

Hannah Katharina Raitz

PhD Student, Graduate Teaching & Research Assistant
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EDUCATION

Ph.D. Communication

Department of Communication

Temporary Advisor: Dr. Marleah Dean Kruzell

Research Advisor: Dr. Steve Wilson

University of South Florida, Tampa FL

August 2024-May 2028

M.A. Communication Studies

School of Communication and Journalism

Thesis: *Will you vote? How Memorable Messages Influence First Time Voters' Political Attitudes and Voting Behaviors*

Advisor: Dr. Victoria Ledford

GPA: 4.0

Auburn University, AL

May 2024

B.A. Business Administration – Media and Communication

Duale Hochschule Baden-Württemberg

Thesis: *Optimization of the Customer Experience of a German school book Publishing House*

Advisor: Anja Blaschek

GPA: 4.0

Semester Abroad: Millikin University, Decatur, IL

Stuttgart, Germany

September 2020

RESEARCH EXPERIENCE

University of South Florida

Graduate Research Assistant, Doctoral program, Department of Communication

- Assistant on a study on resilience processes of ex-military service members with Dr. Steve Wilson
- Assistant on a study on melanoma prevention behaviors with Dr. Marleah Dean Kruzell

Tampa, FL

August 2024

Auburn University

Graduate Research Assistant, Communication Studies

- Assistant in literature research and conceptualization of research paper on opioids stigma
- Coauthored an academic research paper conducting a large-scale content analysis of national news coverage about opioids and opioid stigma

Auburn, AL

August 2022 – Present

TEACHING EXPERIENCE

University of South Florida Tampa, FL
Invited Guest Lecture October 2024

- SPC3301 Interpersonal Communication

University of South Florida Tampa, FL
Teaching Assistant August 2024 - Present

- SPC2608 Public Speaking: instructor of record

Auburn University Auburn, AL
Teaching Assistant, School of Communication and Journalism August 2022 – May 2024

- COMM-1000 Public Speaking: instructor for three undergraduate classes each semester (lectured, administered grades)
- PRCM-2400 Foundations of Public Relations: teaching assistant (exam proctoring, attendance protocol)

CONFERENCES & PRESENTATIONS

- **Raitz, H.** (2024). *When You're 18, You Got to Vote": How Memorable Messages Influence First-Time Voters' Beliefs about Voting and Voting Intentions*. Paper scheduled for presentation at the annual National Communication Association Conference in New Orleans, LA, 2024.
- Ledford, V. & **Raitz, H.** (2024). *Opioid-Related News Articles and Stigmatizing Messages: A Content Analysis of National U.S. Coverage from 2017-2022*. Paper presented at the biennial meeting of the Kentucky Conference on Health Communication, Lexington, KY.
- **Raitz, H.** (2024). Will you vote? How Memorable Messages Influence First Time Voters' Political Attitudes and Voting Behaviors. Paper presented at the 3-Minute Thesis Finalist Competition, Auburn University, Auburn, AL.

HONORS & AWARDS

Bert Bradley Award for outstanding graduate student (research, teaching, service), Auburn University	2024
3-Minute Thesis Competition Finalist, Auburn University	2023
Gayle K. Christopher Scholarship for excellent GPA and research, Auburn University	2022
Dean's List at Millikin University	2019
Academic Scholarship for semester abroad, Baden-Württemberg Stiftung	2019
Social Engagement Award, Lion's Club Germany	2016

LEADERSHIP & VOLUNTEERING

Member of the Committee for Diversity, Equity, Inclusion and Social Justice for the School of Communication and Journalism, Auburn University	August 2023 - Present
Volunteer International Advisor, International Office Auburn University	January 2023 – Present
Culture Writer for The Auburn Plainsman, Auburn University	August 2022 – Present

Hannah Katharina Raitz

ONE Campaign Member, Auburn University Chapter
Volunteer Kindergarten Teacher (2-4-year-olds)

August – December 2023
March – August 2022

PROFESSIONAL EXPERIENCE

Hubert Burda Media

Intern Corporate Communications

Munich, Germany
(October 2021 – May 2022)

- Event planning and coverage (social media, internal and external communication)
- Press relations: editing of press releases, contacting journalists, media relations
- Internal communication for magazine brands (e.g., ELLE, InStyle)

Hubert Burda Media

Intern Customer Relationship Management

Munich, Germany
(May 2021 – October 2021)

- Development and planning of integrated marketing campaigns
- Data reporting (Google Analytics)

Ernst Klett Verlag GmbH

Marketing Manager

Stuttgart, Germany
(October 2020 – April 2021)

- Creation and monitoring of integrated advertising campaigns
- Website management (content planning, coordination with IT and editorial, performance tracking)

Ernst Klett Verlag GmbH

Working Student

Stuttgart, Germany
(2017 – 2022)

- Projects in several departments (customer service, procurement, editorial, marketing)

REFERENCES

Dr. Myoung-Gi Chon
Auburn University
Graduate Program Officer Communication Studies
School of Communication and Journalism
Thesis Committee Member
237 Tichenor Hall
Auburn AL 36849
mzc0113@auburn.edu

Dr. Victoria Ledford
Auburn University
Assistant Professor, School of Communication and Journalism
Thesis Advisor, Research Advisor
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Dr. Virginia Sánchez Sánchez
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