Mackenzie Schnell
Moody College of Communication
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EDUCATION

PhD (current)   **Communication Studies**
The University of Texas at Austin
Concentration: Organizational Communication and Technology

MBA (2019-2022)   **Operations and Supply Chain Management**
The University of Texas at Austin

MA (2019-2022)   **Communication Studies**
The University of Texas at Austin
Concentration: Organizational Communication and Technology

BBA   (2016)   **Operations and Technology Management**
The University of Wisconsin - Madison
Certificate: Environmental Studies

RESEARCH EXPERIENCE

2021-Present   MISTRA grant on Transforming Environmental Communication
Graduate Researcher
Research grant funded by the Swedish Foundation for Strategic
Environmental Communication, assessing impacts of contemporary
communication on sustainability practices of market-based organizations

2019-2020   Technology Information & Policy Institute (TIPI)
Graduate Researcher
Researcher at institute led by Dr. Keri Stephens and Dr. Sharon Strover, studying
the offline impact of online political advertisements from foreign political
institutions

UNIVERSITY SERVICE

2020-2022 McCombs Ambassador Committee, *Admissions Representative*
2020-2022 Center for Leadership & Ethics, The University of Texas, *Mentor*
2020-2021 Social Innovation Initiative, The University of Texas, *Consultant*
2019-2020 Communication Studies Student Mentorship, The University of Texas, *Mentor*

ASSOCIATION MEMBERSHIPS

International Communication Association
National Communication Association

SCHOLARSHIPS AND AWARDS

South Asian Institute (SAI) Foreign Language and Area Studies (FLAS) Scholar, 2021-2022

Graduate Dean Prestigious Fellowship Supplement, 2021-2022

JOURNAL ARTICLES

Park, S., Strover, S., Choi, J., **Schnell, M**. Mind Games: A Temporal Sentiment Analysis of the Political Messages of the Internet Research Agency on Facebook and Twitter. *New Media and Society.*

Riedl, M.J., Strover, S., Cao, T., Choi, J., Limov, B., & **Schnell, M**. Reverse-Engineering Political Protest: The Russian Internet Research Agency in the Heart of Texas. *Information, Communication and Society.*

BOOK CHAPTERS

Ganesh, S., **Schnell, M**., Yadav, M. (in press) What do social movements really do? Towards a communicative approach to studying movement outcomes.

CONFERENCE PAPERS

Harness, D., Ganesh, S., Klingelhoefer, J., **Schnell, M**. Politics, Power Relations, and the UNGC: A Relational Orientation Toward Transparency. Full paper submitted for presentation at the Annual Conference of the National Communication Association (NCA), November 16-19, 2023, National Harbor, MD.

Ganesh, S., Harness, D., **Schnell, M**., Klingelhoefer, J., James, S., Palakshappa, N. The Powerpoint Imagination: Visualization and Managerial Vocabularies in Sustainability Reports. Full paper submitted for presentation at the Annual Conference of the National Communication Association (NCA), November 16-19, 2023, National Harbor, MD.

Ganesh, S., **Schnell, M**., Yadav, M. What do social movements really do? Towards a communicative approach to studying movement outcomes. Full paper submitted for presentation at the Annual Conference of the International Communication Association (ICA), Activism, Communication and Social Justice Division, May 28, 2023, Toronto, ON, Canada.

Riedl, M.J., Strover, S., Cao, T., Choi, J.; Limov, B., & **Schnell, M**. Reverse-Engineering Political Protest: The Russian Internet Research Agency in the Heart of Texas. Full paper submitted for presentation at the Annual Conference of the International Communication Association (ICA), Journalism Studies Division, May 27 – 31, 2021, Denver, CO.

WORKSHOPS

Ganesh, S., Harness, D., & **Schnell, M**. Lost in translation? Communicating the chaos and complexity of environmental reporting. Workshop at Environmental Communication Days November 2021.

Harness, D., & **Schnell, M**. Visibility and visualisation – transparency and sustainability in networks of market-based organisations. Mistra Environmental Communication Programme Meeting March 2021.

TEACHING EXPERIENCE
Graduate Teaching Assistant (2019-Present)
Department of Communication Studies, The University of Texas at Austin
- Communication Technology at Work
- Digital Communication
- Rhetoric of Pop Culture

PROFESSIONAL EXPERIENCE
DELOITTE
Senior Strategy Consultant (September 2022 – Present)
- Build ESG strategies for large corporations in the technology sector
- Lead teams of consultants and analysts to deliver on ESG strategy development and implementation

TESLA
Inclusion, Talent and Learning Intern
- Developed measurement strategy to quantify DEI program impact
- Collaborated with internal stakeholders to create intercultural communication trainings

Supplier Diversity Intern
- Researched Supplier Diversity Certifications in Tesla's target markets in Europe and Asia; developed a strategy to launch International Supplier Diversity program for 2022

ORADIAN
Global Senior Communications & Partnerships Program Manager
- Led strategic partnership with the Asian Development Bank; secured $100,000 grant for ICT pilot-project with largest Rural Bank in the Philippines
- Managed global communications team of 10 members across six countries
- Designed and implemented global partnership strategy in Ghana, Nigeria and Myanmar
- Led global rebranding initiative for localization with team of PR agents and designers

KOHLER
Supply Chain Sustainability Intern – Global Power Systems
- Researched material supply chain for alternatives sources of tin, tungsten, tantalum
- Published weekly dashboards of key supply chain metrics for Operations Managers
- Implemented food waste reduction program with Environment Team

SLOW FOOD USA

Supply Chain & Community Partnerships Co-Director
- Developed partnerships with farmers & food suppliers in Madison, Wisconsin
- Led project with Growing Power and Boys & Girls Club through $25K Ford Foundation grant
- Created four community programs to improve access to fresh food in South Madison
- Trained and grew Slow Food's internship program from 20 to 46 interns; led weekly training