**Marisa C. Gonzales**

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**Education\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

2021-present PhD candidate in Sociology

University of North Texas

- Dissertation Title: “*She’s Got the Look”: Female Student-Athletes’ Experiences with NIL*.

- Committee: Matthew Painter, Katherine Sobering, William Scarborough, Tracy Everbach

2007-2009 MA in Sociology

Texas Woman’s University

1998-2004 BA in Sociology

University of Kansas

**Research and Teaching Interests\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Social Inequality; Race & Ethnicity; Intersectionality; Gender; Qualitative Research Methods; Entrepreneurship among college athletes

**Publications\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Gonzales, Marisa & Jeremy Short. 2024. “Influence, participate, or sit the bench?

Entrepreneurial variance in NIL engagement among female athletes.” *Journal of Business Venturing Insights* (submitted).

**Work in Progress\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Gonzales, Marisa and Cheryl Childers. *Breaking Out of the Box? Gender, Pro Footballers and Media Coverage in Sports Illustrated.* [Manuscript in Preparation].

**Grants\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

2024 American Athletic Conference Consortium Grant ($15,000)

2023 University of North Texas Department of Sociology Dissertation Grant ($500)

**Academic Teaching Experience \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

2023-present *Adjunct Instructor*, Department of Sociology and Anthropology, Texas Christian University

* Introduction to Sociology, Social Problems

2021-present*Instructor of Record***,** Department of Sociology, University of North Texas

* + - * Social Problems, Sociology of Sexuality, Sociology of Sport

2015-2021 *Lecturer & Adjunct Instructor,* Department of Sociology & Anthropology, Washburn University

* + - * Introduction to Sociology, Sociology of Deviance, Sociology of Disasters, Social Problems, Sociology of Sport

**Academic Support Experience\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

2020-2021 *Degree Auditor,* Office of the Registrar, Washburn University

Degree audit encoder responsible for building and maintaining accurate degree evaluations. Maintains compliance with college degrees & programs with college catalogs. Processes academic record transactions audits using Scribe**.** Serve as a problem solver for degree audit issues as they occur. Awards degrees and maintain working knowledge of all the requirements students need to graduate.

2011-2013 *Academic Advisor,* Student Success Center, Allen Community College

Advised students on course selection and degree planning, providing guidance on academic pathways. Assisted with transfer preparation to four-year institutions, ensuring a smooth transition and continued academic success.

2011-2011 *College Completion Specialist,* Student Success Center, Allen Community

College: Led outreach initiatives to re-engage former students and encourage degree completion. Provided academic advising, resources, and support to help students navigate barriers to returning to school. Collaborated with university departments to develop targeted strategies for student retention and success. Conducted outreach campaigns through email and phone to guide students through the re-enrollment process*.*

**Academic Presentations\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Gonzales, Marisa & Jeremy Short. (2025. April 3-5) “Influence, participate, or sit the bench?

Entrepreneurial variance in NIL engagement among female athletes.” Southwestern Social Science Association Annual Meeting. Las Vegas, NV.

Marisa Gonzales. 2024. “She’s Got the Look”: Female Student-Athletes’ Experiences with Name, Image and Likeness.” North American Society for Sports Sociologists Annual Conference. Chicago, Il.

Marisa Gonzales. 2024. “She’s Got the Look”: Female Student-Athletes’ Experiences with Name, Image and Likeness.” Southwestern Social Science Association Annual Conference. New Orleans, LA.

Childers, Cheryl, and Marisa Gonzales. 2019. “Breaking Out of the Box? Gender, Pro Soccer Players, and Media Coverage.” Midwest Sociological Society Annual Conference. Chicago, IL.

Gonzales, Marisa 2009. “The Difference in Used: White, Black and Multiracial Women in Men’s Magazines” Southwestern Social Science Association Annual Meeting. Denver, CO.

Gonzales, Marisa. 2009. “The Green Burial Movement: Reworking the Relationship Between Death and Society” Southwestern Social Science Association Annual Conference. Denver, CO.

**Professional Service\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

2024- *CLASS Strategic Plan Steering Committee,* University of North Texas.

Served on a committee developing a strategic plan to enhance UNT’s mission and align the College of Liberal Arts and Social Sciences (CLASS) with the university’s goal to *Amplify Human Potential to Propel Transformation*. Collected and analyzed data to inform a targeted, responsive plan for the college’s growth and impact.

2019-2020 *Hostile Terrain 94 Committee,* Washburn University.

Collaborated on the installation of an interactive art exhibit at Washburn University (Fall 2020). Organized and facilitated campus and community events for participant engagement. Assisted with exhibit setup and coordination.

**Participation in Professional Associations\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

2024- American Sociological Association

2021- North American Society for Sports Sociologists

2024- Southwestern Social Science Association

2023- Scholars Enlightened Engaged Disrupting Structures Program of NASSS