

# HANNAH ARTMAN

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## EDUCATION

2020-2024 **PhD, Communication**  
(expected Spring) *University of Miami*

Dissertation title: “*Desinformación*, discourse, and political microcelebrities in the U.S.: Understanding the disseminators of social media disinformation in Spanish and their effect on mainstream media discourse.”

*Chair:* Sallie Hughes

*Committee:* Victoria Orrego-Dunleavy; Karin Wilkins; Joseph Uscinski (Political Science)

2014-2015 **MA, Latin American Studies**  
*University of Miami*

Thesis title: “Forging an anonymous voice in the Spanish-language mass media of the United States.”

*Chair:* Andrew Lynch, Department of Modern Languages and Literature

*Committee:* Sallie Hughes, Latin American Studies; Ali Habashi, Communication

2010-2014 **BA, Latin American Studies**  
*University of Miami*

## RESEARCH

### PUBLICATIONS

2022 Artman, H., & Hughes, S. (2022). American and Cuban: Cuban-origin voters' interpretations of Trump and the “Socialist” media frame in the 2020 US presidential election. In *The Future of the Presidency, Journalism, and Democracy* (pp. 84-106). Routledge.

*In progress* *Desinformación en Español*: Ignoring and exploiting the role of broadcast radio in diasporic communities.

*In progress* Conspiracy thinking and beliefs among Latinos in Florida.

### CONFERENCES

AUGUST 2023 Association for Education in Journalism and Mass Communication:  
*Desinformación en Español*: Ignoring and exploiting the role of broadcast radio in diasporic communities.

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- MARCH 2023 University of Miami International Conspiracy Theory Symposium:  
Conspiracy thinking and beliefs among Latinos in Florida.
- NOVEMBER 2022 National Communication Association:  
Spanish-Language Mis/Disinformation During a Global Pandemic: A Content  
Analysis of TikTok Videos about COVID-19.
- MAY 2022 International Communication Association, Media and Communication in Global  
Latinidades Preconference: Cuban American reception of the ‘Scary socialist’  
frame in US political ads: Inter-generational exile families and the third-person  
effect in Miami.
- FEBRUARY 2022 Western States Communication Association:  
Faith and Fear: Comparing Spanish-language Campaign Messaging from the 2020  
Presidential Election: A Semiotic Analysis.
- AUGUST 2021 International Association for Media and Communication Research:  
Communicating cultural identity through Miami’s street art and graffiti: A  
multimedia ethnography.
- AUGUST 2021 International Association for Media and Communication Research:  
Latinos for Trump? Intersectional identities and political participation among  
Cuban and non-Cuban Latinx voters in greater Miami.

## TEACHING

### INSTRUCTOR OF RECORD

- SPRING 2023 Disinformation, Propaganda, and Media Literacy  
SPRING 2023 Intro to Communications Literacy  
FALL 2022 Communication for Development and Social Change  
SPRING 2022 Introduction to Intercultural Communication  
FALL 2021 Introduction to Mass Media and Society

### GRADUATE TEACHING ASSISTANT

- SUMMER 2023 Covering Global Issues in Miami
- Served as teaching assistant and production coordinator for a two week course in Miami hosting 26 students from Universidad de Navarra, Spain.
- SUMMER 2022 British Politics and Policy
- One month Political Science study abroad program in London, England.
- SPRING 2021 Introduction to Mass Media and Society  
SPRING 2021 Miami Engagement: History, Media, and Social Change  
FALL 2020 Latino Media  
FALL 2020 Communicating COVID

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## AWARDS

- SUMMER 2023 University of Miami Institute of the Americas Tinker Field Research Grant
- Proposal title: “Perceptions and exposure to mis/disinformation in Mexico: Exploring flows from north to south”
- SPRING 2022 University of Miami School of Communication Distinguished Fellowship in Global Communication
- Received additional funding and release time to initiate the exploratory research project on disinformation; created foundation for current research projects.
- 2020-2024 University of Miami Graduate School Dean’s Fellowship
- Selected upon acceptance to the PhD program to receive additional support and recognition through the Graduate School’s most prestigious award.

## PROFESSIONAL EXPERIENCE

2015-2020 **Senior Account Executive**, Bendixen & Amadi International  
*Public opinion research and consulting firm*

- Tailored 70+ unique research and media campaigns locally, nationally, and internationally.
- Illustrated data in a concise, compelling manner to communicate relevant findings corporate, political, and non-profit stakeholders.
- Designed, coded, and analyzed survey instruments for RDD, PAPI, and snowball surveys.
- Observed, conducted, or coded over 100 focus groups and IDI’s each year.
- Crafted nationwide studies on Spanish-language TV viewership to understand changing audience demographics.
- Researched and traveled for media testing projects based in Mexico for six weeks.
- Managed a rotating staff of interns, entry-level employees and executives in a work positive and productive environment.

*Relevant clients:* Donna Shalala for Congress, Univision Communications, The Miami Herald, Knight Foundation, University of Miami.

2017-2020 **Executive Producer**, Strange Days Podcast  
*National current events program*

- Developed and executive produced an interview and panel-style podcast that averaged 5,000 weekly listeners.
- Pitched, booked, and edited over 300 interviews with pundits, politicians, academics, authors, and artists both in-person and online.
- Informed production decisions based on data available through RSS feed and social media.

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2017-2020 **Marketing Assistant (part-time)**, Batch Hospitality  
*Bar and restaurant Group*

- Created graphics, press releases, digital ad buys, and other strategic support for multiple locations of the South Florida-based hospitality company.
- Utilized social media analytics to customize promotions based on target audience.
- Managed business and community interests by brainstorming events and partnerships that both generated revenue and authentically represented residents.

## ADDITIONAL INFORMATION

- Well-versed with Adobe Premiere, Photoshop, Lightroom, Audition, and AfterEffects.
- Knowledgeable of polling and public opinion research design, including input and analysis in SPSS.
- Fluent in Spanish, conversational in French, and functional knowledge of other romance languages.
- Company member, thespian, comedienne, and Executive Producer at Villain Theater, 2018-present
- Member of Daughters of the American Revolution, Miami Beach Chapter, 2020-present
- Member, Nikki Fried for Governor Women's Council, 2022