

Sara Maksi PhD, RD

217.549.9276(m)

spritsc2@gmail.com (e)

sara-maksi (LinkedIn)

EDUCATION

The Pennsylvania State University, University Park, PA Ph.D. Nutritional Sciences	2020 –2024
University of Georgia, Athens, GA M.S. Nutritional Sciences Graduate Certificate in Nutrition for Sport and Exercise	2013 –2015
Vanderbilt University Medical Center, Nashville, TN Dietetic Intern	2010 –2011
University of Illinois, Champaign-Urbana, IL B.S., Food Science and Human Nutrition	2006 –2010

PROFESSIONAL EXPERIENCES

Postdoctoral Scholar , The Pennsylvania State University <i>Heath, Ingestive Behavior, and Technology lab</i>	2024
Research Assistant , Penn State Hershey Medical Center <i>Systematic review- macronutrients intake and visceral fat in humans</i>	2024-Present
Research Assistant , Heathy Eating Research-Robert Wood Johnson Foundation <i>Digital food marketing expert panel</i>	2023-2024
Systematic Review Analyst , Aretum	2023-2024
Graduate Research Assistant (PhD) , The Pennsylvania State University <i>Heath, Ingestive Behavior, and Technology lab</i>	2020 –2024
Graduate Research Assistant (MS) , University of Georgia <i>Expanded Food and Nutrition Education Program</i>	2013 – 2015

PUBLICATIONS

PEER-REVIEWED

1. Long JW, **Maksi SJ**, Frias FJL, Ireland R, Masterson TD. The breadth and depth of food and beverage marketing in Esports. *BMJ Public Health* Accepted 2024.
2. **Maksi SJ**, Long JW, Keller KL, Dardis F, Freeman J, Vecchi M, Emond JA, Masterson TD. Exploring adolescent vulnerability to influencer product endorsement on snack intake within a livestreaming context. *Technology, Mind, and Behavior*. Accepted 2024
3. **Maksi SJ**, Kathleen KL, Dardis F, Vecchi M, Freeman J, Evans RK, Boyland E, Masterson TD. The Food and Beverage Cues in Digital Marketing (FBCDM) Model: Special Considerations of Social Media and Livestreaming Environments on Food Marketing and Eating Behavior Research. *Frontiers Nutrition* 2024;10.
4. Long JW, **Pritschet SJ**, Keller KL, Cheah C, Lee B, Klippel A, Brick TR, Edwards CG, Rolls BJ, Masterson TD. Portion size affects food selection in an immersive virtual reality buffet and is related to measured intake in laboratory meals varying in portion size. *Appetite*. 2023;191: 107052. doi.org/10.1016/j.appet.2023.107052.
5. Haushalter K, **Pritschet SJ**, Long JW, et al. User engagement with a popular food brand before, during and after a multi-day interactive marketing campaign on a popular live streaming platform. *Public Health Nutrition*. 2023;1-9. doi:10.1017/S1368980023000083.
6. Edwards CG, Pollack CC, **Pritschet SJ**, Haushalter K, Long JW, Masterson TD. Prevalence and comparisons of alcohol, candy, energy drink, snack, soda, and restaurant brand and product marketing on Twitch, Facebook Gaming and YouTube Gaming. *Public Health Nutrition*. 2022;25(1):1-12. doi:10.1017/S1368980021004420.

UNDER REVIEW

1. **Maksi SJ**, Keller KL, Dardis F, Freeman J, Vecchi M, Masterson TD. Examining the impact of livestream food marketing saturation and adolescents and young adults: Unraveling Individual differences. *Journal of the Academy of Nutrition and Dietetics*. 2024
2. Curi B, Long JW, **Maksi SJ**, Pejman S, Klippel A, Masterson TD. Immersive virtual reality dietitian improves portion control self-efficacy and portion size estimation accuracy. *Journal of Nutrition Education and Behavior*. 2024

IN PREPARATION

1. Maksi SJ, D'Souza G, VanGorder G, Heselton H, Flanagan M, Grine K, Masterson T. Evaluation of Virtual Reality Nutrition Education by Medical Professionals.

ABSTRACTS - PROFESSIONAL PRESENTATIONS

1. **Maksi SJ**, Harris J. Reviewing the evidence base to inform recommendations to mitigate harm from digital food marketing to children. Oral presentation, American Public Health Association annual meeting. Nov 2024.
2. **Maksi SJ**, Masterson TD, Hallisky K, Keller KL. Sex differences in the impact of food cue reactivity on eating in the absence of hunger in children. *Society for the Study of Ingestive Behavior*. July 2024.
3. Masterson TD, **Pritschet SJ**, Emond JA, "The External Food Cue Responsiveness (EFCR) Scale is Associated with Measured Laboratory Snack Intake in an Adolescent Sample". *SSIB 2023*. July 2023.
4. Masterson TD, **Pritschet SJ**. "IVAN the Virtual Dietitian and Other Immersive Food Technologies". *Nutrition Informatics Dietetic Practice Group Webinar*. *Academy of Nutrition and Dietetics*. June 2023.
5. **Pritschet SJ**, Sajjadi P, Edwards C, Long J, Klippel A, Masterson TD. "Validating the Use of an Immersive Virtual Reality Application to Deliver Portion Size and Calorie Density Education". *The Obesity Society, Obesity Week*, Nov 2, 2022.
6. **Pritschet SJ**, Cotwright C. Georgia Grown: Recipe Demonstration for EFNEP Program Assistants. *SEC Symposium 2014*.

TEACHING EXPERIENCE

Instructor , The Pennsylvania State University Introductory Principles of Nutrition (NUTR 251)	2024
Invited Guest Lecturer , The Pennsylvania State University Nutrition for Exercise and Sports (NUTR 407)	2022-2024
Invited Guest Lecturer , The Pennsylvania State University First Year Seminar in Nutritional Sciences	2023
Teaching Assistant , The Pennsylvania State University Medical Nutrition Therapy (NUTR 453)	2023
The Schreyer Institute Course in College Teaching Certificate , The Pennsylvania State University	2022
Invited Guest Lecturer , Penn State Hershey Behavioral Health Intervention Strategies in Public Health	2022
Teaching Assistant , The Pennsylvania State University Nutrition for Exercise and Sports (NUTR 407)	2021

LEADERSHIP - MENTORSHIP

Nutrition Graduate Student Association , President The Pennsylvania State University	2022-2023
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Supervisor of undergraduate research assistants 2021-Present
The Pennsylvania State University

Mentorship of dietetic interns 2016-2020
East Tennessee Children's Hospital -University of Tennessee

Program Coordinator, American Diabetes Association accreditation 2018-2020
East Tennessee Children's Hospital

AWARDS - FELLOWSHIPS

TRANSCEND Program in Maternal-Child Health 2022 – 2023

Ruth L. Pike Nutritional Sciences Graduate Fellowship 2021 – 2022

Barbara J. Rolls Graduate Scholarship in Nutritional Science 2020 – 2021 and 2022-2023

Ruth Rowan Morrison Scholarship 2014-20115

Lois G. Adams Scholarship 2009

DIETETICS EXPERIENCE

East Tennessee Children's Hospital 2015 –2020
*Clinical Dietitian and Coordinator of American Diabetes Association
Accredited Education Program*

Carle Foundation Hospital 2012 –2013
Clinical Dietitian

PROFESSIONAL CERTIFICATION

Registered Dietitian, Commission on Dietetic Registration 2011-Present

PROFESSIONAL AFFILIATIONS

Society for Ingestive Behavior
The Obesity Society