

ANNEMARIE STRASSEL, Ph.D.

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EDUCATION

YALE UNIVERSITY

M.A., American Studies, 2001

Ph.D., American Studies, 2008

CASE WESTERN RESERVE UNIVERSITY

B.A. History and Art History, Honors, 1998

Summa Cum Laude

ADVOCACY AND STRATEGIC COMMUNICATIONS

DIRECTOR OF COMMUNICATIONS

UNITE HERE International Union | 2013 - Present

Notable responsibilities and achievements include:

- Leading comprehensive communications strategies for union representing 270,000 hospitality in 60 cities across the U.S. and Canada
- Overseeing \$2.3M budget and 14 staff
- Providing internal and interdepartmental communications support for the Organizing, Research, Political, and Information Technology departments
- Driving a digital transformation of member communications, including 70,000+ new text opt-ins unionwide
- Leading campaign strategies for national initiatives on healthcare, immigration, and LGBT rights in collaboration with movement leaders, like Maria Elena Durazo and Cleve Jones
- Building a team of 400+ online union activists with organic reach of 13 million+ people online through one day of coordinated action
- Expanding press coverage with national features, including member profiles in *Time's* 2017 Person of the Year, "Silence Breakers."

HOTEL WORKERS RISING COMMUNICATIONS COORDINATOR

UNITE HERE International Union | 2006 - 2013

- Architect of communications strategies for Hotel Workers Rising, a long-term organizing campaign, aimed at creating middle-class jobs in the North American hospitality industry. Responsibilities included press relations, messaging, internal communications and digital strategy.
- Organized creative media campaigns and speaking tours for housekeepers nationwide with former Labor Secretary Hilda Solis and leaders of NOW, the NAACP and the National Council of La Raza
- Trained hundreds of rank-and-file spokespersons and connected worker stories with media outlets worldwide, including the *New York Times*, *Newsweek*, the Diane Sawyer Show, CBS Investigative News, MSNBC and more
- Acted as a source and national spokesperson for stories that have appeared in the *New York Times*, *Washington Post*, *Wall Street Journal*, *Chicago*

Tribune, Chicago Sun-Times, Ms. Magazine, Los Angeles Times, Huffington Post, Crain's Business, Reuters and more.

DIRECTOR OF COMMUNICATIONS

Connecticut Center for a New Economy and UNITE HERE Locals at Yale University | 2006 - 2007

ORGANIZER

Graduate Employees and Students Organization (GESO) | 1999 - 2005

ACADEMIC AND ARTS MANAGEMENT EXPERIENCE

ADJUNCT INSTRUCTOR | FASHION STUDIES

Columbia College | Chicago, IL | 2012 - 2015

NEW MEDIA CURRICULUM DESIGNER | LABOR EDUCATION PROGRAM

University of Illinois at Chicago | Chicago, IL | Fall 2012

TEACHING FELLOW | AMERICAN STUDIES AND FILM STUDIES

Yale University | New Haven, CT | 2001 - 2005

PROSPECT RESEARCHER

Playhouse Square Performing Arts Center | Cleveland, OH | 1998 - 1999

PUBLICATIONS

"Designing Women: Feminist Methodologies in American Fashion," *Women's Studies Quarterly*, Vol. 41, No. 1-2, Spring/Summer 2013, eds. Eugenia Paulicelli & Betsy Wissinger.

"Work It: The New Face of Labor in Fashion," *Dissent*, S. Leonard and M. Kazin, eds., Spring 2014.

"Mode of Production: Reclaiming the Revolutionary Potential of the Uniform," Jamie Hayes: The Uniform Project (exhibition), Marshall Brown Projects, Nov. 2, 2013, Chicago, IL.

PRESENTATIONS

"From the Runway to the Factory Floor: Labor Rights, Safety and Public Health," panelist, Harvard University, John F. Kennedy School of Government, March 22, 2016.

"Heritage Fashion: The Reclamation of Labor in Contemporary Design," panelist for a joint conference of The Labor and Working-Class History Association and the Working-Class Studies Association, May 28-31, 2015.

"Beyond Norma Rae: The New Face of Labor in Fashion," invited talk for Fashion Cultures: The Fashion Body Politic, Parsons The New School of Design, April 16, 2014.

"From Sweatshop to Catwalk: Toward a New Labor Consciousness in Fashion," guest lecture for Labor and American Politics, Department of Political Science, Columbia University, December 4, 2013.

"Against Chanel," for Elegance is Refusal: WSQ Fashion Issue Launch, October 30, 2013. CUNY Graduate Center, New York, NY.

"Of Style and Substance: New Directions in Fashion Studies," for Fashion Studies as an Emergent Intellectual Formation and Project (Seminar), Cultural Studies Association National Conference, May 25, 2013.

Panel Moderator for "Social Media for Social Change," National Organization for Women Annual Conference, June 30, 2012.

"The Body, Materiality and a New Feminist Framework for Fashion Studies," invited talk sponsored by the Critical Feminist Studies Division of the Cultural Studies Association (CSA), 10th Annual Meeting, University of California-San Diego, March 29, 2012.

Panel Moderator for "What Color Is Nude: The Racial Future of Fashion," Columbia College Critical Encounters Series, February 10, 2012.

"Feminism as Activism," guest lecture for Introduction to Women's and Gender Studies, Women's Studies Program, Roosevelt University, October 7, 2008.

"Worker Rights and Displacement," Panelist, Human Rights Program/SOUL Conference, University of Chicago, February 25, 2008.

"Race, Gender and the Future of Academic Organizing," National Center for the Study of Collective Bargaining in Higher Education and the Professions, 33rd Annual National Conference, New York University, April 3, 2006.

"The Bound Body: Techniques of Containment and Sexual Dimorphism in Postwar Fashion," Working Group on American Material Culture, Yale University, February 25, 2005.

"Fashion as Feminist Theory," guest lecture for Approaches to Feminist Theory, Women's Studies, Harvard University, November 26, 2004.

"Mode of Production: Elizabeth Hawes and the Shifting Class Politics of American Style," Costume Society of America Symposium, October 16, 2004.

"Visualizing the Modern Woman," seminar on Fashioning the Modern Woman: Couture & Culture in Paris 1919-1939, Fashion Institute of Technology, for the Working Group on Photography and Memory at Yale University, February 28, 2004.

"Casualized Acquaintances: The Politics of History and Community at the Corporate University," Rethinking Marxism, University of Massachusetts, Amherst, November 7, 2003.

AWARDS & FELLOWSHIPS

- University Dissertation Fellowship, Yale University, 2004-2005
- John Perry Miller Research Fellowship, Yale University, Summer 2004
- Beinecke Library Research Fellowship, Yale University, August 2004
- McNeil Fellowship in American Material Culture, Yale University, 1999-2003
- Case Western Reserve University History Department Honors, 1998
- Phi Beta Kappa, 1998
- Case Western Reserve University College Scholars Program Research Grant, 1998
- Phi Alpha Theta, National History Honors Society, 1997