

Chris Fiegel

Curriculum Vitae 2026
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EDUCATION

- Ph.D. S.I. Newhouse School of Public Communications, Syracuse University
Mass Communications
Anticipated Completion Date: 2030
Research areas: Technological dependency and health communications, mis- and disinformation, attentional bias and cognitive behavior, media psychology
- 2026 M.S. S.I. Newhouse School of Public Communications, Syracuse University
Multimedia, Photography, and Design
Master's Project: "Bridge Concussion: Leveraging AI through Design and Health Communications"
Advisors: Renée Stevens, Ken Harper, and Amanda Cabral
- 2021 B.S. Pennsylvania State University; Psychology (Cum Laude)
Undergraduate Research Advisor: Nicole Ryerson, Ph.D.
- 2021 Cert. Penn State Erie, The Behrend College, Behrend, PA; Trauma Studies Certificate

RESEARCH & PROFESSIONAL INTERESTS

Human-AI interaction and synthetic media, health and science communications, media literacy, mis- and disinformation, public perceptions of artificial intelligence (AI), applied communication design for public health and civic engagement, public relations, strategic marketing and organizational leadership

PUBLICATIONS, PROJECTS & RESEARCH

Scholarly Work and Conference Presentations

- 2025 **Fiegel, C.** (2025). "Spreading the Word About Doula Care." *Newhouse Impact 2025*.
- Davis, J., Luttrell, R., Welch, C., **Fiegel, C.** (2025). "The 2025 Fluency Report: Bridging the AI Digital Divide." Newhouse Emerging Insights Lab.
- 2024 **Fiegel, C.** (2024). "Experience the Elegance: The Intersection of AI, Hospitality, Storytelling and Design." Presented at the Newhouse Impact Symposium: Fall 2024.
- 2021 **Fiegel, C.**, Koch, R., Ryerson, N. (2021). "Narcissism and alcohol use: a correlational study of archival neurophysiological data." Poster presented virtually at the 2021 PSULV Undergraduate Research Symposium & PSU Regional Undergraduate Research Symposium through Pennsylvania State University. <https://doi.org/10.13140/rg.2.2.12394.85446>

Applied Research and Institutional Projects

- 2025 Historic Hotel Bethlehem. (2025). "USA TODAY 10Best Historic Hotels" Marketing Campaign. Partnered with Charlestowne Hotels, Strong Mountain Media, and Lehigh Valley Ironpigs
- Historic Hotel Bethlehem. (2025). "USA TODAY 10Best Main Street" Marketing Campaign. Partnered with Strong Mountain Media.
- 2024 Visit Historic Bethlehem. (2024). "UNESCO World Heritage Site Destination" Meta Advertising Campaign. Partnered with Historic Hotel Bethlehem.
- Historic Hotel Bethlehem. (2024). "USA TODAY 10Best Historic Hotels" Marketing Campaign. Partnered with Charlestowne Hotels, Strong Mountain Media, and Lehigh Valley Ironpigs.
- 2023 Historic Hotel Bethlehem. (2023). "USA TODAY 10Best Historic Hotels" Marketing Campaign. Partnered with Charlestowne Hotels & Strong Mountain Media.
- Visit Historic Bethlehem. (2023). "One Square Mile. One Dozen Firsts. Visit Historic Bethlehem. | VisitPA.com" (Fiegel, C., Lead Editor) [Video]. YouTube. youtu.be/AtmsvoT560g
- Historic Hotel Bethlehem. (2023). *Hotel Bethlehem Video Marketing Campaigns* (**Fiegel, C.**, Producer & Lead Editor) [Video playlist]. YouTube. youtube.com/@HotelBethlehem/shorts
- Boston University CTE Center. (2022-2023). *HITSS marketing and ambassador video campaigns* (**Fiegel, C.**, Lead Editor) [Video library]. YouTube. https://youtube.com/@hitss_bu2358
- 2020 The Psychology Club of PSU Lehigh Valley. (2020). *National Suicide Prevention Week Awareness Video* (**Fiegel, C.**, Producer) [Video]. Facebook. fb.watch/7zGDLUu7ge/

EDITORIAL & SCHOLARLY SERVICE

- 2026 Luttrell, R., Bowman, N. (2026). *Provoking Generative AI Futures: Merging Theory and Praxis*. Routledge.
Copyeditor, Research Assistant, Cover Designer
- 2024 Impact Journal, Newhouse (2024) "Full Issue, NHIJ v2," Newhouse Impact Journal: Vol. 2: Iss. 1, Article 12. Available at: surface.syr.edu/newhouseimpactjournal/vol2/iss1/12
Co-Editor
- 2020 Psych You Up! Weekly Word of PSULV Psych Club
Editor-in-Chief (2020 - 2021 | 30 Issues)

RESEARCH ASSISTANTSHIPS & TEACHING EXPERIENCE

- 2026 Newhouse Emerging Insights Lab – S.I. Newhouse School of Public Communications
Graduate Research Assistant (Ongoing)
- 2025 Newhouse Emerging Insights Lab – S.I. Newhouse School of Public Communications
Graduate Research Assistant
- PRL 425 Senior Capstone Cases & Campaigns Course (Fall 2025), led by Regina Luttrell, Ph.D.
Teaching Assistant
- 2023 Special Olympics Pennsylvania - Greater Lehigh Valley & Pocono Region
Photography Intern
- 2022 Boston University School of Medicine | Boston, MA
Clinical Research Assistant for the Diagnostics, Imaging, And Genetics Network
for the Objective Study and Evaluation of Chronic Traumatic Encephalopathy
(DIAGNOSE CTE) Research Project at Boston University’s Chronic Traumatic
Encephalopathy (CTE) Center
(Jan. 2022 - Apr. 2022)

HONORS & AWARDS

- 2026 Syracuse Press Club Professional Recognition Award
- 2026 S.I. Newhouse School of Public Communications Graduate School Master’s Prize
- 2025 Graduate Assistant Student Tuition Scholarship
- 2024 Best Social Media of a Historic Hotel
- 2024 Newhouse Scholarship
- 2021 Outstanding Student in Psychology Award
- 2021 Excellence in Information Literacy Award
- 2021 Research Award in Arts, Humanities, Business, and Social & Behavioral Sciences
- 2021 Dean’s List | All Semesters of Undergraduate Degree
- 2020 Bill and Denise Spence Collective Impact Scholarship
- 2019 Lehigh Valley Chapter of the Penn State Alumni Association Scholarship
- 2017 Fowler Family Trustee Scholarship
- 2015 Historic Hotel Bethlehem Associate of the Month (September)

PROFESSIONAL EXPERIENCE

Chris Fiegel, LLC | Bethlehem, PA | September 2015 - Present

Founder, Marketing & Brand Specialist

Historic Hotel Bethlehem | Bethlehem, PA | September 2014 - January 2026

Marketing & Multimedia Specialist | Contract (Jun. 2024 - Jan. 2026)

Marketing & Multimedia Coordinator (Apr. 2023 - Jun. 2024)

Full-Time Bellhop & Shuttle Driver (Sept. 2022 - Apr. 2023)

Part-Time Houseman (Aug. 2017 - Oct. 2017)

Part-Time Bellman & Shuttle Driver (Oct. 2014 - Oct. 2017)

**Center for the Creator Economy at Syracuse University | Syracuse, NY
September 2025 - December 2025**

Social Media Strategist

**Newhouse Impact Office of Research and Creative Activity | Syracuse, NY
August 2024 - December 2025**

Student Program Associate

**Boston University School of Medicine | Boston, MA
April 2022 - August 2023**

Video Editor & Graphic Designer for Head Impact & Trauma Surveillance Study (HITSS) at Boston University's Chronic Traumatic Encephalopathy (CTE) Center

Additional professional experience available upon request.

TECHNICAL & METHODOLOGICAL SKILLS

SPSS Statistics, Qualtrics, REDCap, INSPIR II, Open Science Framework (OSF), ChatGPT, Google Gemini, Flux, SwarmUI, Adobe Firefly, Adobe Creative Suite, Adobe Acrobat, Google Workspace, Google Analytics 4, Microsoft Office Suite, Microsoft Teams, Apple iWork, Canva Pro, Dropbox, Box, Skype, Zoom

CERTIFICATIONS

2026 Generative AI Leader Professional Certificate | Google
Issued Jan. 2026 | No expiration
Credential ID NSSOO8IH6MWW

2023 Digital Marketing & SEO Specialization | Google
Issued Nov. 2023 | No expiration
Credential ID EUKKARNL8GYZ

Digital Marketing | HubSpot
Issued Nov. 2023 | Expires Dec. 2024
Credential ID ed715fe8e7874ad1a8dc4c4bf702d9d3

Lehigh Valley Ambassador Program | Discover Lehigh Valley
Issued May 2023 | No expiration

Credential ID x6ioly52ci

2022 Project Management Foundations | LinkedIn
Issued Jul. 2022 | No expiration

Communication Foundations | LinkedIn
Issued Jun. 2022 | No expiration

CITI BUMC HIPAA and Research Data Security | Boston University
Issued Jan. 2022 | No expiration
Credential ID 46529397

ORGANIZATIONS & MEMBERSHIPS

2024 American Institute of Graphic Arts
2021 Psi Chi International Honor Society in Psychology (PSU Lehigh Valley Chapter)
2021 Honor Society of Phi Kappa Phi
2020 Society for the Psychological Study of Social Issues
2020 R.I.S.E. (Respond in Sexual Exploitation)
2019 Penn State Lehigh Valley Psychology Club
2018 Audio Engineering Society
2015 American Psychological Association (APA)

MENTORING

Educational Opportunity Program | Penn State Lehigh Valley | 2021 - 2023
Mentee: Jordi Salazar

VOLUNTEER WORK

Special Olympics Pennsylvania GLVPR | Photographer | 2023 - 2024
Central Moravian Church | Audio & Video Production | 2023 - 2024
The Pennsylvania Playhouse | Membership Emails | 2019 - 2022
Hellertown Historical Society | Audio & Video Production | 2009 - 2022
PSULV Psychology-Related Events | General Assistance | 2018 - 2021
25-25-25 Suicide Awareness Fundraiser | Facilitator/Organizer | 2021
Every 15 Minutes Program | Sound Ops & Pianist | 2008 - 2017