

A L I C I A M A R A

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EDUCATION

University of California, Los Angeles 2023 – Jun 2025
Master of **Library and Information Science**, Specialization in **Archival Studies** (GPA: 4.0)
Digital Humanities Certificate

University at Buffalo, The State University of New York 2009 – 2013
Bachelor of Arts in International Studies and Music, Minor in Mandarin Chinese (GPA: 3.6)

TEACHING EXPERIENCE

Lecturer: IS 262A Data Management and Practice Sept 2025 – Present
University of California, Los Angeles Los Angeles, CA

- Update and expand existing course syllabus to strengthen the bridge between theory and applied practice
- Design and deliver all lectures and lab materials for 28 graduate students, including slides, technical labs, and in-class group activities that address real data management problems from libraries, archives, and museums, emphasizing cross-domain application
- Invite guest speakers from the MLIS field who support researchers in practice, connecting course concepts to professional workflows and research support roles
- Create scaffolded project milestones that guide students from proposal to final project, ensuring clarity and consistency across deliverables
- Apply expertise in informatics and systems of visibility to help students analyze how data and metadata shape access within research and cultural heritage infrastructures
- Design and manage the course BruinLearn site with a UX-informed structure that includes clear weekly modules, reading discussion forums, and accessible materials to support multiple learning styles

Teaching Assistant: DH 120 Social Media Data Analysis Sept 2024 – Dec 2024
University of California, Los Angeles | Dr. Dominic Thomas Los Angeles, CA

- Collaborated with the lead instructor to co-develop the course structure and content, including overall syllabus design, weekly lab classes, and the final project
- Designed and led two weekly lab sessions, teaching Python for data analysis, cleaning, and visualization, covering data management, metadata, and visualization techniques using Pandas, NLTK, and Matplotlib
- Delivered a full guest lecture to the 120 undergraduate student cohort on the ethical implications of proprietary algorithms, focusing on platform control, algorithmic bias, and how systems shape user behavior and online visibility
- Created weekly project check-ins, scaffolding tools, and grading rubrics to support students through the final project process to ensure clarity, consistency, and strong final submissions
- Provided individual support to students across disciplinary backgrounds during office hours, fostering inclusive data literacy and digital research confidence; received a 100% satisfaction rate from responding students on teaching evaluations

ACADEMIC AND RESEARCH EXPERIENCE

Graduate Student Researcher: UX & Instructional Design Jan 2025 – Jun 2025
University of California, Los Angeles | Dr. Noopur Raval Los Angeles, CA

- Designed user-centered, accessible syllabus websites for four undergraduate courses in the DataX department, prioritizing clarity, equity, and intuitive design
- Created visual identities for each course including layout, design, and imagery in line with style guidelines to enhance navigability and facilitate student engagement

- Coordinated logistics and communications for the *UX in LIS* Speaker Series, supporting event execution and promotion

Capstone Project: DH Exploration of Networks, Themes, & Ideology

Apr 2025 – Jun 2025

The Wende Museum | Dr. Miriam Posner

Los Angeles, CA

- Cataloged individual issues of *USSR in Construction*, developing detailed metadata entries that capture editorial, visual, geographic, and thematic content
- Utilized OpenRefine to normalize contributor and place names across multilingual datasets
- Created an exploratory Kumu network visualization to analyze and visualize connections across early issues, revealing editorial patterns and ideological trends, supporting researcher discovery through an intuitive interface

Research Assistant: Tech Workers & Social Media Study

Apr 2024 – Jun 2025

University of California, Los Angeles | Dr. Noopur Raval

Los Angeles, CA

- Assisted Dr. Noopur Raval on study design and data analysis for a forthcoming peer-reviewed publication
- Executed qualitative research on how tech workers use social media for job searching, skill acquisition, and sensemaking while navigating post-layoff transitions
- Performed digital ethnography, collected and analyzed social media data, and led semi-structured interviews

ARCHIVAL AND MUSEUM EXPERIENCE

Museum Object Photographer & Digital Collections Specialist Contractor

Jul 2025 – Present

The Wende Museum

Los Angeles, CA

- Digitize museum objects by creating high-resolution surrogates for preservation and online access
- Photograph and process each page of bound or multi-page objects, producing accessible e-book-style viewing formats on Issuu
- Edit, color correct, and standardize images to ensure consistency, historical accuracy, and usability across digital platforms

Metadata & Description Analyst Intern

Apr 2025 – Jun 2025

The Hammer Museum

Los Angeles, CA

- Conducted an anti-racist metadata audit of over 2,000 object records for the Grunwald Center for the Graphic Arts, identifying harmful, outdated, or biased language in museum description metadata
- Used TMS and NetX to compare data fields, flag inconsistencies, and assess representational bias
- Designed a remediation tracking system and delivered a findings report with recommendations for improving future metadata practices

Collections Intern

Jan 2025 – Apr 2025

The Wende Museum

Los Angeles, CA

- Cataloged and processed Cold War-era artifacts using Mimsy XG, including contextual research, physical rehousing, and object photography
- Lead digitization of the museum's *USSR in Construction* magazine holdings, producing high-resolution surrogates and creating accessible digital flipbooks for the museum's digital collections portal
- Developed metadata normalization guidelines to support future accessions and consistency

Museum Archivist Intern

Sept 2024 – Mar 2025

Los Angeles County Museum of Art (LACMA)

Los Angeles, CA

- Created DACS-compliant finding aids in ArchivesSpace to accurately describe and catalog collections, enhancing accessibility for historical records from the LACMA Press Office
- Rehoused and organized materials with best practices in archival arrangement and preservation, focusing on the long-term care and accessibility of museum assets
- Developed the Balch Art Research Library's Digital Asset Management System (DAMS) using CONTENTdm, building the backend infrastructure and metadata framework to support long-term access

- Built a workflow that leverages the Internet Archive API to batch-upload select public domain artist materials for discoverability

Independent Study: Exhibition Records Digitization

Sept 2024 – Dec 2024

The Fowler Museum at UCLA | Dr. Robert Montoya

Los Angeles, CA

- Collaborated directly with the Collections Manager and Registrar to digitize and catalog exhibition records, integrating them into Argus CMS to enhance accessibility and linkage between objects and exhibitions
- Established and applied standard naming conventions for digitized files, ensuring consistent organization, efficient retrieval, and alignment with collection management best practices
- Designed and implemented workflows for digitizing collections, managing digital surrogates, and tracking physical artifacts, addressing gaps in existing records to support comprehensive collection documentation
- Developed a digital preservation plan focused on sustainable storage, backup, and long-term accessibility, with adaptable strategies tailored to support institutions with limited resources

DIGITAL MARKETING AND COMMUNICATION EXPERIENCE

Digital Content Manager

Sept 2014 – Present

Levitate Style LLC

New York, NY and Los Angeles, CA

- Oversee all day-to-day operations, managing communications with clients and agencies, project management, and financial operations, working across all stages of all social media content creation: photography, videography, and editing
- Track and monitor search engine traffic, create weekly Google Analytics reports, and analyze metrics across all platforms for trend forecasting, developing metrics and KPI goals
- Manage photo and video digital archive, ensuring organization and accessibility for future use
- Author lifestyle and travel articles, generating over 1 million total website views

Communications Intern

Apr 2025 –Jul 2025

The Wende Museum

Los Angeles, CA

- Produced multimedia content (videos, reels, and posts) in line with museum pedagogy to promote exhibitions and programs, tailoring curatorial knowledge into platform-specific content to deepen audience engagement; increasing reach by 74.5% on Instagram and 1,186% on TikTok within 90 days
- Created an institutional content calendar, organized assets thematically, and implemented naming conventions to enable cross-department collaboration and continuity
- Authored a detailed Communications Offboarding Report and Internship Guidance Document, establishing onboarding workflows, best practices, and a framework for future interns to build upon
- Advocated for sustainable digital practices by connecting communications work to collections care and proposing long-term file and metadata management strategies

PEER-REVIEWED PUBLICATION

Mara, A. "Commodifying Users: A Marxist and Fuchs Examination of Instagram's Algorithmic Feed and its Societal Implications." *InterActions: UCLA Journal of Education and Information Studies*, forthcoming Fall 2025.

TECHNICAL SKILLS AND STANDARDS

Data Management and Sharing: APIs, Internet Archive, GitHub

Data Analysis and Cleaning: OpenRefine, Python (Pandas, NLTK, re, langdetect), R, Voyant

Digital Asset Management: CONTENTdm, Piction, NetX

Cataloging Standards: DACS, DCRM(B), EAD, ISAD(G), LCSH, MARC21, RDA

Collection and Database Systems: ArchivesSpace, Argus CMS, Mimsy XG, SQL, Salesforce, TMS

Machine Learning Tools and Methods: ResNet-50, Grad-CAM, UMAP, K-Means

Software: Adobe Suite: Bridge, Photoshop, Lightroom, Final Cut Pro

LANGUAGE PROFICIENCY

Mandarin Chinese (中文), Advanced Proficiency
French (Français), Intermediate Proficiency
Russian (Русский), Elementary Proficiency
German (Deutsch), Elementary Proficiency

PROFESSIONAL AFFILIATIONS

Advancing Digital Transformations in Museums
Association for Recorded Sound Collections
Society of California Archivists