



# ACE Advice



Practical Experience | Expert Insight

## A Virtual Chat with Aimee Hosemann



MA Biological Anthropology  
PhD Sociocultural &  
Linguistic Anthropology



Southern Illinois  
University Carbondale



Specialty/Research Focus:  
Communication &  
Linguistics

My master's thesis compared primate long call frequencies in relation to habitat type, density, and a variety of other factors. My dissertation studied the musical and linguistic structures of "sad songs" performed by Kotiria women from the Northwest Amazon of Brazil.

I am now a writer/researcher working remotely for RHB, a higher education consultancy in Indianapolis, IN. Using ethnographic interviewing and observation skills, I write marketing materials like student recruitment emails and web content. I also do on-site interviews with students, faculty, and staff at different campuses to get a sense of how each is distinctive. I also assist with assessments of marketing and communications departments at universities so they can function more effectively. Finally, I also pitch in on specialized research projects, write blog posts for [rhb.com](http://rhb.com), and do copy editing. I use my skills of analyzing the relationship between language and identity and how people use verbal art every day. I heavily rely on my ability to observe, figure out the right questions to ask, and to look for connections that help me understand a campus's identity.

I've been adjunct faculty at several campuses and have also been an editorial assistant for the academic journal *Identities: Global Studies in Culture and Power*. I worked as a student tele-fundraiser for the Southern Illinois University Foundation, which was a critical experience in higher ed marketing that helped me develop a strong client focus. Prior to graduate school, I was a copy editor at two daily newspapers. I've also been a freelance academic editor for several years. My newspaper work trained me to work on a deadline for a for-profit entity—and in putting audience needs and interests at the forefront.

I've been with RHB full time since Jan. 2020. I found this job through the *Chronicle Vitae* website, under the tab for non-academic positions, in August 2018. I saw the ad, and it sounded like it was written for an anthropologist. I applied, thinking it was either a perfect fit or just not going to work. The application required three writing samples, so I chose a variety in hopes something would be interesting to them. I had a phone interview with three high-level staff and was invited for a three-hour, in-person interview to meet them and a graphic designer who would be one of my closest coworkers. I was asked about my work processes, ability to collaborate with others and about how I would talk to 16- to 17-year-olds about deciding where to go to college. I went on to do two contract jobs with the firm as "auditions" before getting my full-time offer in Aug. 2019. I finished my last semester of university teaching in Dec. 2019 and am so glad I made the switch.

Online  
Office Hrs



See our list of  
events to register  
for Aimee's  
upcoming office  
hours.