

RELEVANT EXPERIENCE

Principal Content Strategist, Content Management, User Experience and Design, **Fidelity Investments**, Durham, May 2021 - Present

- Writes content and provides editorial guidance for external and internal content within the Retirement Income product area.
- Writes concise, approachable, and accessible content to guide users through digital experiences.
- Collaborates with business partners, UX designers, and user researchers to define content requirements and strategies that achieve business goals.
- Incorporates customer feedback, user research, and marketing data during content creation.
- Partners with other writers to share ideas and make recommendations that apply broadly across multiple channels.
- Explains and defends content decisions with business leaders and LRC and negotiates edits with grace and an open mind.

Content Strategist, Content Management, User Experience and Design, **Fidelity TalentSource**, Durham, Nov 2020 - May 2021

Senior Copywriter, Brand Creative, Creative Strategy and Digital Experience, **Blue Cross and Blue Shield of North Carolina**, Durham, Feb 2020 - Nov 2020

- Collaborated with designers and stakeholders to develop and execute brand campaigns.
- Wrote video scripts, social media content, landing pages, infographics, newsletters, and print ads.
- Worked with subject matter experts to develop consumer-first, on-brand content.

Communications Specialist, Content and Creative, Corporate Comms. and Creative, **SAS**, Cary, Sept 2019 - Jan 2020

Copywriter and Journalist of Sport, **THREE Group, Inc.**, Cary, July 2019 - Sept 2019

Visiting Assistant Professor of English at **University of North Carolina, Greensboro** (Aug 2018 - May 2019) and **Elon University** (Aug 2016 - May 2017)

Freelance Writer and **Creative Facilitator**

Clients include *The Fight and the Fiddle* (2021), The Justice Theatre Project (2021), UNC-CH (2021), *Our State* (2020 - Present), Duke Performances (2019 - Present), Pharmaceutical Product Development (2019), *Indy Week* (2018 - Present): articles at <https://indyweek.com/topics/jameela-f.-dallis>, and the North Carolina Museum of Art (2017 - Present).

Assistant, Managing, and **Consulting Editor**, *Southern Literary Journal*, UNC-CH, Aug 2011 - May 2015

SELECTED PUBLICATIONS AND TALKS

Selected Poetry: "ancestors" and "I, Origin" in *Honey Literary* 1. Feb 2021.

"Valentine's Day: A poem for Chandra on the third anniversary of her death." *Thoughts on the Power of Goodness*. Eds. Jaki Shelton Green and Timothy F. Crowley, Chapel Hill Press, 2020.

Selected Articles: "Inventing New Ways to Be." *Our State*, Oct 2020. pp. 56 - 62.

"Ebony G. Patterson Drenches the Nasher in Mourning Glory." Art Review. *Indy Week*.

"The Black Atlantic." Decoded: A Duke Performances Journal, Spring 2020. pp. 21 - 22.

"The Strange Immortality of Henrietta Lacks." Art Review. Indy Week.

Book Chapters: "Through the Eyes of the Monster: Angela Carter's 'The Lady of the House of Love.'" *Monsters and Monstrosity from the Fin de Siècle to the Millennium.* Eds. Rebecca A. Brown and Sharla Hutchison. Jefferson, NC: McFarland, 2015. pp. 92 - 110.

"'Life Refusing to End': The Transformative Gothic in Shani Mootoo's *Cereus Blooms at Night.*" *Undead Souths: The Gothic and Beyond in Southern Literature and Culture.* Eds. Eric Gary Anderson, Taylor Hagood, and Daniel Cross Turner. Baton Rouge, LA: LSU Press, 2015. pp. 224 - 235.

Selected Talks: "The Women in the Night: Monstrous Femininity in Toni Morrison's *Tar Baby.*" The Monstrous Feminine: Contemporary American Literature and Culture Roundtable. Northeast Modern Language Association Convention, Washington D.C. March 2019.

"Some Girls You Marry, Some Girls You Love': Deadly Love in Rosa Guy, Jean Rhys, and Lee Smith." American Literature Association Symposium, New Orleans, LA. September 2017.

"Encountering the Fantastic in Lee Smith's *Oral History* and Jean Rhys's *Wide Sargasso Sea.*" Society for the Study of Southern Literature Conference, Boston, MA. March 2016.

FELLOWSHIPS

- William N. Reynolds Fellow. Royster Society of Fellows at UNC-CH. 2008 - 2016.
- Center for the Study of the American South Graduate Student Travel Grant. UNC-CH. 2016.
- Deborah Warren Shelton Endowment for Graduate and Undergraduate Students Travel Award. UNC-CH. 2016.
- Blyden and Roberta Jackson Fellow. Dept. of English and Comparative Literature. UNC-CH. 2015.
- Distinguished Teaching Fellow. Dept. of English and Comparative Literature. UNC-CH. 2014.
- UNC-CH Dept. of English and Comparative Literature Graduate Student Travel Grant. Received 2013, 2011, 2009.
- Reba Rutz Beidleman Memorial Endowed Scholar. Dept. of English at UNM. 2008.
- Ronald E. McNair/Research Opportunity Program Scholar. UNM. 2007.

TECHNICAL SKILLS

Figma, Mural, Jira, eReview, MS Office Suite, Google Suite, Adobe Experience Manager, Content Management Systems

SERVICE

Board Member and **Curatorial Committee.** The Carrack Modern Art, March 2018 - Jan 2021

Strategic Consultant. Pierce Freelon for Mayor Campaign, Nov 2017

EDUCATION

Ph.D., English, 2016 and **M.A., English, 2010**, Department of English and Comparative Literature, University of North Carolina, Chapel Hill (UNC-CH)

B.A., English, 2007, Department of English, University of New Mexico, Albuquerque

Honors: *summa cum laude*