

Elisabeth McCumber

CURRICULUM VITAE (CV) elisabeth.mccumber@proton.me | 503-317-8047 | P.O. Box 33 Corvallis, OR 97339

Formal Education

M.A., Cultural Anthropology with History Minor, Oregon State University | Corvallis, OR | 2022

Summa Cum Laude (GPA 4.0)

- Thesis: "Deepening: Place Relationship in the Valley of Lake Creek, Oregon."
- Advisory Committee: Dr. Joan Gross (Major Professor, Anthropology), Dr. Trina Hogg (Minor Professor, History), Dr. David Lewis (Advisor, Kalapuyan Studies), Emily Hartlerode (Advisor, Oregon Folklife Network), Dr. Courtney Campbell (Graduate Council Representative).
- Areas of study: Oral Narrative, Folklore, Archaeology of the Pacific Northwest, Environmental History, Methodology of History, Native Cultures and Perspectives, Research Design, Ethnographic Methods, Statistics, Anthropological Theory.
- Institutional Nominee | WAGS/ProQuest Distinguished Master's Thesis Award in Humanities, Social Sciences, Education, and Business, 2023

B.A., English Literature, Southern Oregon University | Ashland, OR | 2003

Cum Laude (GPA 3.71)

- Delivered the 2003 Student Commencement Address.

Certifications, Trainings

Human Research (Group 1), CITI, 2021.

Responsible Conduct of Research (Course 1), CITI, 2021.

Consensus Decision-making Process and Meeting Facilitation, Effective Collective, 2009.

Languages

English: Native Language.

French: Intermediate, Moderate Fluency.

Publications, Presentations

"Across Climate and Culture: Finding Home in the Pacific Northwest." Paper presented at *The Annual Meeting of the American Anthropological Association*, Toronto, November 2023.

"The Stories We Tell: Rootedness and Resilience in the Face of Change." Paper presented at *The Annual Meeting of the American Folklore Society*, Portland, OR, November 2023.

"The Story You're Living: Using Brand Strategy to Change Your Life." TEDx Talk presented at *TEDxCorvallis*, Corvallis, July 2023.

"Rigor and Remembrance: Two Ways of Being in Time." Paper presented at *Western States Folklore Society Annual Meeting*, Las Vegas, April 2023.

"Deepening: Place Relationship in the Valley of Lake Creek, Oregon." M.A. thesis, Oregon State University, Corvallis, 2022. Oregon State University Scholars Archive.

"Do We Live in Different Worlds or Just Describe Things Differently? Neither, Not Quite: A Theory of Worlds." Paper presented at *Toward Utopia: Cocreating the Future of Theories and Practices*, Corvallis, June 2021.

"Themis Doesn't Belong to You, Officer." *Cunning Folk*, June 6, 2020. <https://www.cunning-folk.com/read-posts/themis-doesnt-belong-to-you-officer>.

Teaching Experience

Faculty, Linn-Benton Community College | Corvallis, OR | 2024-present

Teach undergraduate "Introduction to Cultural Anthropology."

Instructor of Record (GTA), Oregon State University | Corvallis, OR | 2020-2022

Taught undergraduate "Introduction to Cultural Anthropology" in graduate teaching appointment.

Homeschool Educator | Corvallis, OR | 2015-2022

Designed and facilitated comprehensive education for child in grades K-5.

Math Tutor, Wilson Elementary | Corvallis, OR | 2019-2020

Facilitated problem-solving among small groups of third-grade students.

Brand Identity Workshop Designer and Facilitator, Madison Ave Collective | Corvallis, OR | 2019-2020

Designed and led five-hour messaging workshops for agency clients, including C-level stakeholders.
<https://medium.com/madison-ave-collective/the-half-day-messaging-workshop-645da7c20d14>

Writing Tutor, Dallas Baptist University | Dallas, TX | 1999-2001

Provided writing instruction and mentoring to undergraduate students, including English language-learners (ELL, ESL).

Math Tutor, Dallas College Mountain View Campus | Dallas, TX | 1999-2001

Provided supplemental instruction to undergraduate students in college-level maths.

Professional Experience

Senior Researcher & Writer, Madison Ave Collective, 2023-present

Lead mixed methods research team on strategic branding, web, and marketing projects for clients of various industries and spaces, cultivate and strengthen account relationships, lead development of written communications, and serve on executive leadership team. Accomplishments include:

- Developed companywide knowledge base to improve knowledge recall and transfer across teams.
- Initiated and led research-based reorganization of company roles and teams to improve internal culture, management structure, and process efficiency.
- Developed service blueprint (systems engineering) to define and improve core company services.

Creative Services Consultant, Invisible Ink Creative, 2008-present

Professional writer, brand identity strategist, UX strategist, marketing consultant, website services consultant. Hired by creative services agencies, colleges, universities, small and international businesses, and nonprofits. Recognition received by the agency for projects on which I led research, strategy, and messaging include:

- Silver Award | Abound | w3 Awards for Digital Excellence, 2021.
- Gold Medallion Award | LBCC | National Council for Marketing & Public Relations (NCMPR), 2020.
- International Finalist | Alcohol Awareness | Herman Goldstein Award, 2018.

Thesis Director for The Rev. Dr. Simon Justice | Corvallis, OR | 2018-2019

Provided subject-matter expertise in brand strategy, ethnographic methods, and qualitative research to guide doctoral candidate in completing his dissertation.

- Degree: Doctor of Ministry.
- Institution: Western Theological Seminary, Chicago, IL.
- Thesis: "Identity Matters: An Analytical Tool to Assess and Articulate Congregational Identity."

Other Employment Experiences, 1990-2010

Co-founder of theatre company, barista, au-pair caring for and teaching English to French preschool student, school bus driver, digital librarian, customer tech support representative, wrangler on horse ranch, veterinary assistant and kennel care worker, food service worker, assistant upholsterer.

Service Experience**Program Development Intern, Museum of Natural and Cultural History | Eugene, OR | 2021-2022**

Collaborated in developing traveling library exhibit on Native STEM innovations, past and present; consulted with Oregon Tribes on program topics, learning goals, and delivery; and developed program content.

Folklorist, Oregon Folklife Network | Eugene, OR | 2019-2020

Conducted folklife interviews for the Tradition Bearers conference by Four Rivers Cultural Center on a volunteer basis. Compiled artists' biographies for the Traditional Arts Apprenticeship Program (TAAP).

Board Director, Scandinavian Festival Association | Junction City, OR | 2017-2020

Rebranded 60-year-old regional cultural festival while serving on the Board.