

Marshall Piros

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Profile

Detail-oriented technical and marketing communicator with experience writing knowledge base documentation, freelance feature articles, marketing copy, and academic publications. Great at turning complex information into clear, engaging content for diverse audiences.

Education

California Polytechnic State University, San Luis Obispo | Graduation date: June 2026

- Bachelor's Degree in Communication Studies with minors in Technical and Professional Communication and Science Communication
- GPA: 3.98
- Outstanding Undergraduate Research Award; Academic Excellence Award; Recognition for Service to the Department [Departmental Honors Conferred upon Graduation]

Experience

Information Technology Services (ITS) Student Knowledge Base Content Writer, San Luis Obispo, CA | Cal Poly ITS | March 2024 – June 2026

- Created employee- and student-facing knowledge base resources to help campus users understand and navigate technology services
- Collaborated with the ITS Service Desk teams and other stakeholders to update and improve support documentation so the knowledge base is clear, fast to access, and meaningful
- Responded to documentation requests for new articles and managed content updates
- Translated technical information into accessible formats to improve self-service access

Make: Magazine Freelance Writer, Remote | Make: Community, LLC. | July 2021 – present

- <https://makezine.com/author/marshall-piros>
- Conduct interviews over email and Zoom with inventors and creators from across the world to learn about their creative projects and pursuits for a recurring column called "Made on Earth"
- Translate technical information from interviews into profiles accessible to any audience
- Demonstrate attention to detail in editing and proofreading articles for accuracy, grammar, and clarity

Marketing Copywriting Intern, Remote | Princess Cruises | June – August 2025

- Produced marketing copy aligned with brand voice for creative campaigns, email campaigns, blogs, and websites
- Revamped the historical copy matrix to support content optimization, increasing usability for marketing teams and reinforcing alignment across channels
- Supported cross-functional communication workflows and creative briefs, ensured accuracy and alignment across projects
- Collaborated across marketing and creative teams to support communication initiatives, manage deliverables, and meet project deadlines

Social Media Community Manager & Copywriter, San Luis Obispo, CA | Cal Poly Quarter Plus Program | April – August 2024

- Managed the editorial calendar and content creation for the Quarter Plus program's Facebook and Instagram channels, maintaining consistent communication and audience engagement
- Maintained flow of content and monitored channels for reputation management

Academic Mentor & Learning Assistant, San Luis Obispo, CA| Cal Poly Quarter Plus Program | August – September 2023 and 2024

- Facilitated onboarding and transition experiences for incoming students by providing training, academic guidance, mentorship, and support
- Coordinated group activities to foster a positive and inclusive environment, promoting student engagement and collaboration

Skills & Abilities

- Writing & Editing: Copywriting, editing, and proofreading for marketing, technical, and feature content; experience updating copy style guides and ensuring content accuracy
- Organizational Communication & Process Operations: Documentation, user support materials, knowledge management, workflow optimization, and project coordination
- Content Creation: Creating documentation and knowledge base articles; managing editorial calendars and social media content
- Research: Experience conducting academic research, interviews, literature reviews, and qualitative analyses
- Communication & Collaboration: Strong interpersonal skills; experience working across academic, corporate, and creative teams; proven ability to independently manage projects
- Digital Tools: Microsoft Office Suite, SharePoint, Canva, Confluence, JIRA, Asana, Hootsuite, and generative AI tools including ChatGPT

Conference Presentations

- Conducted qualitative interviews with faculty and students to understand organizational adoption of emerging technologies
- Analyzed themes related to technology change, policy development, AI literacy, and employee/student experiences
- Presented findings at regional and state conferences

Conference Manuscripts under Review

Piros, M. & Adams, A. (2027, January). *Adapting to ChatGPT Edu: A Case Study of AI Uses and Gratifications in Higher Education*. Paper to be presented at the 60th Hawaii International Conference on System Sciences (HICSS), Waikoloa, HI.

Adams, A., Rutherford-Patten, M., Daughtery, D., Piros, M., Borchard, L., Cheng, S., Cheng, S., & Macdonald, S. (2027, January). *"AI Literacy? I Have No Idea What That Means:" Conceptualizing AI Literacy in the Age of Generative AI*. Paper to be presented at the 60th Hawaii International Conference on System Sciences (HICSS), Waikoloa, HI.

Refereed Conference Papers

Piros, M. & Marrs, K. (2026, December). *Beyond the CSU AI initiative rollout: Exploring the continued uses, gratifications, and literacy of generative artificial intelligence integration at Cal Poly, San Luis Obispo*. Paper presented at the 51st Social Science Student Symposium, Fresno, CA. *Recipient of Best Qualitative Paper Award [\$1,000]

Piros, M. & Adams, A. (2026, February-March). *Adoption and resistance to AI: A case study of ChatGPT's rollout in the CSU system*. Paper presented at the 96th Western States Communication Association Convention, San Diego, CA.

Piros, M., Kutrosky, C., Marrs, K., & Valle, A. (2025). *The effects of influencer type on purchase intention, advertiser credibility, and brand perception*. Paper presented at the 50th Social Science Student Symposium, Carson, CA.

Posters

Piros, M., Marrs, K., & Adams, A. (2025). Adoption & Resistance. A Case Study of ChatGPT's Rollout in the CSU System. Poster Session at the Inaugural AI Convening Event. Cal Poly Academic Affairs.

Awards & Achievements

- 2026 Cal Poly College of Liberal Arts Summer Undergraduate Research Program Recipient [\$3,500]: Selected to conduct research for *Archiving Science Fiction Metaphors in AI Discourse*
- 2026 SSRIC Award for Best Use of Qualitative Data at the 51st Social Science Student Symposium [\$1,000]
- 2026 Media & Communication Studies Research Initiative (MC-Cal Poly) Student Travel Grant [\$900]
- 2025-26 & 2024-25 Lambda Pi Eta (National Communication Association Honor Society). Executive Board Treasurer
- 2025 Media & Communication Studies Research Initiative (MC-Cal Poly) Student Travel Grant [\$275]
- 2024-25, 2023-24, 2022-23 Cal Poly San Luis Obispo President's List for Academic Achievement
- 2024-25 Alonzo F. Farrow Scholarship Recipient [\$1,500]
- 2023 "The Air We Breathe," essay published in *Fresh Voices* textbook for ENGL 134: Writing and Rhetoric at Cal Poly.