*Curriculum Vitae*

Student Name, Degree (if applicable)

Phone • Email

PROFESSIONAL PROFILE

* 3-5 measurable skills/experiences as they align with the job description
* Accomplished marketing professor with comprehensive blend of hands-on professional and academic marketing experience.
* Consummate marketer who is passionate about the potential and impact of marketing.
* Innovative teacher devoted to education and learning.
* Published author, career-development guru, and Webmaster of one of the oldest and most comprehensive career-development Web sites, Quintessential Careers.

EDUCATION

Master of Business Administration (MBA) July 2018

Western Governors University, Salt Lake City, UT

* Relevant Coursework: Managing Organizations and Leading People, Managing Human Capital, Operations Management, Ethical Leadership

MBA Capstone Project: Company XYZ Financials, Principles of Financial Accounting

* Prepared 12 monthly financial reports for a mock corporation utilizing Excel and QuickBooks
* Analyzed over 15 summary reports for use in monthly management meetings and annual report
* Collaborated on a team of 5 presenting the financials during a mock advisory board session
* Researched the top 5 product competitors, establishing a baseline cost analysis and ROI product summary

Master of Arts: Marketing Management May 2005

Stetson University, DeLand, FL

Bachelor of Arts: Marketing May 2000

Syracuse University, Syracuse, NY

ACADEMIC HONORS AND AWARDS

* Recipient, Hand Award for Research Excellence, Western Governors University, 2017
* Nominee, McEniry Award for Academic Excellence, Stetson University, 2005
* American Marketing Association Consortium Fellow, 2005
* Wall Street Journal Achievement Award, Syracuse University, 2000
* Outstanding Graduate, School of Management, Syracuse University, 2003

ACADEMIC/TEACHING EXPERIENCE

Part-Time Professor, Cascade Community College, Denver, CO May 2015 - Present

* Teach marketing classes including: introduction to marketing, marketing concepts and strategies, and advertising design for classes averaging 25-30 students
* Conduct workshops for adjunct instructors on brand management, personal marketing, and LinkedIn
* Advise 100+ students in the campus Marketing Club and DECA competitions

Teaching Assistant, Stetson University, DeLand, FL July 2005 – May 2007

* Co-taught Principles of Marketing to classes of 60 to 150 students
* Educated 100+ students in general studies courses including: Introduction to Business and Consumer Behavior

TEACHING EVALUATIONS

* Quantitative scores nearly always exceed 4 on a 5-point scale in which 5 is top score.

HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

Webmaster/Publisher, Quintessential Careers, Denver, CO Jan. 2015 – Present

* Manage and maintain website content, develop web resources tools for self-service site for clients
* Analyze career and employment trends to guide clients in their career research and knowledge of the work force
* Produce original career-management and job-search content for 2,100+ page Web site.

Market Research Manager, Business Month Magazine, Goldhirsh Group, New York, NY May 2007 – May 2013

* Played vital role in advertising sales turnaround by developing targeted mobile social media strategies
* Developed, planned, and produced sales presentations to potential corporate partners in the NYC area
* Originated, supervised, and produced subscriber and readership studies

Marketing Coordinator, PEOPLE Magazine, Time, Inc., New York, NY June 2000 – Sept. 2004

* Produced strategic marketing plans for magazine’s major advertising categories, including automotive, beverage alcohol, and financial services.
* Participated in setting departmental marketing objectives.
* Developed and modified multimillion-dollar in-house marketing and advertising research computer system.

SCHOLARLY CONTRIBUTIONS

*Refereed Journal Publications*

* Student Name (2017), “Integrating Career Development Techniques into the Business School Curriculum: Tools for Better Preparing Our Graduates for Successful Careers,” International Business & Economics Research Journal, 1 (2), 73-82.
* Student Name (2015), “The Marketing Career Portfolio: A Strategic Tool for Developing and Implementing a Successful Job Search,” Career Planning and Adult Development Journal, 17 (3), 14-24.

*Presentations and Workshops*

* Student Name (2013), “The Real World Panel: What I Wish I’d Known When I Graduated.” Organized and moderated panel discussion of recent alumni discussing job-hunting, workplace issues, and graduate school, an annual event of the School of Business Administration at Stetson University, Dec. 3, DeLand, FL.
* Name (2010), “First-Year Students: Eight Steps to Getting Your Career on Track Early.” Presented to combined class of first-year business students, Dec. 2, Stetson University, DeLand, FL.
* Name (2010), “Writing a Resume That Helps Land the Interview: 10 Guidelines for New College Grads.” Presented to the student chapter of the Florida Public Relations Association (FPRA),Nov. 6, Denver, COStudent (2008), “Ten Things to Remember Through High School.” Presented to Career Development students at Kell High School, May 12, New York, NY.

RESEARCH INTERESTS

Research interests are directed primarily toward pedagogical research in a variety of interrelated areas:

* writing and electronic communications in the marketing field
* self-marketing and the utilization of marketing principles in the job search
* applying the job market approach to classroom group formation
* applied areas of managerial ethics and strategic issues in social responsibility, including identifying success factors in managing the ethical organization, the ethical decision making process, and ethics of advertising to children;

PROFESSIONAL SERVICE

* Reviewer (ad hoc), Service Industries Journal 2010 – Present
* Grader, General Management Aptitude Test (GMAT). 2015 - 2018

UNIVERSITY SERVICE

Chapter Advisor, Cascade Community College Marketing Association, Denver, CO 2015 – Present

Chapter Advisor, Phi Theta Kappa, Cascade Community College, Denver, CO 2015 – Present

Co-Advisor, Stetson University, Marketing Association Alumni Mentor 2005 – Present

COMMUNITY SERVICE

* Volusia County Advisory Board Member, Harbor Federal Savings Bank 2013 – Present
* Career Expert, writing a biweekly column that answers career-related questions on 2008 -2013

PROFESSIONAL AFFILIATIONS

American Marketing Association

Phi Theta Kappa

Career Masters Institute

Professional Resume Writing and Research Association

HTML Writers Guild

PROFESSIONAL DEVELOPMENT

*Conferences*

Society for Marketing Advances Annual Conference, Orlando, Nov. 2018

e-Recruiting and Staffing Conference, Las Vegas, May 2018

Atlantic Marketing Association Annual Conference, Annapolis, Sept. 2017

E-Mail and English Classes: Cyberspace Writing Partners Conference, SUNY-Morrisville, March 2016

American Marketing Association 16th Annual International Collegiate Conference, New Orleans, April 2015.