



LESLEY C. STEVENSON (ABD)

media and culture industries researcher, writer, and editor

lesleycstevenson@gmail.com | (901) 201-8669 | lesleycstevenson.com

Media, entertainment, and culture expert specializing in the intersections of identity and agency on- and off-screen. Skilled in qualitative research and collaborative inquiry, I use data-driven insights to advance inclusive storytelling and strategy. By taking fans, trends, and global pop culture seriously, I translate cultural signals into actionable insights that anticipate future media landscapes.

EXPERIENCE

UNIVERSITY OF WISCONSIN – MADISON

Madison, WI
8/2019 – present

Ph.D. Candidate, Media & Cultural Studies

- Conduct industry research centered on trends, strategies, and interactions between producers and fans.
- Utilize surveys, interviews, ethnography, data analysis, semiotics, and mixed methods.
- Share findings for both academic and general audiences via digital exhibits, scholarly publications, blogs, podcasts, conferences, and workshops.

Lecturer & Teaching Assistant

8/2019 – present

- Independently instructed 30–80 students per semester in digital production and critical analysis.
- Recognized at department and college levels for pedagogical excellence and inclusive mentorship.

Media History Digital Library (MHDL) Project Assistant

5/2020 – 5/2024

- Created and directed MHDL social media accounts, engaging with scholars across the globe.
- Collaborated with data scientists to innovate digital methods for archival analysis at scale.
- Prepared and implemented successful NEH grant applications valuing appx. \$350,000.

UNITED TALENT AGENCY: *Theatre Department Assistant / Agent Trainee*

New York, NY
11/2018 – 6/2019

- Reliably identified and fulfilled specific needs of five theatre agents and four assistants.
- Synthesized industry news, trends, and critical reviews to inform agents' strategic decisions.

NBCUNIVERSAL CORPORATE EVENTS: *Guest Communications Coordinator, 2018 Winter Olympics & FIFA World Cup*

New York, NY
9/2017–8/2018

- Maintained direct communication with 550+ guests and staff attending NBCU's Winter Olympic program in Jackson Hole, Wy. and Telemundo's World Cup program in Moscow, Russia.
- Purchased, tracked and distributed \$1.5 million in tickets to the 2018 FIFA World Cup.
- Procured Russia-specific FIFA spectator credentials for 635 VIPs and staff.
- Tracked 6,000+ invitations and distributed 300+ VIP credentials for Nat'l Sales Meeting and Upfront.

NBCUNIVERSAL PAGE PROGRAM: *Various assignments*

New York, NY
8/2016–9/2017

- *Morning Joe* and *First Look*: delivered scripts to on-air talent through four hours of live cable news.
- *Saturday Night Live* & *Weekend Update* Seating Director: led team seating 300 celebrities, VIPs and fans.
- Corporate Events: supported events team and managed Pages for major events, including 2017 Upfront.
- USA Network Brand Marketing–Social Media: Synthesized daily metrics for Cable executives.

INTERNSHIPS: Creative Artists Agency (summer 2016); *The Tonight Show Starring Jimmy Fallon* (summer 2015)

EDUCATION

PH.D. UNIVERSITY OF WISCONSIN–MADISON,

expected May 2026

Communication Arts (Media & Cultural Studies)

Dissertation: Pathways to Power in Media Industries:

Theorizing the 'Entry-Level Elite'

M.A. UNIVERSITY OF WISCONSIN–MADISON, 2021

Communication Arts (Media & Cultural Studies)

B.A. UNIVERSITY OF NOTRE DAME, 2016

Film, Television, & Theatre and American Studies

SERVICE

Graduate School Dean's Advisory Board:

Member, 2023–25; Chair, 2025–

Appointed by student government to represent 10,000+ students on 12-person committee

Peabody Awards Screening Committee, 2022–23

Evaluated entrants in the entertainment category

SKILLS

Spanish (read/write/speak with professional fluency) • Adobe Suite • Microsoft Office