** 2009/2010

Presented two seminars on Web Portfolios for Business for the New York State Small Business Development Center

**Design Consultant and Web designer - T3 DOE Grant website** 2007-2010

St. John’s University Title III Dept of Education Grant: [www.T3portal.org](http://www.T3portal.org)

**Instructor - Continuing Education** 1997-2006  
Long Island University, C.W. Post Campus, Brookville, NY

**Design Consultant and Trainer** 1993-Present  
DiMarco Associates, LLC., NY

## Corporate Experience

**Curriculum Development Specialist** 2003-2005  
Canon USA, Inc., Lake Success, NY.  
Developed e-learning and instructor-led training courses and manuals for the imaging systems group. Courses: Canon and the Imaging Industries, Color in the Office, C3200 product training, and C6800 product training.

**Computer Trainer & Consultant** 1997-2001  
Mac & PC Central - Lloyd Creative Staffing, Melville, NY

**Designer / Editor** 1997-2001  
SUNY Farmingdale Alumni Association Newspaper, Farmingdale, NY.

**Director of Advertising** 1996-1997  
Super-Nutrition Distributors, Inc., Island Park, NY

**Marketing and Public Relations Manager** 1994-1996  
Flexographic Technical Association, Inc., Ronkonkoma, NY

**Communications Coordinator** 1992-1993  
Liuski International Inc., Melville, NY

## Memberships

Association for Education in Journalism and Mass Communication (AEJMC) 2006-present  
Public Relations Society of America (PRSA) 2007-present  
Society for Technical Communication (STC) 2005-2009  
American Society of Information Science and Technology (ASIST) 2004-2008

## Certifications

**Adobe Education Trainer** May 2016  
Certified on delivering training on Adobe tools and solutions to individuals and institutions in the education space

**CDIA+ Certification (Certified Document Imaging Architect)**  
IT Industry Exam focusing on digital imaging, document management, and networking October 2004

**NYS Technology Teacher Specialization Certification**  
Passed - Technology Teacher Specialization Certification Exam October 2003

**Certificate in Instructional Design**  
Friesen Kaye Associates October 2003

**Black Belt, 1st Degree - Tae Kwon Do**  
Korean Tae Kwon Do Federation / Master Richard Chun / Master Arthur Cohen 1985

## **Volunteer Work**

- Volunteer Presenter – Massapequa, LI, High School Honors Course in Media, 5/2015
- Volunteer Program Assistant – Massapequa Wrestling Youth Program, 2015, 2016
- Volunteer Website Designer – Massapequawrestling.com, 2016

## **Technology and Applications**

### **Proficient in application and teaching of:**

- **Instructional Design and Online learning:** Adobe RoboHelp, Adobe Captivate, Camtasia Studio, ISpring Suite, WebCT, and Blackboard.
- **Graphic Design & Digital Media:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and QuarkXpress
- **Web Design and Development:** Adobe Flash, Adobe Dreamweaver, and Adobe Fireworks (HTML 5 & CSS)
- **Video, Motion, and 3d:** Apple Final Cut Pro Suite and Adobe Premiere, Adobe After Effects and Maya
- **Business Apps:** Adobe Acrobat, MS Word, and MS PowerPoint.
- **Adobe Education Trainer,** 2016