

# PAVLA ROSENSTEIN

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## EDUCATION

### Yale University

2020 - present

- PhD in Assyriology – expected completion 2026
- *Whom does Inanna Prefer? Whom Does the Lord Favor?* Paper presented at AOS (2022)
- *Tizpatum: Princess, Petitioner, Prisoner.* Paper presented at ASOR (2021) and GEMANE 5 (2022)

### Goldsmiths College, University of London

2006 - 2007

- MA (Distinction) in Digital Technology: Cultural Form
- Arts and Humanities Research Council (AHRC) Award
- Dissertation: *What's the matter with ubiquitous computing? A critical appraisal of concepts and practical applications of ubiquitous computing in the age of normalisation of digital technologies and media*

### University of Cambridge

2001 - 2004

- BA (Hons) in History
- Cambridge Commonwealth Trust Academic Award
- Special Subject: 'Secret World,' historical analysis of intelligence service operations (KGB, MI6, CIA)
- Photo Editor, *Varsity* student newspaper
- Founder and Director of Clare College Arts Society; led the digitization of Clare College's art collection

## EXPERIENCE

### Academic Service & Research

- Social media (Instagram, Facebook) and public outreach assistant, Yale Babylonian Collection (2020 – present)
  - Grew Instagram following from c. 500 to c. 4000; created *AKKD 101* and *SUM 101* teaching materials
- Student worker, Yale Babylonian Collection Digitization project – scanning and translation work (2020-present)
- Organizer, Graduate Symposium in Ancient Near Eastern Studies (GSANES) (2022)
- Student representative, Graduate Student Assembly at Yale and NELC department (2020-2022)
- *History of Mathematics* – public lecture presented at the National Museum of Mathematics, NYC (2021)
- Image researcher and editor, Prof. Benjamin R. Foster, *A Brief History of Assyriology, 1850-1970* (2021)
- Research assistant to Prof. Danial Lashkari (Boston College) on an emerging bronze making technologies with Prof. Thomas Chaney (SciencesPo) (2021)

### Teaching

2001 - present

- Certificate of College Teaching Preparation (CCTP) – in progress.
- Instructor (PTAI), Elementary Akkadian for undergraduate and graduate students, **Yale**, (2021-22)
- English as a second language: group and individual tuition, **Skrivanek Agency**, Prague (2000-2001)

### Strategic communications, digital media

2004 - 2017

- Founded a strategic communications consultancy, **Pavla Kopecna Ltd** (2014-2017), with offices in London and New York. Managed communication and public relations (PR) campaigns for technology and non-profit clients, including Microsoft, IKEA, Mixcloud, Nominet Trust UK, Creative Skillset (UK government agency) securing coverage in major press, including *The Guardian*, *The Telegraph*, *BBC*, *CNN*, *Reuters*, *The Independent*, *AP*
- Co-managed a leading boutique PR consultancy, **Ladbury PR**, in London, UK (2010-2014), delivering PR and communication campaigns for the UN, British Council, Channel 4, Big Lottery Fund, Jazz FM, the Media Trust; nominated for CIPR Awards (2014) and listed in NMA Top 100 (2011)

- Communications Manager at digital agency **Zone** (2009-2010). Produced content for Channel 4’s London 2012 Paralympic Games website and established the agency’s social media presence and secured press coverage.
- Digital Project Manager at creative agency **VCCP** (2005-2006). Delivered digital projects for commercial clients, including Coca-Cola, Microsoft and Metro Media, managing the design and development teams.
- Graduate Management Trainee at **L’Oreal UK** (2004-2005). Delivered online marketing campaigns for Maybelline NEW YORK and Garnier brands; researched and monitored competitor and market trends.

**Fiction and non-fiction writing and translation** 2001 - present

- Author of *Brief History of Czech and Slovak Jews* for the Society for the History of Czechoslovak Jews
- Author of Nominet Trust social-tech trend predictions report 2018
- Author of an annual series of articles on social-tech for Nominet Trust, UK, 2015-2017
- Translator, Yale Interpretation Network and Khan Academy (see ‘Volunteer Work’)
- Czech to English translation, *Z deníku kocoura Modroočka* by Josef Kolář (1965), classic Czech children’s novel
- Slovak to English translation of a private archive of World War Two correspondence
- Author of public relations industry articles for *The Guardian*, 2014 - 2015
- Series of business interviews and Czech to English translations for *Industry Europe* magazine
- Series of freelance document translations for Skřivánek translations agency in Prague, Czech Republic

**Photography, film, music and journalism** 2004 - 2014

- Produced photography, short films and music videos for a range of clients and publications in the UK and US, including: *Vogue*, *The Guardian*, *Time Out*, *SPIN*, *Metro*, Warner Brothers, Jazz FM and Universal TV. Subjects include Pharrell Williams, M.I.A., Sir David Attenborough, Lily Allen, Riz Ahmed, Paloma Faith
- Solo photography exhibition *Hollywood Murders* with Paloma Faith, Tenderpixel Gallery, London (2007)
- Clash Magazine fashion editor (2007 – 2010): responsible for 16 pages of content (monthly)
- Plastique Magazine photo editor (2006 – 2008): responsible for all photography content (bi-annual)
- Dummy Magazine picture editor (2006 – 2007): responsible for all photography content (monthly)
- Internship with award-winning photographer and *Dazed and Confused* magazine founder Rankin (2007)
- Professional Diploma in Photography, London College of Communications, University of London (2007)
- Founder of a monthly “indiepop” music night with coverage in *The Guardian*, *The Times*, *Metro*, *BBC 6 Music*

**VOLUNTEER WORK**

**Yale Farm, New Haven, CT** 2020 - present

Seeding and harvesting work on Yale University’s non-profit farm

**Yale Interpretation Network, New Haven, CT** 2020 - present

Translate legal and administrative documents from Czech to English pro bono for immigrants to the US

**Board Member, Society for the History of Czechoslovak Jews, New York, NY** 2019 - present

Created the Oral History Project, authored a *Brief History of Czech and Slovak Jews*, redesigned the website.

**Literacy Volunteer, Family Centers, Greenwich, CT** 2017 - 2020

Created and delivered a literacy program for 4-year-old preschoolers; a weekly reading and talking session themed around the letters of the alphabet, followed by drawings inspired by each story

**Governor, Newington Green Primary School, London, UK** 2012 - 2015

Served on the board of a local school (Newington Green Primary) to help improve education outcomes

**Mentor, Friendship Works, London, UK** 2010 - 2015

Mentored a teenage girl with dyspraxia and autism from a single-parent low-income family through high school

## ADDITIONAL INFORMATION

### Professional and language skills:

- Microsoft Office, Adobe Suite, Web design and editing (Squarespace), photography, film
- Bilingual: Czech and English; intermediate French, German, Hebrew; read Slovak; limited comprehension of Polish, Russian, Serbo-Croat; academic knowledge of Akkadian and Sumerian, beginner Hittite.

### Awards:

2014: CIPR Outstanding Small Consultancy (finalist)

2011: NMA Top Digital PR Agencies

2006: Guardian Travel Photography competition winner

2003: Clare College, Cambridge University Photography Award Winner (finalist 2004)

### Selected publications:

- *Brief History of Czech and Slovak Jews* (Society for the History of Czechoslovak Jews, 2019)
- *Move Over Edina Monsoon: meet today's six mighty beasts of PR* (*The Guardian*, 2015)
- *Lowly Servant? The PR's position in handling celebrities* (*The Guardian*, 2015)
- *Getting Positive PR for Your Project is Simpler Than You Think* (*Huffington Post*, 2015)
- *Tantrums and Hurt Feelings – the Reality of becoming British* (*Huffington Post*, 2014)
- *Nigella Lawson and the Power Battles of Britain* (*Huffington Post*, 2014)

### Interviews:

- *Media training and storytelling*, panel interview, *Legal Talk Network* (2016)
- *Behind the headlines with Pavla Kopečna*, interview, *Gorkana* (2012)
- *Behind the lens: Pavla Kopečna*, interview, *Societe Perrier* (2012)
- *Mademoiselle Robot loves...Pavla Kopečna*, interview, *Mademoiselle Robot* (2008)
- *Photographer Pavla Kopečna*, an interview, *Fever Zine* (2008)
- Interview with Steve Lamacq on BBC 6 Music about indiepop music night (2008)
- *10 Questions with Pavla Kopečna*, interview, *Strange Digs* (2008)
- *Portrait of the Artist: Pavla Kopečna and Paloma Faith*, interview, *Supersweet* (2007)
- *Newcomer*, interview, *Komfort* magazine (2007)

### Non-academic talks:

- Guest speaker, *alt.Legal* conference at University of Pennsylvania about the future of legal technology; presented on effective communications strategies for legal tech start-ups (2016)
- Guest speaker at Taylor Bennett Foundation/ University of London Lecture Series for BAME (Black, Asian and Minority Ethnic) students and graduates on careers in the PR sector (2015)
- Delivered a talk on photography and future trends at *Design Future*, Ravensbourne College (2009)

### Non-academic interests:

- Literature (Tolstoy, Kafka, Orwell, Stefan Zweig, Božena Němcová, Karel Čapek, Karel Poláček)
- Literary composition (short stories, poetry, children's novel *The Shipwrecked Dragon* - submitted to agent)
- Photography and art (medium format film photography, super8 cinematography, abstract painting)
- Tennis (British team under-14, competed at international level under-18, currently Yale Tennis Club Team)
- Travel and hiking (broad exploration of Europe, North America, Japan and New Zealand)
- Cooking and baking (regular bread baker, food history reader, collector of family and historic recipes)
- Gardening and agriculture (volunteered at local land trust and community gardens; grew own vegetables)