

CURRICULUM VITAE
CLINTON R. LANIER

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Las Cruces, NM 88001
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EDUCATION

Doctor of Philosophy in Rhetoric and Professional Communication, New Mexico State University, May 2006.

Dissertation Study “A Case Study of the Social and Rhetorical Aspects of Program Source-Code Comments at one Small Code Shop” Dissertation
Committee: Patricia Wojahn (chair), Stuart Brown, Barry Thatcher, Jon Cook.

Master of Arts in English: Technical and Professional Communication, New Mexico State University, December 2000.

Bachelor of Arts in English, New Mexico State University, December 1998.

TEACHING EXPERIENCE

College Adjunct Professor, New Mexico State University (2012—present)

- Technical Communication (English 218)
- Business Communication (English 203)
- Writing for the Web (English 315)
- Workshop in Technical Writing (English 577)
- Professional Communication for Accountants (Accounting 570)

Assistant Professor, New Mexico Tech (2008—2012)

- Technical Writing
- Media and Society
- Digital Design
- Visual Communication
- Software Documentation
- Beginning Web Design
- Advanced Web Design
- Senior Thesis

Assistant Professor, University of Memphis (2006—2008)

- Writing and Editing in the Professions
- Engineering Communication
- Foundations of Technical Communication
- English Composition and Analysis

Graduate Assistant Instructor, New Mexico State University (1998—2000, 2003—2005)

- Advanced Technical and Professional Communication
- Technical and Scientific Communication
- Rhetoric and Composition

Adjunct Instructor, New Mexico State University-Carlsbad Campus (2002)

- Technical and Scientific Communication
- General Composition: Preparation for College-level Writing

Adjunct Instructor, College of the Southwest-Carlsbad Campus (2002—2004)

- Rhetoric and Literature
- Survey of American Literature I (*taught online via WebCT*)
- Life and Literature of the Southwest (*taught online via WebCT*)
- Grammar (*taught online via WebCT*)

PROFESSIONAL EXPERIENCE

- *Owner*, Word One Consulting, Las Cruces, NM, 2009-present.
Design and Develop innovative and unique websites for small and medium organizations.
Manage digital marketing platforms and initiatives for local and distant clients.
- *Director*, NMT Web Communications, New Mexico Tech, 2008-May 2012.
Designed and built Content Management System-based web site for New Mexico Tech and administered site access and accounts for distributed authors.
Directed and managed entire web communication strategy for New Mexico Tech.
Created and carried out digital marketing strategies and initiatives.
Led mass-email promotions and marketing campaigns.
Oversaw and planned social media strategies and initiatives, especially for Facebook, Twitter and YouTube.
- *Technical Editor*, Department of Civil Engineering, New Mexico State University, 2005.
- *Technical Editor*, Board of Regents, New Mexico State University, 2004.
- *Technical Editor*, Department of Molecular Biology, New Mexico State University, 2004.
- *Technical Editor*, Army Research Laboratory (under contract to SpecPro), White Sands Missile Range, NM, 2002-2003.
- *Technical Writer/Software Engineer*, IBM, Tucson, AZ, 2001-2002.
- *Technical Writer*, Data Fusion Technologies, Las Cruces, NM, 2000-2001.

- *Technical Writer*, IBM, San Jose, CA, 2000.

TECHNOLOGY TOOLS

- Computer programming languages including C, C++ and Java
- Web-authoring languages and platforms including CSS, HTML, SGML, XML, PHP, JQuery, and JavaScript
- Computer software including Microsoft Office (including FrontPage), Adobe Dreamweaver, Photoshop, Premiere, Illustrator and After Effects
- Various Web-based Content Management Systems, including Joomla, Wordpress, Typepad and Moveable Type
- Numerous Social Media platforms including Twitter, Facebook, YouTube, LinkedIn, and Tumblr

PUBLICATIONS

PEER REVIEWED ARTICLES

Lanier, C.R. (2012) Accounting for the human element when planning for a content management system. *Technical Communication*. 59:2.

Ford, J., and C.R. Lanier. (2011) If you build it will they come: Establishing a research group at New Mexico Tech to increase campus visibility of the technical communication program. *Programmatic Perspectives of the Council for Programs in Technical and Scientific Communication*. Summer, 2011.

Lanier, C.R. (2011) Global Implications in Peer-to-Peer Open-Source Software Forums. *Journal of Technical Writing and Communication*. 41:4, 347-366.

Lanier, C.R. (2009). An Analysis of Skills Called for by Technical Communication Employers in Recruitment Posting. *Technical Communication*, 56:1, 51-61

Lanier, C.R. (2009). Creating Editorial Authority through Technological Innovation. *Journal of Technical Writing and Communication*. 39:4, 467-479.

Lanier, C.R., Janna, W.S., and Hochstein, J. (2007). Collaboration between Technical Editing Students and Mechanical Engineering Seniors in a Capstone Design Course. In *Proceedings of the ASME International Mechanical Engineering Congress and Exposition* ASME: Seattle, WA.

Lanier, C.R. (2005). Linux and the Appeal to Cultural Values. *IEEE Technology and Society*, 24.4, 12-17.

Lanier, C.R. (2004). Electronic Editing and the Author. *Technical Communication*, 51, 526-536.

EDITED COLLECTIONS

- Lanier, C.R. (2011). Making the User the Localization Expert: Employing User-Customization Strategies in Globalizing Online Content. In K. St. Amant, and P. Sapienza (eds.) *Culture, Communication & Cyberspace*. Amityville, NY: Baywood Publishing, 39-62.
- Lanier, C.R. (2007) The Implications of Outsourcing for Technical Editing. In B. Thatcher, and C. Evia (eds.) *Outsourcing Technical Communication: Issues, Policies, and Practices*. Amityville, NY: Baywood Publishing, 149-163.

JOURNAL AND MANUSCRIPT REFEREE

- Communication Design Quarterly*, Manuscript Referee, 2014
- MyTechCommLab*, Pearson Publishing, Online Reviewer, 2009.
- CRC Press, Manuscript Referee, 2009.
- Texas Tech University Press Series in Technical Communication and Rhetoric, Manuscript Referee, 2009.
- IEEE Transactions on Professional Communication*, Manuscript Referee, 2009.
- Technical Communication*, Journal of the Society for Technical Communication Manuscript Referee, 2009-present.
- Conference of the Council for Programs in Technical and Scientific Communication Manuscript Referee, 2008.
- IEEE Professional Communication Society Conference, Manuscript Referee, 2008.
- Linguistic and Cultural Online Communication Issues in the Global Age*. (2007). Kirk St. Amant (ed.). Hershey, PA: Idea Group Publishing.
- IEEE Transactions on Professional Communication*, Special Issue Examining International Outsourcing: Perspectives, Practices, and Projections. (March, 2007).

PRESENTATIONS

- Lanier, C.R. (October 2010). *Will distributed authors actually use a web-based CMS: Pitfalls and recommendations for getting your authors to make the transition worthwhile*. Webinar for the Society for Technical Communication.
- Lanier and Julie Ford. (September 2010). *Changing Work Spaces and Improving Curb Appeal: Redesigning an Undergraduate TC Lab*. Conference of the Council for Programs in Technical and Scientific Communication, Boise, ID.
- Lanier, C.R. (November, 2009). *The NMT Website Redesign Project: How to Remake an Enterprise-level Site in 1 Million Easy Steps*. NMT Humanities Colloquium, Socorro, NM.

Lanier, C.R. and Julie Ford. (September, 2008). *Bored? Broke? Start a Research Group*. Conference of the Council for Programs in Technical and Scientific Communication, Minneapolis, MN.

Lanier, C.R. (June, 2008). *Internal Documentation: From a Writer's Point of View*. Presented to the Software Process Improvement Network, Albuquerque, NM.

Lanier, C.R. (December, 2005). *Investigations into Computer Program Source Code: A New Area for Technical Communications Study*. Session of the Association of Teachers of Technical Writing at the Modern Language Association Annual Convention, Washington D.C.

Lanier, C.R. (September, 2005). *Programmatic Responses to Offshoring*. Conference of the Council for Programs in Technical and Scientific Communication, Lubbock, TX.

Lanier, C.R. (July, 2005). *Presentations and Posters: Getting Your Findings Out There*. New Mexico State University Alliance for Minority Participation Summer Writing Workshop, Las Cruces, NM.

Lanier, C.R. (March, 2005). *Towards Rhetorical Studies on Programming*. New Mexico State University English Department Doctoral Colloquium, Las Cruces, NM.

Lanier, C.R. (June, 2005). *Writing Science: Essential Tools in Communicating What You Find*. New Mexico State University Alliance for Minority Participation Summer Writing Workshop, Las Cruces.

Lanier, C.R. (January, 2004). *Teaching the rhetoric behind the application in the undergraduate technical writing class*. 9th Annual GES Conference, Lubbock, TX.

GRANTS AND FUNDED PROJECTS

Smart Grid Center of Excellence, Department of Energy, 2010-2013, \$8,523,460.00, Grant Writer/Consultant, Under Review

New Mexico Institute of Mining and Technology Website Redesign, New Mexico Institute of Technology, 2008-2009, \$104,930.00, Principal Investigator, Funded

Speaking To Learn: Oral Communication and the Development of Design Abilities in Engineering, National Science Foundation, 2010-2012, \$560,000.00, Consultant, Successful but unfunded.

PROFESSIONAL SERVICE

- *Member*, University Publications Committee, New Mexico Tech, 2010-2012.
- *Member*, University Branding Committee, New Mexico Tech, 2009-2012.
- *Co-Director/Researcher*, Applied Communication Research Group, New Mexico Tech, 2008-2012.
- *Interim Director*, Technical Communication Program, New Mexico Tech, 2010-2011.

- *Member*, Distance Education Committee, New Mexico Tech, 2009-2012.
- *Member*, New Mexico Tech Website Redesign Steering Committee, New Mexico Tech, 2008-2009.
- *Undergraduate Advisor*, Technical Communication Program, New Mexico Tech, January 2008-2012.
- *Technical Editor*, ACM Data base for Information Systems, Peer-reviewed Academic Journal, 2007.
- *Graduate Internship Coordinator*, Department of English, The University of Memphis, 2007.
- *Researcher/Member*, Bioethics and Communications Workgroup, St. Jude Children's Research Hospital, 2006-2007.
- *Researcher/Member*, Center for the Study of Rhetoric and Applied Communication, The University of Memphis, 2006-2007 (<https://umdrive.memphis.edu/g-csrac/www/>).
- *Researcher/Member*, Center for Community Health, The University of Memphis, 2006-present (<http://cch.memphis.edu/index.html>).
- *Graduate Faculty*, Department of English, The University of Memphis, 2006-2007.
- *Website Designer*, Alliance for Minority Participation, New Mexico State University, 2005 (<http://www.nmsu.edu/~nmamp/AMP/hewlett.htm>).
- *Writing Coordinator*, Alliance for Minority Participation, New Mexico State University, 2005.
- *Teaching Assistant*, Alliance for Minority Participation, New Mexico State University, 2004-2005.
- *Writing Center Consultant*, New Mexico State University English Department Writing Center, 1999, 2003.
- *Website Developer*, New Mexico State University English Department, 1999-2000.