

# **Andrea Benoit**

**Assistant Professor (Adjunct) at Western University**

Burlington, ON, CA

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## **Biography**

Andrea Benoit has a PhD in Media Studies from the Faculty of Information and Media Studies at the University of Western Ontario. Her research interests include advertising, branding, consumer culture, and the commodification of social causes. Andrea's PhD dissertation focused on HIV/AIDS awareness and activism within the Toronto fashion industry in the 1980s, and specifically the history of the M.A.C AIDS Fund. She did her BA and MA in English at the University of Toronto, and her MA in the Graduate Program in Communication and Culture at York University, where she investigated the Dove Campaign for Real Beauty. Andrea's professional experience includes a stint in Relationship Marketing at telecommunications firm British Telecom in the UK, and as an on-campus recruiter for D.E. Shaw & Co. in New York City, a Wall Street investment bank. Andrea is Media Action Média's Secretary and oversees research projects and promotional issues.

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## **Industry Expertise**

Education/Learning, Research, Advertising/Marketing

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## **Areas of Expertise**

Branding, Commodification of Social Causes, HIV/AIDS Awareness, Advertising Theory and History, Promotional Culture, Media Representations of Women

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## **Affiliations**

Assistant Professor (adjunct) Department of Sociology King's College University at Western University, Sessional Lecturer Department of Communication Studies and Multimedia McMaster University

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## **Education**

**University of Western Ontario**  
PhD Media Studies

**University of Toronto**  
MA English

**York University**  
MA Communication and Culture

**University of Toronto**  
BA (Honours) English (Specialist), Women's Studies (Minor)

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