



Viktoria Marinova

Assistant Professor of Instruction | Director, Social Media Certificate

Social Media Strategy | Content Creation | Experiential Learning | Digital Storytelling

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PROFILE

I am an Assistant Professor of Instruction and Director of the Social Media Certificate at Ohio University, as well as a PhD candidate in Media Arts and Studies. I have over 10 years of experience in social media, marketing, content creation, and digital communication, working across both professional and higher education settings. I am passionate about bringing these two areas together through hands-on, real-world learning experiences that help prepare students for their future careers. My interests include social media strategy, digital storytelling, audience engagement, online giving and digital fundraising, authentic content creation, social media and social change, and emerging digital media practices.



ACADEMIC LEADERSHIP & TEACHING

Assistant Professor of Instruction

School of Media Arts & Studies, Ohio University | Aug. 2023–Present

- Teach undergraduate courses focused on social media strategy, content creation, digital storytelling, social media management, and applied professional practice.
- Develop and update courses and assignments to reflect changes in social platforms, content formats, analytics, audience behavior, emerging technologies, and industry practices.
- Create hands-on and experiential learning opportunities that allow students to apply classroom concepts to real-world social media challenges.
- Mentor students through client-facing work, content creation, professional presentations, portfolio development, and career preparation.
- Lead the Social Media Storytelling Lab, where student teams create and manage strategic social media content for the School of Media Arts & Studies.
- Work with nonprofit organizations, community partners, and other external clients to create meaningful project-based learning experiences for students.
- Advise and mentor students from a range of backgrounds, disciplines, and levels of experience.

Director, Social Media Certificate

School of Media Arts & Studies, Ohio University | Aug. 2023–Present

- Oversee the interdisciplinary Social Media Certificate and advise students pursuing careers in social media, digital strategy, content creation, marketing, and related fields.
- Coordinate curriculum, approved electives, student advising, program communication, and continued development of the certificate.
- Collaborate with faculty and programs across the university to support student pathways into the certificate.
- Promote experiential and career-focused opportunities that connect students with professionals, organizations, and real-world social media work.

Graduate Instructor / Instructor of Record

School of Media Arts & Studies, Ohio University | Aug. 2019–Aug. 2023

- Designed and taught courses within the Social Media Certificate curriculum.
- Developed assignments, assessments, lectures, and applied learning activities focused on social media strategy and content.
- Provided individualized feedback and mentorship to students.



SELECTED TEACHING AREAS / COURSES

MDIA 4120 – Advanced Social Media MDIA 4930 – Social Media Storytelling Lab MDIA 3912 – Social Media Practicum
MDIA 2113 – Introduction to Social Media MDIA 4122 – Social Media Industries MDIA 3122 – Content Curation



PROFESSIONAL / INDUSTRY EXPERIENCE

Marketing & Social Media Strategist

Social Enterprise Ecosystems (SEE) now Impact Enterprise | 2018–2023

- Worked with local nonprofit organizations and social enterprises to strengthen their online presence, branding, and audience engagement.
 - Developed and implemented social media strategies and campaigns based on organizational goals and audience needs.
 - Created digital content including photography, video, graphics, and written social media content.
 - Filmed and edited educational and promotional videos.
 - Conducted website critiques and supported website redesign and content development.
 - Worked directly with clients on strategy, branding, communications, and digital storytelling.
- *****

Marketing & Social Media Strategist

The Sugar Bush Foundation | 2021–2024

- Developed social media strategy and content for a philanthropic organization supporting community-based work in Southeast Ohio.
 - Planned and supported campaigns connected to organizational partnerships and initiatives.
 - Managed social media content and used platform analytics to inform ongoing strategy.
- *****

Channel Project Manager

Primestars Marketing, South Africa | Jan. 2014–Aug. 2016

- Managed integrated marketing campaigns from client brief and proposal development through implementation.
 - Coordinated national projects, press launches, events, agencies, sponsors, and stakeholder relationships.
 - Developed campaign proposals, marketing materials, educational content, presentations, and branded collateral.
- *****



EXPERIENTIAL LEARNING, PARTNERSHIPS & MENTORSHIP

- Build nonprofit and community partnerships that provide students with real-world client experience.
- Lead student teams through social media strategy, content creation, and client presentations.
- Connect students with industry professionals and career-focused opportunities.
- Mentor students in creative projects, thesis work, professional development, and portfolio building.



RESEARCH & SCHOLARLY INTERESTS

Research Interests: Social media strategy; creator economy; digital fundraising and online giving; authentic digital storytelling; audience engagement; social media and social change; community-engaged media; emerging digital media practices.

Doctoral Research: Grounded theory research examining donor decision-making and online giving through social media, with a focus on how individuals move through digital environments toward giving decisions.



SELECTED PRESENTATIONS & PROFESSIONAL ENGAGEMENT

- **“Authenticity Before Algorithms: Community-Engaged Social Media Pedagogy in a Post-Truth Era.”** University Film & Video Association Conference, Summer 2026.
- **Community & Place-Based Engagement Symposium.** Nonprofit social media workshop, Nov. 2026.
- **Adult Allies of Ohio.** Social media strategy workshop, Summer 2024.
- **Kids on Campus,** Ohio University. Week-long youth social media workshop, Summer 2024.
- **Ohio University Health Promotion Office.** Social media strategy workshop, Fall 2024.



EDUCATION

- **Ph.D. Candidate,** Mass Communication (Media Arts & Studies), Ohio University | In Progress
- **Master of Public Administration,** Ohio University | 2019
- **Master of Communication and Development,** Ohio University | 2018
- **Bachelor of Journalism,** Rhodes University | 2012



PROFESSIONAL SKILLS

- **Social Media & Strategy:** Social media strategy, social media platform management, social media analytics, audience engagement, brand strategy, digital storytelling.
- **Content Creation:** Videography, video editing, photography, photo editing, graphic design, copywriting, web content development.
- **Creative & Professional Tools:** Adobe Creative Cloud (Premiere Pro, Photoshop, InDesign, Illustrator, After Effects, Express), Final Cut Pro, Canva Pro, Microsoft Office, social media scheduling & analytics tools.
- **Educational Technology:** Canvas, Blackboard, VoiceThread, Packback, Qualtrics.
- **Research & Professional Skills:** Qualitative & quantitative research, project management, team leadership & management, workshop facilitation, public speaking, organization & time management.



AWARDS & LEADERSHIP

- **First Place, Ohio University Student Expo,** 2017 & 2023
- **Terri Temkin Prize for Commitment to Excellence in Nonprofit Leadership,** Ohio University, 2022
- **Don Flournoy Dissertation Completion Fellowship,** Ohio University, 2022
- **Outstanding Service Award, School of Media Arts & Studies,** 2022 & 2023
- **Charles J. Ping International Leadership Award,** Ohio University, 2019
- **Commissioner of International Student Affairs,** Graduate Student Senate, 2019–2020
- **Vice President & Programming Director,** International Student Union, 2018–2021



LANGUAGES

English • Bulgarian • Afrikaans