

**AMY CLEMENTS, M.F.A., Ph.D.**amyrc@stedwards.edu • Website: [amyrootclements.net](http://amyrootclements.net)**PROFESSIONAL HISTORY****St. Edward's University (Austin, Texas)***Chair, Department of Literature, Writing, and Rhetoric, August 2023 to Present**Professor of Writing and Rhetoric, August 2021 to present**Associate Professor of English Writing and Rhetoric, August 2016 to August 2021 (tenured in 2018)**Assistant Professor of English Writing and Rhetoric, August 2012 to August 2016*

Teaching in the Writing and Rhetoric major (WRIT) and in the general education program, I immerse undergraduate students in the power of text, with an emphasis on storytelling and digital marketing content.

- *Courses taught:* Content and Social Media Strategy; Writing for Advertising and Publicity; Media Writing; Advanced Editing; American Grammar; The Craft of Editing; Rhetoric and Composition II; Writing in the Digital Age; Introduction to Creative Writing; Fiction Writing I; Professional Writing Internship; Senior Project; Career Preparation; Community Service in Women's and Gender Studies
- *Chair, Faculty Manual Revision Committee, Fall 2019 to present*
- *Faculty Advisor, Arete* (award-winning, student-run academic journal), August 2013 to present
- *Internship and Community Outreach Coordinator* for the WRIT major, January 2015 to present. Projects have included collaborating with Career Services to develop an Internship Council; delivering presentations to area employers; and conducting an IRB-approved study of WRIT alumni, yielding data-driven and qualitative insight for curriculum re-design.
- *Faculty Director, Quality Enhancement Plan (QEP) for SACS, 2020 to 2023*
- *At-Large Senator and Executive Committee Member, Faculty Senate, 2021 to 2023*
- *Member, Provost's Workgroup on Faculty Categories, Workload, and Evaluation, 2021–22*
- *Member, Task Force to Create a Digital Storytelling Master's Program, Fall 2021*
- *Member and co-chair, Faculty Evaluation Committee, Fall 2018 through Spring 2020*
- *Member, University Assessment Committee, Fall 2019 to Spring 2021*
- *Co-Chair, Humanities on the Hilltop* (Homecoming event), 2015 to 2020
- *Member, St. Edward's Council for the Arts and Humanities, Fall 2016 to Spring 2020*
- *Co-chair, University ePortfolio Task Force, Spring 2017*
- *Acting Department Chair, Department of Literature, Writing, and Rhetoric, Fall 2017*
- *Search Committee Member* for WRIT hires, FA 2014, SP 2018, SU 2018, SP 2019
- *School of Humanities Nominee, Outstanding Advisor Award, 2016*

**Concordia University Texas (Austin, Texas)***Chair, Humanities Division, July 2007 to July 2012**Assistant Professor of English, July 2007 to July 2012**Instructor in English, August 2001 to July 2007*

- *Courses taught:* Academic Research and Writing, Fundamentals of Writing, Advanced Writing, Creative Writing (Fiction and Poetry), Business and Technical Writing, Hispanic Writers, History of the English Language, Introduction to Literature, Short Story, Group Performance, Romanticism and Realism, British Literature, American Literature.

As chair of Concordia's Humanities Division: managed a vibrant array of programs (English, history, geography, government, and foreign language). Responsible for faculty recruitment and training, course development and scheduling, marketing of the majors, campus bookstore orders, and data collection for accreditation.

As chair of the Admissions Committee: implemented new policies and testing protocols, including the use of AccuPlacer and score-credit standards for AP. Assisted with production of student literary journal. Created Fundamentals of Writing course for developmental learners. Created internship course for English majors. In collaboration with the National Institute for Technology in Liberal Education, launched a distance-learning consortium of liberal-arts colleges in Texas to enhance the feasibility of delivering foreign-language courses with traditionally low enrollments.

- Finalist, Neeb Award for Teaching Excellence 2011
- Nominee, Neeb Award for Teaching Excellence, 2010
- Student-nominated Faculty Inductee, Alpha Sigma Lambda, 2005 (Adult Degree Program)
- Director of the English Major, 2011–2012
- Director of the Multidisciplinary Major, 2011–2012
- Director of First-Year Writing, 2009–2012
- Chair, Ad Hoc Committee on Foreign Language Instruction, 2010–2011
- Chair, Developmental Curriculum Task Force, 2010–2012
- Chair, Academic Discipline Task Force (General Education Initiative), 2009–2010
- Member and Chair, Admissions Committee, 2005–2008

### **Random House, Inc.: Doubleday Broadway Division**

*Advertising Manager*, May 1997 to August 2001

Wrote copy for and supervised agency production of print advertising, radio spots, and Web banners. Managed media plans and assisted with creative direction for bestseller campaigns, including those for Mitch Albom (*Tuesdays with Morrie*), John Grisham, and Margaret Atwood.

### **Farrar, Straus & Giroux**

*Advertising and Promotion Manager*, September 1995 to May 1997

Managed marketing campaigns for literary publishing house whose authors include Tom Wolfe, Scott Turow, Susan Sontag, and numerous Nobel Prize winners. Executed advertising plans in all media. Supervised trade show presence at the American Booksellers Association convention. Oversaw production of catalogs, point-of-purchase, and sell-in materials.

### **The University of Texas Press**

*Advertising, Publicity, and Promotion Manager*, December 1992 to September 1995

Significantly increased the Press's publicity coverage, building new relationships with the media and meeting seasonally with editors in New York at national publications, including *The New York Times Book Review* and *Publishers Weekly*. Wrote and supervised the production of more than 300 print and radio ads annually. Managed exhibits at trade shows and scholarly conventions. Wrote news releases and prepared press kits.

## **EDUCATION**

### **The University of Texas at Austin**

Doctor of Philosophy in English, *May 2010*

*Concentrations: Rhetoric and Bibliography*

- Dissertation: *Inventing the Borzoi: Alfred and Blanche Knopf and the Rhetoric of Prestige in Modern American Book Publishing, 1915–1929.*

The house of Knopf is arguably America's most prestigious publisher. My research revealed the brand strategies behind that reputation, particularly in print advertising, trade sales efforts, and book-jacket design. Archival research sources: Harry Ransom Center, New York Public Library, Yale University's Beinecke Library.

- Assistant Instructor for RHE 306, Rhetoric and Writing (2006–2007)
- Undergraduate Writing Center coach (2006–2007)

**The New School for Social Research, New York City**

Master of Fine Arts in Creative Writing, *May 2001*

- Thesis, fiction: *Still Time*, a novel set in 1970s Texas. Thesis, literary criticism: *Hearing Voices: First-Person Narration in Selected Works of Ultra-Contemporary Fiction*. Thesis director: Abigail Thomas. My other course instructors included Mary Gaitskill, Jonathan Dee, David Gates, and Pablo Medina.

**The University of Texas at Austin**

Bachelor of Arts in English, *May 1990*

Bachelor of Science in Advertising, *December 1989*

**Continuing Education**

- Leadership Austin: Experience Austin course led by civic leaders, Fall 2009
- School of Visual Arts, New York: Advertising Copywriting, Fall 1998
- Gotham Writers' Workshop, New York: Fiction Writing, Spring 1997

**ACADEMIC PRESENTATIONS**

"Banking on the Borzoi: Paper Trails and the Narratives of Financial Power Within the Origin Stories of Knopf," presented at the Harry Ransom Center, University of Texas at Austin, Feminist Infrastructures: Women in Transatlantic Publishing 1900–1950 symposium. 7 June 2022.

"Tracing Transatlantic Modernism: A Case Study of Alfred A. Knopf, Inc." Modernist Archives Publishing Project international panel discussion led by Dr. Nicola Wilson, co-director of the Centre for Book Cultures & Publishing, University of Reading, UK. Via Zoom, 8 July 2021

Co-Presenter: "Empathy, Worldbuilding, and Rhetoric: Why Creative Writing Should Stick with Rhetoric and Writing Studies (and Vice Versa)." Association of Rhetoric and Writing Studies Annual Conference, Austin, Texas, 9 November 2019

Co-Presenter: "It's Finally All Happening! But What Now?: Lessons Learned and Things to Watch for in Revamping an Established Undergraduate Writing and Rhetoric Major." Association of Rhetoric and Writing Studies Annual Conference, Austin, Texas, 12 October 2018

Co-Presenter "Ready for the 'Real World': Strengthening an Undergraduate Writing Major Through Alumni Outreach." Conference on College Composition and Communication, Portland, 19 March 2017

Co-presenter: "Surviving and Thriving Through Academic Program Review in the Undergraduate Writing Major." Inaugural Conference on Rhetoric and Writing Studies Undergraduate Programs, El Paso, 15 October 2016

Panel Chair: "Other Englishes: The Need to Acknowledge and Support Them," Conference on College Composition and Communication, Houston, 7 April 2016

"Re-envisioning Revision: Embracing Contradictory Edits in Peer Feedback," Conference of College Teachers of English, San Antonio, 4 March 2016

"Gatekeepers of the Written Word: What Dramatism Teaches Us About 'Agents,' Authors, and America's Publishing Industry," Rhetoric Society of America, San Antonio, 25 May 2014

"The Borzoi Abroad: Transatlantic Connections and the Founding of Alfred A. Knopf, Inc.," Society for the History of Authorship, Readership, and Publishing, Philadelphia, 20 July 2013

"More or Less Wicked? Why Wikipedia's Controversies Are a Boon for the Rhetoric Classroom," Conference of College Teachers of English, Abilene, 23 February 2013

"The Legacies of Literary Publishing in the 1920s," Guest Lecture, Master of Science in Publishing Program, University of Houston at Victoria, 14 September 2010

"Joel Elias Spingarn: A Voice of Dissent in Early Twentieth-Century Academia," Conference on College Composition and Communication, San Francisco, 13 March 2009

"Designing the Borzoi: Alfred A. Knopf, Inc., Creates a Brand of Excellence, 1915–29," Bibliographical Society of America, New York City, 23 January 2009

Moderator: "Designing and Editing the University Press Trade Book," 1994 Association of American University Presses, Washington, D.C., 17 June 1994

## **PUBLICATIONS**

### **Scholarly Research and Other Nonfiction**

"Blanche Knopf" and "Alfred A. Knopf, Inc." Peer-reviewed encyclopedia entries for the [Modernist Archives Publishing Project](#), a digital humanities resource sponsored by the British Academy for the Humanities and Social Sciences, the University of Reading, et al., 2022

"Young Americans: Transatlantic Connections in the Early Years at Knopf," a chapter in the peer-reviewed book *Modernism and Book History*, Lise Jaillant, editor; published by University of Edinburgh Press, 2019

"Thriving Through Disruption: Leveraging Alumni Experience to Support a Liberal-Arts Writing Major," a chapter in the peer-reviewed book *Weathering the Storm: Independent Writing Programs in the Age of Fiscal Austerity*, co-authored with Drew Loewe and Mary Rist, University Press of Colorado, 2019

*The Art of Prestige: The Formative Years at Knopf, 1915–1929*, University of Massachusetts Press, 2014 (sole author; peer-reviewed book published in the Studies in Print Culture and History of the Book series)

Book Review: *Judging a Book by Its Cover: Fans, Publishers, Designers, and the Marketing of Fiction, Papers of the Bibliographical Society of America*, December 2010

"Designing the Borzoi: Alfred A. Knopf, Inc., Creates a Brand of Excellence, 1915–29." *Papers of the Bibliographical Society of America*. 103:4 (2009)

Book Review: *Make It New: The Rise of Modernism*, the companion book to an exhibition by the same name at the Harry Ransom Humanities Research Center. Published in *The English Journal* (Concordia University), Spring 2004

"Rolando Hinojosa," *Hispanic Literary Criticism* (Detroit: Gale Research, 1994)

*Texas Libraries* magazine, published by the Texas State Library and Archives Commission: "The Armstrong Browning Library: A Waco Scholar's Victorian Poetry Legacy," Summer 1991; "Sarah Bird Blends Wit with Insight," Spring 1991; "Elizabeth Crook Tastes Success," Winter 1990; "Laura Furman: An Author Profile," Summer 1990.

### **Short Fiction**

"Wait," Litro Magazine, Story Sunday Editor's Pick, [May 2023](#)

"The Darkest Skies in North America," *South Carolina Review*, Spring 2009

"Solstice," *Southern Humanities Review*, Fall 2007

"Immunity," *The Copperfield Review*, Fall 2006

"One Dry Dress," *Beloit Fiction Journal*, Spring 2006

"The Company We Keep," *The Storyteller*, Spring 2005

## **AWARDS AND SERVICE**

- Member, Board of Trustees, Kirby Hall School, 2018 to Present
- Certified Affordable Care Act Counselor (health insurance enrollment), Foundation Communities, 2015 to 2022
- Malkin Scholar, New Scholars Competition, Bibliographical Society of America, 2009
- Finalist for the short story "One Dry Dress" in *Glimmer Train's* 2006 Very Short Fiction Contest
- SAT Essay scorer, 2005
- Honorable Mention for "Solstice" in the 2005 E.M. Koeppel Short Fiction Competition
- Award of Excellence for copywriting, *Print* magazine, 2000
- Coordinator, 1994 AAUP Subcommittee on Promotional Programs
- Regional Coordinator, 1994 Plains and Southwest Chapter of Women in Scholarly Publishing

## **MEMBERSHIPS AND AFFILIATIONS**

- Association of Rhetoric and Writing Studies
- Rhetoric Society of America
- Conference on College Composition and Communication
- Modern Language Association
- Society for the History of Authorship, Readership, and Publishing
- The Typophiles
- Bibliographical Society of America