

Chris Fiegel

Curriculum Vitae 2026
(610) 709-4248
chris@chrisfiegel.com
ORCID: 0009-0004-4212-7007

EDUCATION

- 2026 M.S. S.I. Newhouse School of Public Communications, Syracuse University
Multimedia, Photography, and Design
Master's Project: Bridge Concussion: An AI-Assisted Platform
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 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" Video Spotlight [Video]. YouTube. youtu.be/AtmsvoT560g
- Historic Hotel Bethlehem. (2023). YouTube Shorts [Videos]. YouTube. youtube.com/@HotelBethlehem/shorts
- 2020 The Psychology Club of PSU Lehigh Valley. (2020). National Suicide Prevention Week Awareness Video [Video]. Facebook. fb.watch/7zGDLUu7ge/

EDITORIAL & SCHOLARLY SERVICE

- 2026 Luttrell, R., Bowman, N. (2026). *Provoking Generative AI Futures: Merging Theory and Praxis*. Routledge.
Roles: 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
Role: Co-Editor
- 2020 Psych You Up! Weekly Word of PSULV Psych Club
Role: Editor-in-Chief (2020 - 2021 | 30 Issues)

RESEARCH ASSISTANTSHIPS & TEACHING EXPERIENCE

- 2025 Newhouse Synthetic Media Lab – S.I. Newhouse School of Public Communications
Role: Graduate Research Assistant
- PRL 425 Senior Capstone Cases & Campaigns Course (Fall 2025), led by Regina Luttrell, Ph.D.
Role: Teaching Assistant
- 2023 Special Olympics Pennsylvania - Greater Lehigh Valley & Pocono Region
Role: Photography Intern
- 2022 Boston University School of Medicine | Boston, MA
Roles: Video Editor & Graphic Designer for Head Impact & Trauma Surveillance Study (HITSS) at Boston University's Chronic Traumatic Encephalopathy (CTE) Center (Apr. 2022 - Aug. 2023)

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

2025	Graduate Assistant Student Tuition Scholarship
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

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

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)

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, Wix Studio, Squarespace, WordPress, MacOS, Windows, iOS

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
- Administrative Professional Foundations | LinkedIn
Issued Jun. 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