

Nicole (Alexa) Mayerhofer, M.A.

CURRICULUM VITAE

EMAIL: MAYER706@UMN.EDU

International educator and media researcher with expertise in digital media cultures, cross-cultural communication, and audience engagement. Experienced in teaching and mentoring diverse student populations, leading global research projects on K-drama, anime, and K-pop, and coordinating intercultural programs in China and Japan. Dedicated to inclusive education, public scholarship, and fostering global media literacy.

Education

Ph.D., Communication Studies, University of Minnesota, Twin Cities

SEPTEMBER 2023 — PRESENT

M.A., Professional Communication, Southern Utah University, Cedar City

SEPTEMBER 2021 — FEBRUARY 2023

B.A., English- Creative Writing, Southern Utah University, Cedar City

SEPTEMBER 2010 — DECEMBER 2016

A.S., General Education, Southern Utah University, Cedar City

AUGUST 2008 — APRIL 2010

Courses Taught/ Assisted

COMM 3263W - Media Literacy, University of Minnesota

SEPTEMBER 2025 — PRESENT

COMM 1313W - Analysis of Argument (Online Synchronous), University of Minnesota

SEPTEMBER 2024 — MAY 2025

COMM 3211 - Introduction to Media Studies- *Assisted*, University of Minnesota

SEPTEMBER 2024 — DECEMBER 2024

COMM 1101- Public Speaking as Advocacy, University of Minnesota

SEPTEMBER 2023 — APRIL 2024

COMM 3601 Introduction to Rhetorical Theory- *Assisted*, University of Minnesota

SEPTEMBER 2023 — DECEMBER 2023

COMM 1030- Introduction to Social Media (Online Asynchronous), Southern Utah University

JANUARY 2023 — APRIL 2023

COMM 1010- Introduction to Communication, Southern Utah University

SEPTEMBER 2021 — DECEMBER 2022

ENG 2600 Introduction to Critical Theory- *Assisted*, Southern Utah University

JANUARY 2015 — APRIL 2015

ENG 2010 Intermediate Academic Writing- *Assisted*, Southern Utah University

JANUARY 2015 — APRIL 2015

International Education & Cultural Exchange Experience

American Studies Center Program Coordinator

Hunan Normal University, China — 2015–2016

- Designed and facilitated cross-cultural programming for Chinese and international students.
- Supported international education initiatives and mentored students on cultural adjustment.
- Collaborated with university staff to support a bilingual learning environment.

English Teaching Internship

Hakodate Middle School, Japan — Summer 2015

- Taught English language and American culture through interactive lessons.
- Promoted intercultural understanding through classroom facilitation and cultural exchange activities.

Relevant Experience / Media Projects

Ad Hoc Reviewer

Journal of Television and New Media

Communication Studies Graduate Student Association Officer and Committee Member

- *Undergraduate Committee- Participated in scholarship award committee and undergraduate curriculum assessment.*

SEPTEMBER 2024- APRIL 2025

- *Treasurer- Managed and maintained the budget for the Communication Studies Graduate Student Association.*

SEPTEMBER 2023-APRIL 2025

- *Governing Convention Committee- Participated in departmental wide policy change discussions.*

SEPTEMBER 2023- APRIL 2024

YouTube Creator

Created and managed a reaction-based YouTube channel focused on Korean and Japanese popular music, engaging a global audience, applying principles of media literacy and audience analysis fostering cross-cultural dialogue and media engagement.

OCTOBER 2023-PRESENT

Conferences

The International Society for the Study of Behavioural Development Conference, Incheon SK

JUNE 2026

Poster: *Beyond the Vigil: Homophilic Support and Collective Mourning in K-pop Fandoms*

Korean American Communication Association Conference, Honolulu

JANUARY 2026

Competitive Paper: *Defining Cultural Identity: Meaning-making of “Korean-ness” for Transnational Korean Adoptees*

National Communication Association Conference, Denver

NOVEMBER 2025

Interpersonal Communication Division

Research in Progress Roundtable: *Digital Vigil: Fandom, Social Support, and Collective Mourning on Reddit*

Popular Culture Association Conference, New Orleans

APRIL 2025

Asian Popular Culture Division

Competitive Paper: *Bordering Netflix*

National Communication Association Conference, New Orleans (*Top Student Paper*)

NOVEMBER 2024

Theatre, Film and New Multi-Media Division

Competitive Paper: *The Marketization of Skinship*

Midwest Popular Culture/American Culture Association Conference, Chicago

OCTOBER 2024

Rhetorical Studies Section

Competitive Paper: *For the Glory: The Moralization of Revenge*

World Social Science Association Conference, Tempe

APRIL 2023

Communication Studies Section

Competitive Paper: *The Virgin's Dilemma*

Western States Communication Conference, Phoenix

FEBRUARY 2023

Organization for Research on Women and Communication

Competitive Paper: *G-Roe-ing Rage: An analysis of how the public used images to communicate their feelings of Roe v. Wade on social media*

Honors & Awards

Bart, Browne, Ziebarth & Rarick Media Studies Fellowship, UMN | *Summer 2025*

Arle & Bill Haeberle Scholarship, UMN | *Summer 2024*

Sigma Tau Delta Honor Society, SUU | *Nov 2016*

President's Multicultural Scholarship, SUU | *2010–2011*

Published Works

Mayerhofer, A. (2026). Flowers of fire review: A patriarchal petri dish. *Feminist Pedagogy*, 7(1), Article 11.

<https://digitalcommons.calpoly.edu/feministpedagogy/vol7/iss1/11>

Yoon, D. B., & **Mayerhofer, A.** (2026). Speaking in the age of distraction: Attention, emotion, and interaction. In N. Linardopoulos & B. Householder (Eds.), *RU speaking 2.0*. Macmillan Learning. (in press)

Manuscripts in Progress

Mayerhofer, A. (submitted). Digital Vigil: Fandom, Social Support, and Collective Mourning on Reddit. *Journal of International and Intercultural Communication*.

Mayerhofer, A. (revise and resubmit). Bordering Netflix: Circuits of Korean drama genre under global VOD. *Asian Communication Research*.

Mayerhofer, A., Yoon, D. B., & Craveiro, N. F. (accepted by editor, under review). Defining Cultural Identity: Meaning-making of “Korean-ness” for Transnational Korean Adoptees. *The Korean Journal of Communication*

Yoon, D. B., **Mayerhofer, A.**, Austin, J. T., & Craveiro, N. F. (in progress). Proposing the Identity-Based Culture Group Theory: Understanding culture groups through the lens of identity anchors. *Communication Theory Textbook Chapter*.

Yoon, D. B., Craveiro, N. F., **Mayerhofer, A.**, Austin, J. T., & Chang, N. (submitted, under review) Identity-based culture groups: Discursive development of culture through identity anchors for adopted individuals. *Journal of Social and Personal Relationships*.

Employment History

Graduate Instructor at University of Minnesota, Minneapolis

SEPTEMBER 2023 — PRESENT

Graduate Instructor at Southern Utah University, Cedar City

SEPTEMBER 2021 — APRIL 2023

Mortgage Loan Processor at MGM Mortgage, Cedar City

MAY 2020 — JULY 2023

Corporate Training Specialist at Southwest Technical College, Cedar City

JUNE 2019 — MARCH 2022

Paraprofessional-Instructional Assistant at Iron County School District, Cedar City

SEPTEMBER 2019 — MAY 2020

Substitute Teacher K-12 at Kelly Educational Staffing, Cedar City

OCTOBER 2017 — OCTOBER 2019

English Department Teaching Assistant at Southern Utah University, Cedar City

SEPTEMBER 2014 — MAY 2015

Licenses

Elementary Education K-6 Teacher

Utah State Board of Education

JULY 2019 — JUNE 2020

Student Researchers Curriculum

Collaborative Institutional Training Initiative Program

SEPTEMBER 2021 — SEPTEMBER 2024, JULY 2025 — PRESENT

References

Dr. Kurt Harris from Southern Utah University

harrisk@suu.edu · (435) 586-1991

Dr. Kevin Stein from Southern Utah University

stein@suu.edu · (435) 586-7874

Dr. Lijie Zhou from Southern Utah University

lijiezhou@suu.edu · (435) 865-8074

Dr. Mary Vavrus from University of Minnesota

vavru001@umn.edu · 612-624-5515