

NATALIE BIDNICK ANDREAS

Curriculum Vitae

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EDUCATION:

Doctor of Education, Education Policy, Organization and Leadership

Emphasis: Learning Design & Leadership

University of Illinois at Urbana-Champaign, GPA: 4.0, ABD, degree conferral: December 2025.

Master of Liberal Arts, Creative Writing, St. Edward's University, 2015.

B.A. in Corporate Communications & Public Affairs, Southern Methodist University, 2007.

ACADEMIC APPOINTMENTS

The University of Texas at Austin, Austin, Texas, 2023 to present

Assistant Professor of Instruction, Department of Communication, Moody College of Communication,

Lecturer, Department of Communication, Moody College of Communication (Fall 2023)

St. Edward's University, Austin, Texas, 2022 to 2023

Lecturer, Department of Communication Studies

Austin Community College, Austin, Texas, 2017 to 2023

Adjunct Assistant Professor, Department of Business, Government, and Technical Communications

Palo Alto College, San Antonio, Texas, 2017 to 2022

Adjunct Assistant Professor, Department of English, Communications, Foreign Languages, INRW.

PROFESSIONAL INDUSTRY EXPERIENCE:

Digital Strategist & Instructional Design Consultant, Austin, Texas

2016-Present

- Designed and deployed AI-enhanced learning strategies tailored to diverse stakeholder groups, driving increased engagement and measurable knowledge retention.
- Led needs assessments incorporating data-driven methodologies and AI-enhanced tools (e.g., sentiment analysis, learning analytics) to identify critical skill gaps and inform targeted interventions.
- Developed strategic communication campaigns and digital audits using AI-powered platforms and analytics, resulting in an average 60% boost in audience engagement across client brands.

ECPR Texas (Elizabeth Christian Public Relations), Austin, Texas

Digital Strategist, 2014-2016

- Created and implemented client development strategies and assisted in client business development efforts.
- Served as the firm's subject-matter expert and trainer on digital strategy projects and campaigns.
- Designed and directed corporate blog presence, resulting in an international MarCom Award and a 51% increase in new business referrals.

Zen Media, Dallas, Texas

Vice President, Digital Public Relations 2012-2013

- Achieved 35% increase in website traffic and 20% boost in social media engagement through digital PR campaigns.
- Drove 40% growth in the company's online audience by leading a high-performance team in crafting data-driven, compelling digital content.
- Secured prominent online media placements and partnerships, elevating the company's digital reputation and thought leadership through strong relationships with key influencers, stakeholders, and media outlets.

Splash Media, Addison, Texas

Social Media Manager, On-Air Talent 2011-2012

- Directed and executed innovative social media strategies for diverse clientele, resulting in a 25% average increase in follower growth and a 40% rise in overall engagement.
- Developed and maintained strong client relationships, serving as the main point of contact for strategic consultations, leading to a 95% client retention rate and numerous referrals for new business opportunities.

Southern Methodist University, Dallas, Texas

Leadership & Community Involvement 2010-2011

- Directed department operations and marketing, including the supervision of eight employees.

Dallas Market Center, Dallas, Texas

Assistant Manager, Exhibitor Communications 2007-2010

- Coordinated department marketing publications and client activities.
- Planned and implemented more than 50 live marketing events and promotions a year.

ACADEMIC ARTICLES AND PUBLICATIONS

[Forthcoming] Andreas, N. B. (2025). Scaling Human-Centered Feedback: AI Tools in Continuous Performance Management. *Strategic HR Review*.

[Forthcoming] Andreas, N. B. (2025). Generative AI in Writing Assessment: Translating Research into Practical Applications in Global Education. In *Annual Review of Comparative and International Education 2024*.

[Forthcoming] Andreas, N. B. (2025). *Virtuous Classrooms or digital dystopia? Unveiling the ethical dilemmas of the metaverse in higher education* [Lecture Notes in Educational Technology]. Springer Nature.

Andreas, N. B. (2025, July 14). *Beyond the Red Pen: Reimagining Feedback in an AI-assisted era*. The Teaching Professor.
<https://www.teachingprofessor.com/topics/grading-feedback/beyond-the-red-pen-reimagining-feedback-in-an-ai-assisted-era/>

Andreas, N. B. (2024). Leveraging Digital Channels for Faculty Development: Promoting Connection and Belonging through Digital Forums. *Journal of Faculty Development*, 38(3).

Andreas, N. B. (2024). Ethics in international HRD: examining conversational AI and HR chatbots. *Strategic HR Review*, 23(3), 121–125. <https://doi.org/10.1108/shr-03-2024-0018>

Andreas, N.B. (2024). Generative AI in Higher Education Composition Assessment. In: Peters, M.A., Heraud, R. (eds) *Encyclopedia of Educational Innovation*. Springer, Singapore.
https://doi.org/10.1007/978-981-13-2262-4_303-1

Andreas, N. B. (2023, August 9). Unleashing the Power of Active Learning: Revolutionizing Online Education for Unprecedented Engagement and Achievement. *Faculty Focus | Higher Ed Teaching & Learning*.

Andreas, N. B. (2023, June 8). Relishing the New Normal: Best Practices for HyFlex Teaching and Learning. *Innovation Abstracts*.

Andreas, N. B. (2022). *The First-Year College Writer's Toolkit*. Kendall Hunt Publishing.

SELECTED INDUSTRY COMMENTARIES

Andreas, N. B. (2025, August 4). Ditch unnecessary meetings with visual collaboration tools. *reworked.co*.
<https://www.reworked.co/collaboration-productivity/ditch-unnecessary-meetings-with-visual-collaboration-tools/>

Andreas, N. B. (2025, July 8). When AI writes, humans disconnect. *reworked.co*.
<https://www.reworked.co/collaboration-productivity/when-ai-writes-humans-disconnect/>

Andreas, N. B. (2025, March 11). The rise of AI-Driven Leadership: Can Machines manage People? *reworked.co*.
<https://www.reworked.co/digital-workplace/the-rise-of-ai-driven-leadership-can-machines-manage-people/>

- Andreas, N. B. (2024, November 14). Streamlining Workflows With Slack AI: Hype vs. Reality. *reworked.co*.
<https://www.reworked.co/collaboration-productivity/streamlining-workflows-with-slack-ai-hype-vs-reality/>
- Andreas, N. B. (2024, April 11). *To Craft Fulfilling Workplaces in the AI Age, Embrace the Human Element*. Reworked.co.
<https://www.reworked.co/digital-workplace/to-craft-fulfilling-workplaces-in-the-ai-age-embrace-the-human-element/>
- Andreas, N. B. (2024, May 30). *Both Upskilling and Reskilling Are Critical in the AI-Driven Workplace*. Reworked.co.
<https://www.reworked.co/learning-development/both-upskilling-and-reskilling-are-critical-in-the-ai-driven-workplace/>
- Andreas, N. B. (2024, August 12). *AI's Transformation of Workflow Automation: Current Trends and Applications*. Reworked.co.
<https://www.reworked.co/digital-workplace/ais-transformation-of-workflow-automation-current-trends-and-applications/>

SELECTED MEDIA / INTERVIEWS

- Haupt, A. (2025, March 28). Are you a hostile punctuator??? *TIME*.
<https://time.com/7272258/hostile-punctuation-texting-email-exclamation-question-marks/>
- Bergman, S. (2024, November 22). Is Mark Cuban on Bluesky? Here's what you need to know. *Newsweek*.
<https://www.newsweek.com/mark-cuban-bluesky-x-posts-1989411>
- Sinay, D. (2024, April 23). Artificial intelligence has come for Our. . Beauty Pageants? *Glamour*.
<https://www.glamour.com/story/artificial-intelligence-beauty-pageant>
- Barry, David (2024). Apple Vision Pro price tag will limit its use in the digital workplace. *Reworked*.
- Greenawalt, D. (2024, January 5). Be Present This New Year. *HigherEd Jobs*.
<https://www.higheredjobs.com/articles/articleDisplay.cfm?ID=3755>
- Brodsky, S. (2023, March 20). Google Glass Is Gone—Here's Why VR Needs to Learn From That Failure. *Lifewire*.
- Perry, K. (2017, April 5). 3 Easy Ways to Royally Muck Up Your Freelance Contracts. *Entrepreneur*.
- Morell, K. (2016, October 5). Perfecting the Art of Procrastination. *Bloomberg*.
- Christensen, S. T. (2015, May 14). 9 LinkedIn Super Tips For Job Seekers, Brand Builders And Hiring Managers. *Forbes*.
- Eagen, J. (2015, October 13). 5 ways to deal with a rogue blogger. *PR Daily*.

SELECTED PRESENTATIONS & INVITED TALKS

[Forthcoming] Andreas, N. B. (2025). *Digital Disruption Activated: Examining the Intersection of AI and Risk Management in Communication Studies Pedagogy* [Conference Presentation]. NCA 111th Annual Convention, Denver.

[Forthcoming] Andreas, N. B. (2025). *Writing Assessment in Higher Education: Historical Perspectives and Future Applications* [Conference Presentation]. NCA 111th Annual Convention, Denver.

Andreas, N. B. (2025). *Virtuous Classrooms or Digital Dystopia? Unveiling the Ethical Dilemmas of the Metaverse in Higher Education* [Virtual Conference Presentation]. First International Conference on Metaverse and AI in Education for a Sustainable Society (ICMAIE 2025), Université Polytechnique Hauts-de-France.

Andreas, N. B. (2024). *Exploring the impact of automatic corrective feedback on writing assessment in undergraduate communication studies* [Conference Presentation]. NCA 110th Annual Convention, New Orleans.

Andreas, N. B. (2024). *Elevating Communication Assessment through Project-Based Learning: Prioritizing Multimodal Formats in Reflective Pedagogy* [Conference Presentation]. NCA 110th Annual Convention, New Orleans.

Andreas, Natalie, B. (2024). "Enhancing Reflective Practices Through Multimedia Artifacts and Performance-Based Learning." *2024 Technology-Enhanced Learning Symposium*. [Conference Presentation] 15 Aug., 2024. Conference Presentation.

Andreas, Natalie, B. "2023 Learning Design Trends: Exploring Transformative Technology and Pedagogical Implications." *National Institute for Staff and Organizational Development*. 19 Oct., 2022. Conference Presentation

Andreas, Natalie, B. "The Digital Wellness Paradigm: Three Methods for Managing Screen Fatigue in Virtual Learning Environments." *Quality Matters LX - Annual Conference*. 15 Nov., 2021. Virtual Conference Presentation

Andreas, Natalie, B. "The Digital Wellness Paradigm: Three Methods for Managing Screen Fatigue in Virtual Learning Environments." *Spring Development Day 2021*. 15 Jan, 2021, Austin Community College. Virtual Conference Presentation. (*Selected as a campus-wide "Faculty Fave" Presentation.)

Andreas, Natalie, B. "How Mobile Gamification Can Enhance Online Learning: Fostering Student Engagement with the "Kahoot!" App." *EduTech 2020*. 13 November 2020, Palo Alto College. Virtual Conference Presentation.

Andreas, Natalie, B. "Taming the Digital Dumpster Fire: 5 Free Tools to Enhance Online Learning and Productivity." *Distance Education Symposium*. 12 November 2020. Austin Community College. Virtual Conference Presentation.

Andreas, Natalie, B. (Panelist) “Crisis Communications.” Texas Military Department Public Affairs Seminar, 5 May 2019, Camp Mabry, Austin, Texas. Juried panel.

Andreas, Natalie, B. “Screenager Classroom Engagement Tactics.” Texas Realignment College and Career Readiness Symposium, 17 July 2017, Education Service Center Region 20, San Antonio, Texas. Invited presentation.

AWARDS & FELLOWSHIPS

2025-2029 Provost’s Teaching Fellow, *Center for Teaching and Learning, The University of Texas at Austin.*

2024-2025 Fractalizing Pedagogy Fellow, *Center for Teaching and Learning, The University of Texas at Austin*

2024-2025 Teaching Innovation Grant, *Center for Teaching and Learning, The University of Texas at Austin*

2021 Excellence Award Recipient, *National Institute for Staff and Organizational Development.*

2020-2021 Cohort Fellow, *Teaching & Learning Academy, Austin Community College.*

Bauer Foundation Fellow, *Meadows School of the Arts, Southern Methodist University.*