

Clarence Wigfall
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323-424-8764 clarence.wigfall@cgu.edu

Personal Statement

Embraces Responsibility for Complex Projects
Thrives on Finding Novel Solutions to Experimental Challenges
Sensitively Tuned to People: Producers - Participants - Recipients - Leaders
Highly Adaptive to Rapidly Changing Circumstances

Graduate student with broad media production and organizational experience leading administrative teams and production crews to successful short and long term outcomes in a wide variety of research, social, economic and policy environments. Now studying and working in social science and developmental biology research.

Education

MPH – Health Promotion, Education and Evaluation - Claremont Graduate University, May 2015.

PhD Student Claremont Graduate University
Enrolled Fall 2013 Claremont Graduate University. PhD Psychology Concentration Applied Social Psychology School of Organizational and Behavioral Science.

Enrolled Spring 2013 Claremont Graduate University. MPH Concentration Health Promotion, Education and Evaluation School of Community and Global health

BS degree, Science and Mathematics – Interdisciplinary Studies – The Convergence of Advanced Technologies and Communication Theory through State University of New York, Empire State College campus, graduation June 2011. Cumulative GPA 3.58

AA IT/Visual Communication through Phoenix University/AXIA College. Graduation June, 2009
3.83 Cumulative Grade Point Average

Research Support

Grant Number: 3 R01 DA032698-01A1S1
Principal Investigator: Crano, William D. 01/01/2014 – 12-31-2014
Project Title: Understanding and overcoming adolescents resistance to anti-marijuana ads
Institution: CLAREMONT GRADUATE UNIVERSITY
CFDA: 93.279 OC: 414C PCC: CV/ADA Award Issue Date: 06/20/2013

R01HL086322
Bellusci (PI) 06/01/2010 – 06/30/2013
Growth Factors in Lung Development

Wigfall CV

Post-Baccalaureate Diversity Supplement- Clarence Wigfall

The goal of this study is to determine the role of FGF signaling in the epithelium and mesenchyme during lung development.

R01HL074832

Bellusci (PI) December/2008 – 05/31/2010

Growth Factors and Smooth Muscle Cell Lineage During Lung Organogenesis

The goal of this study is to determine the role of b-catenin signaling in parabronchiolar smooth muscle cell formation during lung development.

A major accomplishment of my time with the Bellusci lab was the setup of a complete scientific media production studio in the lab. This tool has been used to improve scientific communication with other scientists as well as with the general public. Created and produced content focused on fibroblast growth factor 10 lung development research and maintained a website for the lab (www.belluscilab.com). Proficient with the advanced software needed to produce, edit and format video, audio and effects for physical, Internet and cellular distribution. Current library of 40 + videos. Constantly increasing stats show - over 11,000 page views, 6,000 video plays and visitors from over 31 Countries.

Positions and Honors

CGU School of Social Science, Policy and Evaluation Fellowship

CGU School of Community and Global Health Fellowship (2013-2015)

2014 Federation of American Societies for Experimental Biology (FASEB) BioArts Awardee

2010 – Present Member Society for Developmental Biology

2011 Empire State College (SUNY) Graduation Speaker

2010 Awardee Profile published in the NIH Special Edition Journal for Minority Medical Students

Selected Peer-reviewed Publications

Barthel, E. R., Speer, A. L., Levin, D. E., Sala, F. G., Hou, X., Torashima, Y., Wigfall, C. M., Grikscheit, T. C. Tissue Engineering of the Intestine in a Murine Model. *J. Vis. Exp.* (70), e4279, doi:10.3791/4279 (2012)

Tiozzo, C., De Langhe, S., Gianni Carraro, G., Al Alam, D., Nagy, A., Wigfall, C., Hajihosseini, M.K., Warburton, D., Minoo, P. and Bellusci, S. (2009) FGF10 (Fibroblast Growth Factor 10) plays a causative role in the tracheal cartilage defects in a mouse model of Apert Syndrome. *Pediatric Research* 66(4):386-90”

Acknowledged by the authors in the paper (El-Hashash AH, Turcatel G, Al Lam D, Buckely S, Tokumitsu H, Bellusci S and Warburton S (2011) *Eya1* controls cell polarity, spindle orientation, cell fate and Notch signaling in the distal embryonic lung epithelium. *Development*, in press).

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Wigfall CV

Government Funded Social Services Policy Research

Principal Investigator - Alcohol Services Usage of the Black Population of Sacramento County

Online Portfolio: www.clarencewigfall.com www.advancedscientificfx.com

Current Focus

Exploring Advanced Medical Research communication and production Applications through work with Developmental Biology/Regenerative Medicine and Experimental Advanced Radiology Laboratories at the Saban Research Institute while engaged in public health and social psychology graduate study.

January 2014 received commendation for video produced for the labs and cited by NIH as being instrumental in being awarded \$6million grant starting April 2014.

Advertising Experience

Creative Director C. W. Mackey Co. General Advertising: Wrote and Produced Radio and Television Commercials including eight years Media Buying, Producing and Directing commercials for Jimboy's Tacos, a thirty-two store restaurant chain headquartered in Sacramento, California; During a declining fast food market saw Jimboy's sales continually rise, ushered in their first Million Dollar stores.

Substance Abuse Prevention Campaigns: Wrote and Produced Television and Print Media and Transit Ads for Alcoholism Prevention and treatment that increased public awareness and enrollment for all major community treatment programs in the county.

Recruitment Television Campaign: Houston Police Department: Wrote and Produced Award Winning spots for Women and Minority Recruitment. The multi state campaign required additional recruiters in all regions where the spots ran to accommodate the unprecedented numbers of highly qualified minority and female applicants and initiated the transformation of the racial and gender balance of the police department.

Internet Development Experience

Strategist and executive lead for development of entertainment website, musicdistributors.com. Introduced Customer Service Awareness. Advocate for strong customer service ethic. Directed the efforts of programming teams in the U.S. and India in construction of relational database driven physical CD and digital download music sales platform. Site achieved 10s of thousands of hits per month, shut down due to death of owner/founder.

Consult and direct development of web sites and Social Media for individuals and businesses. Provide advice in areas of audio and video Internet applications and developing strategies to position platforms and sites to capitalize on technology changes in presenting entertainment and information programming and products. Research presentation video produced and posted on the Internet resulted in unsolicited invitation of featured researcher to International conferences.

Television Broadcast Experience

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Producer/Director, KDKA-TV, consistently achieved high ratings for shows produced, including community affairs show that out rated competing Network Sports programming. Team Leader. Directed Noon News, Morning News and Spot Newscasts during Newspaper Strike. Over 2 million viewers per show tuned in for prime time periods. Directed major local talk show with tape delay, audience call in and re-entry into Network programming. Produced weekly in studio community affairs programming. Directed location film segments. Directed major advertising client in studio spots. Host of Weekly Urban League Presents, filled in several months during search for new local Urban League Director. Conducted in studio interviews, created filmed segments TV40 Sacramento.

Independent Film Production Experience

President of Arapada Inc. which produced and directed television commercials, documentaries and multi-media shows including the transformational, award winning, Houston Police Department Minority recruitment campaign; Heart Surgeon Michael DeBaKey doing open heart surgery; John Denver multi-media tour back drop. Assembled and directed production and post production crews. Adept at inspiring individual crew members to perform at higher professional levels as part of our teams.

Social Services/Research Experience

Principal Investigator Research Project Alcohol Services Usage of the Black Population of Sacramento County. Hired and supervised office and research staff including including part time survey takers and Ph.D. Research Associates. Developed a cohesive team spirit. Provided management oversight to design and implement survey instrument and organize Data gathering process. As Principal Investigator organized and wrote statistical results to produce a readable practical guide useful to County and Community decision makers including assessment of how customer/patient service awareness helped or hindered decisions to enter and remain in treatment. This document became the Counties primary rationale for improving alcoholism prevention and treatment services to the target population.

Executive Director, Social Communications and Management

Asked by Sacramento County Alcoholism Administration to create tax exempt organization to provide Mass Media Alcoholism Prevention and Education Campaign. Assembled Board of Directors, Hired and coordinated all persons necessary to produce broadcast, print and billboard/transit public service ads to combat alcoholism and increase public awareness of existing treatment facilities in County of Sacramento. Helped existing treatment organizations improve customer service during initial contacts by people in need to increase treatment participation.

Executive Director SBAC Outpatient Alcoholism Treatment Unit

Rescued organization from NIAAA de-funding and closure and saw funding increase each year based on higher than projected results in attracting and retaining clients through complete course of treatment. Developed comprehensive treatment protocols that met or exceeded Federal, State and County requirements. Became first out-patient treatment facility in County to obtain newly established State of California Certification. Created Administrative and Treatment Team. Improved quality of treatment by

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creating and implementing Consultant Treatment Concept which allowed outpatient therapy to be provided by high level treatment specialists while staying within budget. Fostered culture of extreme customer service and satisfaction based on positive results and client/customer care. Exceeded expected levels of customer service and client retention. Trained replacement Executive Director. Organization still provides treatment over 30 years later.

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