
AMY (ROOT) CLEMENTS, M.F.A., Ph.D.

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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*. 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 consultant (2006–2007)

The New School for Social Research, New York City

Master of Fine Arts in Creative Writing, May 2001

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

The University of Texas at Austin

Bachelor of Science in Advertising, December 1989

Bachelor of Arts in English, May 1990

- Study-abroad courses in Oxford, England
- Internship, *Texas Monthly* magazine
- Managing editor of award-winning *Utmost* magazine

PROFESSIONAL HISTORY

St. Edward's University

Assistant Professor of English Writing and Rhetoric, August 2012 to present

Serves freshmen through senior-level students by immersing them in the power of “text” in all its Information Age manifestations, from academic discourse to marketing messages, with an emphasis on developing rhetorically sound strategies and well-honed prose for varied audiences.

- *Courses taught: Advanced Editing; American Grammar; Introduction to Creative Writing; Media Writing; Revising and Editing; Rhetoric and Composition II; Writing for Advertising, PR, and Publicity*

Concordia University Texas

Assistant Professor of English and Chair, Humanities Division, July 2007 to July 2012

Adjunct Instructor in English, August 2001 to July 2007

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, and accreditation. Assisted with production of student literary journal. Developed and introduced Fundamentals of Writing for developmental learners. Member and Chair, Admissions Committee, 2005–2008.

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

Freelance Wordsmith: August 2001 to present

My former publishing colleagues have enlisted me for a variety of editing and copywriting projects, including creating study guides for bestsellers ranging from Isabelle Allende's *My Invented Country* and Maya Angelou's *A Song Flung Up to Heaven* to Margaret Atwood's *Oryx and Crake* trilogy, Jonathan Franzen's *Freedom*, Yann Martel's *Life of Pi*, Marilynne Robinson's *Gilead* and *Home*, Alice Walker's *The Color Purple*, and Elie Wiesel's *Night* trilogy.

Random House, Inc.: May 1997 to August 2001

The Doubleday Broadway Publishing Group

Advertising Manager

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.

Broadway Books

Advertising and Promotion Manager

Wrote and supervised the production of catalogs, reading-group guides, brochures, displays, pitch letters, print ads, and other promotional items. Supervised freelance writers and copyeditors.

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

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. Significantly increased the Press's publicity coverage, meeting seasonally with editors at national publications, including *The New York Times Book Review* and *Publishers Weekly*.

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

AWARDS AND SERVICE

- 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
- Faculty Inductee, Alpha Sigma Lambda, 2005
- Honorable Mention for "Solstice" in the 2005 E.M. Koepfel Short Fiction Competition
- Award of Excellence for copywriting, *Print* magazine, 2000
- Moderator, 1995 Association of American University Presses (AAUP) annual conference, panel discussion entitled "Designing and Editing the University Press Trade Book"
- Coordinator, 1994 AAUP Subcommittee on Promotional Programs
- Regional Coordinator, 1994 Plains and Southwest Chapter of Women in Scholarly Publishing
- Active member, St. David's Episcopal Church
- Active supporter, Foundation Communities

ACADEMIC PRESENTATIONS

“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, 23 January 2009

PUBLICATIONS

In the Field of Bibliography

The Art of Prestige: The Formative Years at Knopf, 1915–1929, University of Massachusetts Press, 2014

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*, December 2009

Other Nonfiction

Book Review: *The Mabinogion*, a comparative review of two editions of an ancient Welsh text. Published in *The English Journal* (Concordia University), Fall 2004

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: “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

“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.