

REBECCA DAMENORKI SEWU

Department of Journalism and Media Communication

Colorado State University

Fort Collins, CO.

Email: rd.sewu@colostate.edu | beccasewu@gmail.com | Phone: 9706328056

ACADEMIC DEGREES

Colorado State University, United States, August 2026 – August 2030

Major: PhD in Media Communication

Academic Advisor: Assistant Professor Yeunjae Lee, Ph.D.

Colorado State University, United States, August 2024 – August 2026

Major: MSc Journalism and Media Communication | CGPA: 3.877

Thesis: Mapping AI and Public Relations Research: Trends, Theories, and Ethics.

Academic Advisor: Assistant Professor Yeunjae Lee, Ph.D.

University of Media Arts and Communication (UNIMAC-IJ), Accra Sept. **2017 - Oct. 2021**

Major: B.A. Communication Studies (Public Relations) | CGPA: 3.35

Thesis: Examining the effects of emerging digital technologies on the practitioners of public relations practice in Ghana: a case of the pr practitioners in Accra (2011-2021)

Courses: Business Communication, Introduction to social psychology, Communication research design, Principles of marketing, Media relations in PR, Communication research analysis, Public relations and society, Strategic public relations, Advertising and media planning, Globalization and development and Speech writing and public speaking

COMPETITIVELY SELECTED CONFERENCE PAPER (S)

- Ma, X., Lee, Y., & **Sewu, R.** (2025). Enhancing employees' social media advocacy through internal stewardship strategies - 75th Annual Conference of the International Communication Association in Denver, Colorado June 2025.
- Ma X., **Sewu R. D.**, Lee Y., Hu R., Basunia T. Md. (2026). AI -Enhanced Advocacy and Racial Representation: Public Responses to Virtual Influencers in Corporate Social Advocacy – International Public Relations Research Conference in Orlando, Florida, March 2026
- **Sewu, R. D.**, Lee, Y. (2026). Mapping AI and Public Relations Research: Trends, Theories, and Ethics. - Association for Education in Journalism and Mass Communication (AEJMC) in New Orleans, Louisiana, August 2026

CONFERENCE(S) ATTENDED

- International Communication Association (ICA) Denver, Colorado - **June 2025**
- National Communication Association Convention (NCA) Aurora, Colorado – **Nov. 2025**
- International Public Relations Research Conference (IPRRC) - **March 2026**
- Harvard Kennedy and Law School African Development Conference – **April 2026**
- Association for Education in Journalism and Mass Communication (AEJMC) - **Aug. 2026**

PUBLICATIONS

Ma, X., Lee, Y., & Sewu, R. (2025). Enhancing employees' social media advocacy through internal stewardship strategies. *Public Relations Review*, 51(5), 102650. <https://doi.org/10.1016/j.pubrev.2025.102650>

RESEARCH EXPERIENCE

Research Assistant: Student research group, Department of Journalism and Media Communication, Colorado State University- United States, - Jan. 2025 – Present

Topic: AI- AI-Enhanced Advocacy and Racial Representation: Public Responses to Virtual Influencers in Corporate Social Advocacy (CSA)

- Conduct comprehensive literature searches and reviews to gather relevant information and identify existing research gap
- Collaborate and coordinate with the research team, including professors, principal investigators, and fellow graduate students.
- Ensure proper citation and referencing of sources according to specific guidelines in research documents
- Conduct and write a methods session for the paper.

CERTIFICATIONS

- | | |
|--|-------------|
| • Best Practices in Teaching | Fall 2024 |
| • Inclusive Pedagogy | Fall 2024 |
| • Excellence in Teaching Certificate. | Spring 2025 |
| • African Development Conference 2026 Policy Hackathon | Spring 2026 |

TEACHING AND PROFESSIONAL EXPERIENCES

Graduate Teaching

Department of Journalism and Media Communication, Colorado State University, Aug. **2024 - Present**

- Teach Media and Society (JTC100) to junior-level undergraduates, focusing on improving students' knowledge of how the media affects society and vice versa through diverse methodologies tailored to their learning styles.
- Teach Strategic Communication and Writing Recitation Class (JTC300) to junior-level undergraduate students, focusing on improving students' knowledge in professional writing and preparedness for the corporate Environment.
- Grade assignments assess and monitor students' progress in knowledge of media in society and strategic writing by identifying their strengths and areas for improvement.
- Provide detailed feedback on assignments to motivate students and improve their public speaking skills.

INDUSTRY EXPERIENCE

Institution: Colorado State University - Conference & Event Services (CES),

Year: **May 2026 – August 2026**

Position: Guest Services Representative (GSR)

- Delivered front-line customer service to local, national, and international guests attending conferences, camps, and university events.
- Managed front desk operations, including guest check-ins, check-outs, key distribution, and accommodation support for residence hall occupants.
- Responded to guest inquiries and resolved concerns in a professional and timely manner, ensuring a positive campus experience.
- Coordinated with university departments, event organizers, and team members to support the successful execution of conferences and special events.
- Maintained accurate guest records and administrative documentation while adhering to university policies and procedures.
- Fostered a welcoming and inclusive environment by effectively assisting individuals from diverse cultural and professional backgrounds.

Institution: Colorado State University - School of Global Environmental Sustainability, Africa Center.

Year: **Sept. 2025 – Present**

Position: Communication and Social Media Coordinator

Responsibilities

- Social media & Website Management
- Content Creation & Storytelling
- Event & Program Support
- Administrative & Communication Support

Institution: Ignite Media Group, Ghana (Metro Tv, Original FM, and Tv)

Year: **Oct. 2022 to August 2024**

Position: Sales and Marketing Executive

Responsibilities

- Handled all sales activities.
- Engaged and convincing prospective clients for business
- Advised clients on the best advertising package to choose from.
- Organized and coordinated brand activation programs

Institution: Donewell Insurance Company Limited

Year: **Sept. 2021 to Sept. 2022**

Position: National Service

Responsibilities

- Captured new insurance businesses into underwriting software
- Advised clients on the adequacy of policy cover
- Identified motor and non-motor needs of clients
- Excel Report on Renewals and prepared commissions
- Performed other duties assigned by my supervisors

- Helped with administrative support, including managing incoming calls, coordinating files, and sorting mail.

Institution: National Commission on Culture

Year: **June 2019 – Aug. 2019**

Position: Internship

Responsibilities

- Kept physical files and digitized records organized for easy updating and retrieval by authorized team members.
- Reported back to instructor and management to receive day-to-day tasks and responsibilities.
- Helped with administrative support, including managing incoming calls, coordinating files, and sorting mail.
- Promptly received and forwarded incoming communications, such as phone calls, emails, and letters, to appropriate staff.
- Kept reception area clean and neat to give visitors a positive first impression

PROFESSIONAL DEVELOPMENT

- TILT Workshop (Inclusive Pedagogy). The Institute for Learning and Teaching. Colorado State University. Fall 2024
- TILT Workshop (Best Practices in Teaching). The Institute for Learning and Teaching. Colorado State University. Fall 2024
- CSU Writes Workshop (Writing Intelligently with AI). Colorado State University Writing Center. Fall 2024

LEADERSHIP/SOCIAL/COMMUNITY SERVICE EXPERIENCE

- Youth Ministry Secretary - Presbyterian Church, Ashaiman district, **Oct. 2022 to April 2026**
- Youth Ministry Vice President - Presbyterian Church Ashaiman Central, **Oct. 2021 to Oct. 2022**
- SRC General Assembly Rep for Level 100 class - University of Media Arts and Communication (UNIMAC-IJ), Accra – **Aug. 2017 to May 2018**
- Voluntary Blood Donor, **2014–Present.**
- General Secretary, Africa Graduate Student Association, CSU – **May 2025-May 2026**

SCHOLARSHIPS/AWARDS

- Winner, Master's category – Africa Center Graduate Poster Show 2025 – Colorado State University
- 1st Runner-up Award African Development Conference 2026 Policy Hackathon - Harvard Kennedy School and Harvard Law School
- Audience Choice Award Winner African Development Conference 2026 Policy Hackathon - Harvard Kennedy School and Harvard Law School
- Open Research Competition Top Paper Award, Public Relations Division Open competition – Association for Education in Journalism and Mass Communication (AEJMC) 2026

MEMBERSHIP OF PROFESSIONAL ASSOCIATION

- Member, Women in Public Relations, Ghana
- Graduate Student Association of Ghana-USA
- African Graduate Student Association-CSU
- International Communication Association (ICA)
- Association for Education in Journalism and Mass Communication (AEJMC)

PERSONAL TRAITS

Presentable, Punctual, Hardworking, Honest, and Attentive to Details

REFERENCE

Yeunjae Lee, Ph.D.

Assistant Professor

Colorado State University

Email: yeunjae.lee@colostate.edu

+17869101131

