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**Cortnee Bunch, A.B.D.**  
**Assistant Professor**  
**of Marketing**  
**Wright School of Business**  
[cyoung@daltonstate.edu](mailto:cyoung@daltonstate.edu)

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**Education**

A.B.D. University of South Alabama, 2023.

M.B.A. King University, 2016.

B.A. King University, 2015.

**ACADEMIC APPOINTMENTS/SIGNIFICANT WORK EXPERIENCE**

**Courses Taught**

**Courses from the Teaching Schedule:** Business Communications (Bachelors), Integrated Brand Promotion (Bachelors), Marketing Internships (Bachelors), Marketing/Competitive Strategy (Bachelors), Professional Selling (Bachelors), Retail Marketing (Bachelors), Social Media Marketing (Bachelors), The Environment of Business (Bachelors)

**Non-Academic Experience**

Social Media Advertising Content Coordinator, Thryv Inc. (Formerly Social Joey) (January, 2019 - Present), Cleveland, Tennessee.

- Create and manage 200+ ads on Facebook and Instagram per month for single business and franchise social media accounts
- Check 60+ pages weekly for engagement
- Occasionally write social media content and blogs for clients

Marketing Coordinator, The Double Cola Company (May, 2016 - December, 2018), Chattanooga, Tennessee.

- Managed all social media platforms and consumer website for all Double Cola brands
- Strategically coordinated and implemented all marketing campaigns and programs for the company and brand images
- Conducted regular trade visits to analyze competitive environment and make marketing and sales suggestions for improvement
- Designed point of sale graphics to be displayed in stores and digital graphics for social media or email marketing campaigns
- Conducted marketing research on industry trends, competitive environment, and current and potential distributors
- Brainstormed, developed, and implemented consumer promotions, retail promotions, consumer sampling events, and guerilla marketing tactics for all Double Cola brands

Marketing and Catering Manager, Avants Management Group (Zaxby's Franchise Owner) (May, 2015 - August, 2015), Cleveland, Tennessee.

- Canvassed the local area, for five franchise Zaxby's restaurant locations, in with the goal of bringing in outside sales to help enhance current in-stores sales
- Coordinated local events, with non-profit organizations such as The Refuge in Cleveland, TN, with the mission to donate and give back to the community
- Developed and maintained relationships with local business owners, non-profit organizations, and schools by participating in networking events on behalf of Avant's Management Group

Golf Tournament Host (Summer Months Only), Tennessee Golf Foundation - Send's Tour (2014 - 2015), Franklin, Tennessee.

- Managed and hosted golf tournaments for junior golfers, from the ages of 6-18 years old, around the Chattanooga, TN area

Cashier - Crew Leader (Seasonal Work), Zaxby's (2012 - 2015), Cleveland, Tennessee.

- Exemplified leadership skills by training new employees and implementing quarterly changes, put in place by the corporate office
- Developed excellent customer service and sales skills

Student Intern, Believe in Bristol (January, 2014 - May, 2014), Bristol, Virginia.

- Promoted Downtown Bristol Virginia and Tennessee to local businesses in efforts to increase tourism and outside business opportunity

## Special Awards, Fellowships, and other Honors

### Award

2021-2022: RSO Advisor of the Year, Dalton State College - Dean of Students Office.

2021-2022: The Use of Music in Retro Branding, Atlantic Marketing Association.

2020-2021: Retro Branding as a Modern Market Positioning--A Case History of the MoonPie, Atlantic Marketing Association.

### Honor

2022-2023: Beta Gamma Sigma Inductee, Dalton State College - Wright School of Business.

2022-2023: Faculty Excellence in Service Nomination, Dalton State College - Wright School of Business.

2019-2020: Service to Dalton State, Dalton State College.

## PROFESSIONAL ACTIVITIES

**Intellectual Contributions Grid:** Years: 2023, 2022, 2021, 2020, 2019

Category	BDS	AIS	TLS	Total
Publications in Conference Proceedings (Refereed)	2			2
Publications of Non-refereed or Invited Papers	2	3		5

## Refereed Proceedings

### Basic or Discovery Scholarship

Littlefield, J., & Young, C. (2021). The Use of Music in Retro Branding. *Atlantic Marketing Association*, 9-12.

Young, C., & Littlefield, J. (2020). Retro Branding as a Modern Marketing Positioning: A Case History of the MoonPie. *Atlantic Marketing Association*, 66- 70.

## **Non-Refereed Articles**

### **Applied or Integrative/application Scholarship**

Bunch, C., & Williams, D. (2020). Increasing Student Engagement. *Dalton State Digest*, 1 (2), 7.

Bunch, C. (2023). Incorporating Masterclass Lectures into Lessons. *Dalton State Digest*, 4 (2), 10.

Bunch, C., & Blackburn, F. (2024). QEP/PACE Ambassadors. *Dalton State Digest*, 5 (2), 14.

## **Non-Refereed Proceedings**

### **Basic or Discovery Scholarship**

Makarczyk, H., & Bunch, C. Y. (in press, 2023). The Impact of Body Positive Influencers on Brand Image and Audience Gender. *Society for Marketing Advances*. (Invited)

Bunch, C. Y., & Makarczyk, H. (2023). Conceptualizing a Generational Examination of The Big Five Personality Traits on Nostalgia. *Society for Marketing Advances*, <https://www.societyformarketingadvances.org/conference-proceedings/>, 117. (Invited)

Bunch, C. Y. (2022). Nostalgia as a Tactic for Marketers: The Use of Retro Marketing to Entice Consumer Purchase. *Association of Marketing Theory & Practice*. (Invited)

## **Chapters, Cases, Readings, Supplements**

### **Cases**

Makarczyk, H. (2023). Social Media Data Scraping: Investigating the Effects of Body Positive Campaigns on Sales. Under Review, *Analytics Based Selling*.

Bunch, C. (2022). ANOVA using SPSS: Case Study (MusicToGo). In Dr. Joseph F. Hair (Ed.), *Essentials of Marketing Research* (pp. 5).

## **Consulting Experience**

2023-2024: Thryv Inc., **September 2023**

Over the month of September I completed:

132 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts. Copied 32 blogs to companies Wordpress websites.

2023-2024: Thryv Inc., **October 2023**

Over the month of October I completed:

105 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts. Copied 29 blogs to companies Wordpress websites.

2023-2024: Thryv Inc., **November 2023**

Over the month of November I completed:

120 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts. Copied 28 blogs to companies Wordpress websites.

2023-2024: Thryv Inc., **June 2023**

Over the month of June I completed:

105 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts. Copied 43 blogs to companies Wordpress websites.

2023-2024: Thryv Inc., **July 2023**

Over the month of July I completed:

94 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts. Copied 38 blogs to companies Wordpress websites.

2023-2024: Thryv Inc., **December 2023**

Over the month of December I completed:

95 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.  
Copied 6 blogs to companies Wordpress websites.

2023-2024: Thryv Inc., **August 2023**

Over the month of August I completed:

116 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.  
Copied 37 blogs to companies Wordpress websites.

2022-2023: Thryv Inc., **May 2023**

Over the month of May I completed:

140 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.  
Copied 48 blogs to companies Wordpress websites.

2022-2023: Thryv Inc., **March 2023**

Over the month of March I completed:

141 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.  
Copied 51 blogs to companies Wordpress websites.

2022-2023: Thryv Inc., **January 2023**

Over the month of January I completed:

160 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.  
Copied 51 blogs to companies Wordpress websites.

2022-2023: Thryv Inc., **April 2023**

Over the month of April I completed:

114 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.  
Copied 51 blogs to companies Wordpress websites.

2022-2023: Thryv Inc., **September 2022**

Over the month of September I completed:

116 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.  
Copied 26 blogs to companies Wordpress websites.

2022-2023: Thryv Inc., **October 2022**

Over the month of October I completed:

109 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.  
Copied 62 blogs to companies Wordpress websites.

2022-2023: Thryv Inc., **June 2022**

Over the month of June I completed:

172 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2022-2023: Thryv Inc., **July 2022**

Over the month of July I completed:

148 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2022-2023: Thryv Inc., **August 2022**

Over the month of August I completed:

148 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2022-2023: Thryv Inc., **November 2022**

Over the month of November I completed:

121 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.  
Copied 58 blogs to companies Wordpress websites.

2022-2023: Thryv Inc., **December 2022**

Over the month of December I completed:

176 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.  
Copied 55 blogs to companies Wordpress websites.

2021-2022: Thryv Inc., **January 2022**

Over the month of January I completed:

181 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **February 2022**

Over the month of February I completed:

171 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **May 2022**

Over the month of May I completed:

171 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **March 2022**

Over the month of March I completed:

183 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **April 2022**

Over the month of April I completed:

184 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **September 2021**

Over the month of September I completed:

183 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **October 2021**

Over the month of October I completed:

186 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **November 2021**

Over the month of November I completed:

190 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **June 2021**

Over the month of May I completed:

174 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **July 2021**

Over the month of July I completed:

172 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **December 2021**

Over the month of December I completed:

190 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2021-2022: Thryv Inc., **August 2021**

Over the month of August I completed:

179 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **May 2021**

Over the month of May I completed:

175 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **March 2021**

Over the month of March I completed:

191 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **January 2021**

Over the month of January I completed:

191 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **February 2021**

Over the month of February I completed:

191 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **April 2021**

Over the month of April I completed:

178 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **September 2020**

Over the month of September I completed:

210 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **October 2020**

Over the month of October I completed:

216 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **November 2020**

Over the month of November I completed:

209 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **June 2020**

Over the month of June I completed:

178 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **July 2020**

Over the month of July I completed:

194 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **December 2020**

Over the month of December I completed:

202 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2020-2021: Thryv Inc., **August 2020**

Over the month of August I completed:

204 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **May 2020**

Over the month of May I completed:

188 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **April 2020**

Over the month of April I completed:

157 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **March 2020**

Over the month of March I completed:

165 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **January 2020**

Over the month of January I completed:

203 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **February 2020**

Over the month of February I completed:

184 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **October 2019**

Over the month of October I completed:

170 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **November 2019**

Over the month of November I completed:

204 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **September 2019**

Over the month of September I completed:

208 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **August 2019**

Over the month of August I completed:

34 Traffic Ads, on Facebook and Instagram, for SERVPRO Restoration

167 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts. .

2019-2020: Thryv Inc., **July 15, 2019**

Wrote a blog for BIGGBY Coffee, in order to drive awareness to their brand and engage with potential franchise owners.

Wrote a blog for Regen Express, in order to drive awareness to customers about their stem cell services.

2019-2020: Thryv Inc., **August 1, 2019**

Wrote a blog for BIGGBY Coffee, in order to drive awareness to their brand and engage with potential franchisee owners.

Wrote a blog for Regen Express, in order to drive awareness to customers about their stem cell services.

Wrote a blog for Just Between Friends, in order to drive awareness to their brand and engage with potential franchisee owners.

**August 15, 2019**

Wrote a blog for BIGGBY Coffee, in order to drive awareness to their brand and engage with potential franchisee owners.

2019-2020: Thryv Inc., **December 2019**

Over the month of December I completed:

169 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **June 2019**

Over the month of June I completed:

36 Traffic Ads, on Facebook and Instagram, for SERVPRO Restoration  
67 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

2019-2020: Thryv Inc., **July 2019**

Over the month of July I completed:

35 Traffic Ads, on Facebook and Instagram, for SERVPRO Restoration  
107 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

## **Other Professional Growth and Development Activities**

### **Other Professional Development**

2021-2022: Association of Marketing Theory & Practice.

In marketing, nostalgia involves linking a product, service, or brand to the past to create an emotional connection. While it has existed in marketing positioning for some time, it has become a strategy that marketers can take advantage of through retro marketing. Retro marketing involves relaunching a product or service brand from an earlier period, by using familiar packaging or product designs, to evoke a nostalgic connection among consumers (Brown et al., 2003). Through the effective use of brand attitude, product experience, and brand preference, companies small and large can use retro marketing to create a competitive advantage and entice consumers to purchase. This paper aims to discuss the history of nostalgia at a personal, historical, and collective level, identify triggers that can cause nostalgic bonding, and explore what entices consumers to purchase nostalgic products.

### **Professional Seminars / Workshops**

2019-2020: Chattanooga Area Association for Talent Development. **November 21, 2019**

**Topic:** "How to Grow from Failure"

**Event Details:** Systems do NOT have to be optimal to initiate a change. This program will offer insight and a glimpse into the life of a company that initiated tremendous positive growth in Stability, Turnover, and Quality over a ten year period, all the while fighting for its financial life. As training professionals, we feel strongly that the processes, systems, and initiatives we put in place will lead our companies to fiscal success. Join us for a case study of doing the right thing, getting the right results, all the while witnessing a company's ultimate failure - and why you should still **keep the faith!**

**Learning Objectives:** Believe in your teams' ability to effect change & perfection is overrated - celebrate incremental change

2019-2020: Skillpath Social Media Conference. **October 15, 2019**

Session 1: Cool tools and how to use them to grow your business

Session 2: Mistakes rookies make ... but you don't have to

Session 3: The art of writing for a social audience



[Session 4: Managing your on-line reputation](#)

[Session 5: Monitoring what people are saying about you on-line—in 15 minutes a day](#)

## **SERVICE**

### **Service to the Profession**

#### **Academic Conference: Moderator / Facilitator**

2022-2023: Society for Marketing Advances (SMA) Conference - Assistant/Volunteer, Charlotte, North Carolina. **November 1-5, 2022**

Attended and assisted the SMA conference. Attended panels for the doctoral consortium.

#### **Advisor**

2020-2021: Meeting with Dr. Pat Chute to Discuss Marketing Tactic for Chute and Nevins Consulting, Dalton, Georgia. **October 20, 2020**

Met with Dr. Pat Chute to discuss marketing options for her new business

#### **Invited Lecture**

2020-2021: Marcus Lemonis Virtual Presentation, Mobile, Alabama. **February 18, 2021**

Attended a virtual presentation, hosted by the University of South Alabama, with Marcus Lemonis as the guest speaker

#### **Other Professional Service Activities**

2023-2024: Belonging Faculty Learning Community - Book Club Session (2). **November 20, 2023**

Attended the Belonging Faculty Learning Community

2023-2024: Promotion Workshop with Tammy Byron. **June 15, 2023**

Attended the promotion workshop for Senior Lecturer hosted by Tammy Byron

2022-2023: Comprehensive Exams - University of South Alabama, Mobile, Alabama. **May 26, 2023**

Completed the comprehensive exams to complete Ph.D. coursework

2022-2023: University of South Alabama: PhD Courses (Spring 2023 - Residency 3), Dalton, Georgia. **April 14-16, 2023**

PhD Courses at University of South Alabama

Spring Courses: Structural Equation Modeling (PLS-SEM) & Marketing Strategy

2022-2023: WIN Luncheon, Dalton, Georgia. **March 10, 2023**

Attended the Women in Networking Luncheon Hosted by Dalton State, in the Wright School of Business

2022-2023: University of South Alabama: PhD Courses (Spring 2023 - Residency 2), Mobile, Alabama. **March 3-5, 2023**

PhD Courses at University of South Alabama

Spring Courses: Structural Equation Modeling (PLS-SEM) & Marketing Strategy

2022-2023: University of South Alabama: PhD Courses (Spring 2023 - Residency 1), Mobile, Alabama. **January 20-22, 2023**

PhD Courses at University of South Alabama

Spring Courses: Structural Equation Modeling (PLS-SEM) & Marketing Strategy

2022-2023: University of South Alabama: PhD Courses (Fall 2022 - Residency 3), Mobile, Alabama. **November 18-20, 2022**

PhD Courses at University of South Alabama

Fall Courses: Structural Equation Modeling (CB-SEM) & Marketing Communication

2022-2023: Retail Certificate Program (University of South Alabama), Mobile, Alabama. **October 20, 2022**

Attended the second meeting for the Retail Certificate Program offered by University of South Alabama

2022-2023: University of South Alabama: PhD Courses (Fall 2022 - Residency 2), Mobile, Alabama. **October 7-9, 2022**

PhD Courses at University of South Alabama

Fall Courses: Structural Equation Modeling (CB-SEM) & Marketing Communication

2022-2023: Social Joey: Advertising Coordinator. **September 2022**

In order to maintain my IP (Instructor-Practitioner) status I am an advertising coordinator for Social Joey.

Over the month of September completed:

116 Boosted Post, on Facebook and Instagram, for a variety of small businesses and franchise accounts.

Copied 26 blogs to companies Wordpress websites.

2022-2023: Retail Certificate Program (University of South Alabama), Mobile, Alabama. **September 22, 2022**

Attended the first meeting for the Retail Certificate Program offered by University of South Alabama

2022-2023: University of South Alabama: PhD Courses (Fall 2022 - Residency 1), Mobile, Alabama. **August 26-28, 2022**

PhD Courses at University of South Alabama

Fall Courses: Structural Equation Modeling (CB-SEM) & Marketing Communication

2021-2022: University of South Alabama: PhD Courses (Summer 2022 - Residency 3), Mobile, Alabama. **July 22-24, 2022**

PhD Courses at University of South Alabama

Summer Course: Research Methods

2021-2022: University of South Alabama: PhD Courses (Summer 2022 - Residency 2), Mobile, Alabama. **June 17-19, 2022**

PhD Courses at University of South Alabama.

Summer Course: Research Methods

2021-2022: University of South Alabama: PhD Courses (Summer 2022 - Residency 1), Mobile, Alabama. **May 20-22, 2022**

PhD Courses at University of South Alabama.

Summer Course: Research Methods

2021-2022: University of South Alabama: PhD Courses (Spring 2022 - Residency 3), Mobile, Alabama. **April 22-24, 2022**

PhD Residency at University of South Alabama.

Spring Courses: Supply Chain Management & Research Methods

2021-2022: University of South Alabama: PhD Courses (Spring 2022 - Residency 2), Mobile, Alabama. **March 4-6, 2022**

PhD Residency at University of South Alabama.

Spring Courses: Supply Chain Management & Research Methods

2021-2022: University of South Alabama: PhD Courses (Spring 2022 - Residency 1), Mobile, Alabama. **January 7-9, 2022**

PhD Residency at University of South Alabama.

Spring Courses: Supply Chain Management & Research Methods

2021-2022: University of South Alabama: PhD Courses (Fall 2021 - Residency 3), Mobile, Alabama. **November 19-21, 2021**

PhD Residency at University of South Alabama.

Fall Courses: Marketing Management & Multivariate Analysis

2021-2022: University of South Alabama: PhD Courses (Fall 2021 - Residency 2), Mobile, Alabama. **October 15-17, 2021**

PhD Residency at University of South Alabama.

Fall Courses: Marketing Management & Multivariate Analysis

2021-2022: University of South Alabama: PhD Courses (Fall 2021 - Residency 1), Mobile, Alabama. **August 27-29, 2021**

PhD Residency at University of South Alabama.

Fall Courses: Marketing Management & Multivariate Analysis

2020-2021: University of South Alabama: PhD Courses (Summer 2021 - Residency 3), Mobile, Alabama. **July 15-18, 2021**

PhD Residency at University of South Alabama.

Summer Courses: Introduction to Research Methods & Basic Statistics (Regression and Correlation)

2020-2021: University of South Alabama: PhD Courses (Summer 2021 - Residency 2), Mobile, Alabama. **June 17-20, 2021**

PhD Residency at University of South Alabama.

Summer Courses: Introduction to Research Methods & Basic Statistics (Regression and Correlation)

2020-2021: University of South Alabama: PhD Courses (Summer 2021 - Residency 1), Mobile, Alabama. **May 13-16, 2021**

PhD Residency at University of South Alabama.

Summer Courses: Introduction to Research Methods & Basic Statistics (Regression and Correlation)

2019-2020: Chattanooga Area Association for Talent Development, Chattanooga, Tennessee. **November 21, 2019**

Attended an event hosted by the Chattanooga Area Association for Talent Development on "How to Grow from Failure." The speaker was Lynn Chambers, Director of Employment Development at Talley Construction.

2019-2020: SkillPath Social Media Marketing Conference, Chattanooga, Tennessee. **October 15, 2019**

#### Session 1: Cool tools and how to use them to grow your business

- From blogs to wikis: What you can do with social media tools (and why you'd want to)
- The best business uses for Facebook and LinkedIn
- A key business benefit of using Twitter that makes it almost impossible to resist
- Beyond silly videos of babies and pets—15 creative ways to use YouTube for business
- Could blogging be your front door to social media?
- Social bookmarking: Everyone's talking about it ... here's why

#### Session 2: Mistakes rookies make ... but you don't have to

- 7 critical mistakes social media pros NEVER make
- 5 reasons why campaigns fail
- Believing social media is all about Twitter, Facebook, LinkedIn and YouTube—are you guilty?
- What failing to turn prospects into customers can cost your company
- Avoiding poor decisions that translate into poor ROI

### Session 3: The art of writing for a social audience

- How the social audience is different—and what this means to your writing
- 6 foolproof tips for writing compelling posts, Tweets and blogs
- Out with the fluff! There's no room for it in this new social world
- Reusing content: A good practice—or not?
- How to sound like a genuine, caring human being—not a corporate robot
- Responses can be automated—but should they be?

### Session 4: Managing your on-line reputation

- The dangers to companies who are oblivious to what customers are saying
- Do's and don'ts for responding to harsh criticism and negative comments
- Getting your timing, target and tone just right
- How to view criticism as an opportunity—not a threat
- The first and most important thing to do when a criticism surfaces

### Session 5: Monitoring what people are saying about you on-line—in 15 minutes a day

- How to skillfully listen to what customers are saying—you won't believe what you'll learn
- Strategies for monitoring the on-line chatter about your brand
- 8 steps to successful social media monitoring
- Using Google Alerts™ to monitor your brand
- Gathering data and what to do with it

#### **Presentation**

2023-2024: Conference Presentations at Society for Marketing Advances, Fort Worth, Texas. **November 8-11, 2023**

Attended and presented at the Society for Marketing Advances Conference

2021-2022: Association of Marketing Theory and Practice Conference, Destin, Florida. **March 23-27, 2022**

Attended and presented at the Association of Marketing Theory and Practice Conference

#### **Service to the Community**

##### **Member of a Committee**

2021-2022: PitchDIA K-12 Competition Judge, **May 17, 2022**  
Judge submissions for the 2022 PitchDIA competition for K-12 students.

### **Other Community Service Activities**

2023-2024: KOBAYASHI Presentation Recap by Justin Stowe to Social Media Marketing Course, **November 27, 2023**

Justin Stowe presented a marketing project to the Social Media Marketing course for them to work on during the Fall 2023 semester

2023-2024: Meeting with Justin Stowe (HotHands Project), **August 14, 2023**

Meeting with Justin Stowe from HotHands to discuss a marketing project for the Fall 2023 semester.

2023-2024: Meeting with Justin Stowe (HotHands Project), **July 14, 2023**

Meeting with Justin Stowe from HotHands to discuss a marketing project for the Fall 2023 semester.

2022-2023: Salvation Army Final Presentation, **March 27, 2023**

Marketing Strategy students presented their final presentation to the Board of Directors for Salvation Army

2022-2023: Class Visit to Salvation Army of Dalton, GA, **February 6, 2023**

Marketing Strategy course toured the Salvation Army of Dalton, GA, and met with the Board of Directors to discuss the objectives for their strategy project.

2022-2023: Meeting to Discuss Professional Presentations for HealthOne Alliance, **January 13, 2023**

Met with HealthOne Alliance to discuss opportunities to present Oral and Written Communication Skills

2022-2023: Meeting with Salvation Army Board of Directors, **December 7, 2022**

Meeting with the Board of Directors for Salvation Army of Dalton Georgia to discuss a project with students in the Marketing Strategy course

2022-2023: Part Two Presentation to United Way of NW GA, **November 28, 2022**

Part Two Presentation to the Board of Directors for United Way of Northwest Georgia by the Social Media Marketing courses to discuss a social media marketing plan

2022-2023: Part One Presentation to United Way of NW GA, **October 31, 2022**

Part One Presentation to the Board of Directors for United Way of Northwest Georgia by the Social Media Marketing courses to discuss initial target audience research

2022-2023: United Way of NW GA Kick-Off Presentation to Social Media Course, **September 12, 2022**

Board of Directors for United Way of Northwest Georgia attended the Social Media Marketing courses to discuss a social media project with students in the course

2022-2023: Meeting with United Way of NW GA Board of Directors, **August 23, 2022**

Meeting with the Board of Directors for United Way of Northwest Georgia to discuss a project with students in the Social Media Marketing course

2021-2022: Golf Rules Official @ Moccasin Bend Golf Course, **July 18 & 19, 2022**

Volunteered as a golf tournament rules official for players 5-18 years old at Moccasin Bend Golf Course

2021-2022: Golf Rules Official @ Brainerd Golf Course, **July 11, 2022**

Volunteered as a golf tournament rules official for players 5-18 years old at Brainerd Golf Course

2021-2022: Student Volunteer Coordination Discussion - JA Discover Center, **June 29, 2022**

Met with Caroline Davis of the Junior Achievement Discovery Center of NW Georgia to discuss integrating volunteer activities into the Business Communications course (BUSA 3301)

2021-2022: Golf Rules Official @ Brown Acres Golf Course, **June 27, 2022**

Volunteered as a golf tournament rules official for players 5-18 years old at Brown Acres Golf Course

2021-2022: Golf Rules Official @ Harrison Bay Golf Course, **June 23, 2022**

Volunteered as a golf tournament rules official for players 5-18 years old at Harrison Bay Golf Course

2021-2022: Golf Rules Official @ Chatata Valley Golf Course, **June 21, 2022**

Volunteered as a golf tournament rules official for players 5-18 years old at Chatata Valley Golf Course

2021-2022: Golf Rules Official @ Springbrook Golf and Country Club, **June 20, 2022**  
Volunteered as a golf tournament rules official for players 5-18 years old at Springbrook Golf Course

2021-2022: Golf Rules Official @ Creeks Bend Golf Course, **June 14, 2022**  
Volunteered as a golf tournament rules official for players 5-18 years old at Creeks Bend Golf Course

2021-2022: Golf Rules Official @ Signal Mountain Golf and Country Club, **June 13, 2022**  
Volunteered as a golf tournament rules official for players 5-18 years old at Signal Mountain Golf and Country Club

2021-2022: Golf Rules Official @ Ooltewah Golf and Country Club, **June 7 & 8, 2022**  
Volunteered as a golf tournament rules official for players 5-18 years old at Ooltewah Golf and Country Club

2021-2022: Golf Rules Official @ Cleveland Golf and Country Club, **June 6, 2022**  
Volunteered as a golf tournament rules official for players 5-18 years old at Cleveland Golf and Country Club

2021-2022: Golf Rules Official @ Brown Acres Golf Course, **May 31, 2022**  
Volunteered as a golf tournament rules official for players 5-18 years old at Brown Acres Golf Course

2021-2022: Golf Rules Official @ Tellico Village, **May 28 & 29, 2022**  
Volunteered as a golf tournament rules official for players 5-18 years old at Tellico Village Golf Courses.

2021-2022: Course Projects with DIA (Dalton Innovation Center) - Kickoff, **January 18, 2022**  
Partnered students in Retail Marketing and Marketing Strategy with five local businesses through the DIA to work on retailing and brand promotion projects.

2021-2022: Course Projects with DIA (Dalton Innovation Center) - Final Presentation, **April 25 & 27, 2022**  
Partnered students with three local businesses through the DIA to work on strategy and retail marketing.

2021-2022: Social Media Presentation for Small Businesses - DSC Mountain Campus, **April 5, 2022**  
Presentation at the Ellijay Campus to local businesses on best practices for social media.

2021-2022: Coahulla Creek High School Campus Tour, **February 24, 2022**  
Helped with Coahulla Creek High School Campus Tour

2021-2022: Course Projects with DIA (Dalton Innovation Center) - Final Presentation, **November 17, 2021**  
Partnered students with three local businesses through the DIA to work on social media and brand promotions projects.

2021-2022: Course Projects with DIA (Dalton Innovation Center) - Kickoff, **October 13, 2021**  
Partnered students with three local businesses through the DIA to work on social media and brand promotions projects.

2020-2021: Golf Rules Official @ Moccasin Bend Golf Course, **July 12 & 13, 2021**  
Volunteered as a golf tournament rules official for players 8-18 years old at Brown Acres Golf Course.

2020-2021: Golf Rules Official @ Brown Acres Golf Course, **June 28, 2021**  
Volunteered as a golf tournament rules official for players 8-18 years old at Brown Acres Golf Course.

2020-2021: Golf Rules Official @ Bear Trace Golf Course, **June 24 & 25, 2021**  
Volunteered as a golf tournament rules official for players 8-18 years old at Bear Trace Golf Course.

2020-2021: Golf Rules Official @ Nob North Golf and County Club, **June 23, 2021**  
Volunteered as a golf tournament rules official for players 8-18 years old at Nob North Golf and County Club.

2020-2021: Golf Rules Official @ Cleveland Golf and Country Club, **June 21, 2021**  
Volunteered as a golf tournament rules official for players 8-18 years old at Cleveland Golf and Country Club.

2020-2021: Golf Rules Official @ Creeks Bend Golf Course, **June 15, 2021**

Volunteered as a golf tournament rules official for players 8-18 years old at Creeks Bend Golf Course.

2020-2021: Golf Rules Official @ Ooltewah Golf and Country Club, **June 9, 2021**

Volunteered as a golf tournament rules official for players 8-18 years old at Ooltewah Golf and Country Club.

2020-2021: Golf Rules Official @ Chatata Valley Golf Course, **June 8, 2021**

Volunteered as a golf tournament rules official for players 8-18 years old at Chatata Valley Golf Course.

2020-2021: Golf Rules Official @ Springbrook Golf and Country Club, **June 7, 2021**

Volunteered as a golf tournament rules official for players 8-18 years old at Springbrook Golf & Country Club.

2020-2021: Golf Rules Official @ Brown Acres Golf Course, **June 3, 2021**

Volunteered as a golf tournament rules official for players 8-18 years old at Brown Acres Golf Course.

2020-2021: Golf Rules Official @ The Golf Club of Tennessee, **July 21 & 22, 2020**

Volunteered as a golf tournament rules official for players 8-18 years old at The Golf Club of Tennessee

2020-2021: Golf Rules Official @ White Oak Golf Course, **July 9, 2020**

Volunteered as a golf tournament rules official for players 8-18 years old at White Oak Golf Course

2020-2021: Golf Rules Official @ Cleveland Golf and Country Club, **July 6, 2020**

Volunteered as a golf tournament rules official for players 8-18 years old at Cleveland Golf and Country Club

2020-2021: Golf Rules Official @ Brainerd Golf Course, **June 29, 2020**

Volunteered as a golf tournament rules official for players 8-18 years old at Brainerd Golf Course

2020-2021: Golf Rules Official @ Nob North Golf and County Club, **June 23, 2020**

Volunteered as a golf tournament rules official for players 8-18 years old at Nob North Golf and County Club

2020-2021: Golf Rules Official @ Springbrook Golf and Country Club, **June 15, 2020**

Volunteered as a golf tournament rules official for players 8-18 years old at Springbrook Golf and County Club

2020-2021: Golf Rules Official @ Harrison Bay Golf Course, **June 11 & 12, 2020**

Volunteered as a golf tournament rules official for player 8-18 years old at Harrison Bay Golf Course

2020-2021: Golf Rules Official @ Chatata Valley Golf Course, **June 9, 2020**

Volunteered as a golf tournament rules official for players 8-8 years old at Chatata Valley Golf Course

2020-2021: Golf Rules Official @ Signal Mountain Golf Course, **June 8, 2020**

Volunteered as a golf tournament rules official for players 8-8 years old at Signal Mountain Golf Course

2020-2021: Golf Rules Official @ Brown Acres Golf Course, **June 4, 2020**

Volunteered as a golf tournament rules official for players 8-18 years old at Brown Acres Golf Course

2020-2021: Rules Official Training, May 20, 2020

Meeting with the state wide Sned's Tour Staff to discuss tournament procedures for the Summer 2020 golf season.

2019-2020: United Way of Northwest Georgia - Project Done, **Sunday, April 5th**

United Way social media project due and sent to United Way.

2019-2020: United Way of Northwest Georgia, **Tuesday, January 7th @ 2:30pm**

Met with Hope D'Angelo, Director of Marketing and Communications, and Savannah Coquerille, Marketing and Special Events Coordinator, both of United Way of Northwest Georgia. Gave them a tour of the Wright School of Business and finalized the details for the social media project that my Business Communications course Spring 2020 will work on.

2019-2020: United Way of Northwest Georgia, **December 11, 2019**

Had a phone call with Hope D'Angelo, Director of Marketing and Communications, and Savannah Coquerille, Marketing and Special Events Coordinator, both of United Way of Northwest Georgia, about the project details involving a social media project into my Business Communications course Spring 2020

2019-2020: Habitat for Humanity REStore Presentations, **December 2, 2019**

Faculty advisor for student lead presentations to Habitat for Humanity about the best social media practices.

2019-2020: Habitat for Humanity REStore Presentations, **November 26, 2019**

Faculty advisor for student lead presentations to Habitat for Humanity about the best social media practices.

2019-2020: United Way of Northwest Georgia, **November 13, 2019**

Met with Hope D'Angelo, Director of Marketing and Communications for United Way of Northwest Georgia, about incorporating a social media project into my Business Communications course Spring 2020

2019-2020: Habitat for Humanity REStore, **August 8, 2019**

Met with Avalee DeLay, Marketing and Communications Director for Habitat for Humanity of Greater Dalton, about incorporating a social media project into my Perspectives course to benefit their cause.

#### **Participant in Civic Organizations**

2020-2021: Network Luncheon Hosted by the Gilmer Chamber, **April 8, 2021**

Attended Network Luncheon Hosted by the Gilmer Chamber

2019-2020: Greater Dalton Chamber of Commerce, **August 29, 2019**

Participated in an event for Marketing Professionals, through the Greater Dalton Chamber of Commerce.

#### **Speech / Presentation at a Community Meeting**

2022-2023: Written Communication Presentation to HealthOne Alliance, **March 21, 2023**

Written Communication presentation to employees of HealthOne Alliance

2022-2023: Oral Communication Presentation to HealthOne Alliance, **February 21, 2023**

Oral Communication presentation to employees of HealthOne Alliance

2020-2021: Presentation to Pickens County High School on Resume & Cover Letter Improvements, **February 26, 2020**

Virtual presentation on resume and cover letter to Pickens County High School

2020-2021: Trip to Ellijay, GA & Meeting with Ellijay Chamber of Commerce, **February 23, 2021**

Trip to Ellijay, GA with Dean Marilyn Helms to visit the Ellijay DSC campus and meet with the Chamber of Commerce to discuss future presentation opportunities

2020-2021: Presentation to Chatsworth, GA DDA, **February 22, 2021**

Student presentation to Chatsworth, GA DDA to present final finding from student internship

### **Service to the Campus**

#### **School Assignments**

##### **Assurance of Learning - Institutional Service:**

2019-2020: Wright School of Business AoL Committee Meeting

2019-2020: Wright School of Business Faculty Meeting on Assurance of Learning

##### **Attendee: Meeting:**



2019-2020: Meeting with Dr. Victor Marshall  
2019-2020: Kennesaw State University: PhD in Business Administration Information Session  
2019-2020: Wright School of Business Faculty Meeting on Tenure and Promotion  
2019-2020: Wright School of Business Faculty Meeting on Engagement/Innovation/Impact  
2019-2020: Wright School of Business Faculty Meeting on Curriculum  
2019-2020: Wright School of Business Faculty Meeting on Strategic Planning  
2019-2020: Wright School of Business Faculty Meeting  
2019-2020: Dalton State Campus Wide Faculty Meeting

**Faculty Sponsor:**

2019-2020: WSoB Marketing Team Meeting

**Guest Speaker:**

2019-2020: Professional Development Course: Resume Workshop  
2019-2020: New Student Orientation  
2019-2020: New Student Orientation  
2019-2020: New Student Orientation  
2019-2020: New Student Orientation

**Mentoring Activities:**

2019-2020: Marketing Advise - Ken White Health Services Department at Dalton State College

**Other Institutional Service Activities:**

2019-2020: WSoB Email Campaign: Financial Literacy Series 1st Event (2nd Reminder)  
2019-2020: WSoB Email Campaign: Memorial Hall Ribbon Cutting Ceremony (Final Reminder)  
2019-2020: WSoB Email Campaign: Financial Literacy Series 1st Event  
2019-2020: WSoB Email Campaign: Memorial Hall Ribbon Cutting Ceremony (2nd Reminder)  
2019-2020: WSoB Email Campaign: Alumni RSVP (2nd Reminder)  
2019-2020: WSoB Email Campaign: Alumni RSVP  
2019-2020: WSoB Email Campaign: Memorial Hall Ribbon Cutting Ceremony

**Participant:**

2019-2020: Wright School of Business Ribbon Cutting Ceremony  
2019-2020: USG First Year Seminar Workshop

**College Assignments**

**Assurance of Learning - Institutional Service:**

2023-2024: Wright School of Business AoL Committee Meeting: Fall 2023 Kick Off  
2022-2023: Wright School of Business AoL Committee Meeting: Fall 2022 Wrap Up  
2022-2023: Wright School of Business AoL Committee Meeting: Fall 2022 Kick Off  
2021-2022 – 2022-2023: Wright School of Business AoL Committee Meeting: Spring 2022 Kick Off  
2021-2022: Wright School of Business AoL Committee Meeting: Spring 2022 Wrap Up  
2021-2022: Wright School of Business AoL Committee Meeting: Fall 2021 Wrap Up  
2021-2022: Wright School of Business AoL Committee Meeting: Fall 2021 Kick Off  
2020-2021: Wright School of Business AoL Committee Meeting: Spring 2021 End of Semester Meeting

2020-2021: Wright School of Business AoL Committee Meeting: Spring 2021 Mid-Semester Meeting  
2020-2021: Wright School of Business AoL Committee Meeting: Spring 2021 Kick Off Meeting  
2020-2021: Wright School of Business AoL Committee Meeting: Fall 2020 Wrap Up Meeting  
2020-2021: Wright School of Business AoL Committee Meeting: Fall 2020 Kick Off  
2019-2020: Wright School of Business AoL Virtual Committee Meeting  
2019-2020: Wright School of Business AoL Committee Meeting

**Attendee: Meeting:**

2023-2024: WSOB Faculty Meeting (September 2023)  
2023-2024: WSOB Faculty Meeting (January 2024)  
2023-2024: WSOB Faculty Meeting (October 2023)  
2023-2024: DSC Campus Wide End of the Semester Faculty Meeting (Fall 2023)  
2023-2024: DSC Campus Wide Faculty Development Day (Fall 2023)  
2022-2023 – 2023-2024: DSC Campus Wide Faculty Meeting (Fall 2022)  
2022-2023: DSC Campus Wide End of Semester Faculty Meeting (Spring 2023)  
2022-2023: Perspectives Course Training  
2022-2023: WSOB Faculty Meeting (April 2023)  
2022-2023: WSOB Writing Club Meeting (April 2023)  
2022-2023: WSOB Faculty Meeting (March 2023)  
2022-2023: WSOB Writing Club Meeting (March 2023)  
2022-2023: WSOB Writing Club Meeting (February 2023)  
2022-2023: WSOB Writing Club Meeting (January 2023)  
2022-2023: Review Preparation Meeting  
2022-2023: Wright School of Business Faculty Meeting (January 2023)  
2022-2023: DSC Campus Wide End of Semester Faculty Meeting (Fall 2022)  
2022-2023: Wright School of Business Faculty Meeting (November 2022)  
2022-2023: Wright School of Business Faculty Meeting (October 2022)  
2022-2023: Student Success & Advising Meeting with Provost  
2022-2023: Tour of Kenco Logistics  
2022-2023: Wright School of Business Faculty Meeting (September 2022)  
2022-2023: Wright School of Business Faculty Meeting (August 2022)  
2022-2023: Wright School of Business Faculty Meeting (August 2022) - Semester Kickoff  
2021-2022: Wright School of Business Faculty Meeting (April 2022)  
2021-2022: Wright School of Business Faculty Meeting (February 2022)  
2021-2022: Business Advisory Counsel Meeting/Lunch  
2021-2022: Wright School of Business Faculty Meeting (January 2022)  
2021-2022: Graduation Attendance (Fall 2021)  
2021-2022: Wright School of Business Faculty Meeting (December 2021)  
2021-2022: DSC Campus Wide Faculty Meeting  
2021-2022: Wright School of Business Faculty Meeting (November 2021)  
2021-2022: Wright School of Business Faculty Meeting (September 2021)  
2021-2022: Wright School of Business Faculty Meeting (August 2021)

2021-2022: Wright School of Business Faculty Meeting & Lunch (August 2021)  
2020-2021 – 2021-2022: DSC Campus Wide Faculty Meeting  
2020-2021: Annual Review (2020-2021)  
2020-2021: Wright School of Business Faculty Meeting (April 2021)  
2020-2021: Wright School of Business Virtual Faculty Meeting (February 2021)  
2020-2021: Marshall University PhD Information Session  
2020-2021: Wright School of Business Virtual Faculty Meeting (January 2021)  
2020-2021: DSC Mental Health Initiative Meeting  
2020-2021: Resume Publication Conversation with Dean Marilyn Helms and Library Director Melissa Whitesell  
2020-2021: Meeting with Dean Marilyn Helms and Librarian Melissa Whitesell  
2020-2021: DSC Campus Wide Faculty Meeting  
2020-2021: Wright School of Business Virtual Faculty Meeting (November 2020)  
2020-2021: Outside Presentation: Using Business Scenarios to Teach Business / Professional Communication  
2020-2021: Wright School of Business Virtual Faculty Meeting (October 2020)  
2020-2021: University of South Alabama: PhD Information Session  
2020-2021: AdAstra Training  
2020-2021: Wright School of Business Virtual Faculty Meeting (October 2020)  
2020-2021: Wright School of Business Virtual Faculty Meeting (September 2020)  
2020-2021: Meeting with Amy Burger to Discuss Research Writing Process  
2020-2021: Wright School of Business Virtual Faculty Meeting (September 2020)  
2020-2021: Meeting with Dr. Jon Littlefield to Work on Atlantic Marketing Research Paper  
2020-2021: Introduction to Weave Meeting  
2020-2021: Wright School of Business Virtual Faculty Meeting (August 2020)  
2020-2021: Wright School of Business Faculty Meeting: Fall 2020 Kick Off  
2020-2021: DSC General Assembly Meeting  
2020-2021: Promotion and Tenure Workshop  
2020-2021: DSC Town Hall Meeting  
2020-2021: AdAstra Training  
2020-2021: University of Scranton: PhD Information Session  
2020-2021: Annual Review (2019-2020)  
2020-2021: Meeting with Dr. Jon Littlefield to Atlantic Marketing Research Paper  
2019-2020 – 2020-2021: Wright School of Business Faculty Meeting  
2019-2020: Wright School of Business Virtual Faculty Meeting (April 2020)  
2019-2020: Wellness Coaching Wednesday's  
2019-2020: Wright School of Business Virtual Faculty Meeting (April 2020)  
2019-2020: Wellness Coaching Wednesday's  
2019-2020: Wright School of Business Virtual Faculty Meeting (March 2020)  
2019-2020: Wright School of Business Virtual Faculty Meeting (March 2020)  
2019-2020: Wright School of Business Faculty Meeting (February 2020)

**Faculty Advisor:**

2023-2024: Letter of Recommendation for Jake Steely  
2021-2022: Meeting with Mallory Safely to Discuss Assignments for Professional Development  
2021-2022: Social Media Internship Training  
2021-2022: Rage Days Weekend  
2020-2021 – 2021-2022: AST (Sorority) Meeting  
2020-2021 – 2021-2022: Social Media Internship Training  
2020-2021: AST (Sorority) Executive Committee Meeting  
2020-2021: Chatsworth DDA: Finalization Meeting  
2020-2021: Chatsworth DDA: Spring 2021 Kick Off  
2020-2021: Chatsworth DDA: Project Set-Up Meeting  
2020-2021: New Student Orientation: Faculty Small Group  
2020-2021: New Student Orientation: Faculty Small Group  
2020-2021: New Student Orientation: Faculty Small Group  
2020-2021: New Student Orientation: Faculty Small Group  
2020-2021: New Student Orientation: Faculty Small Group  
2020-2021: New Student Orientation: Faculty Small Group  
2019-2020: Meeting with Student Interns, Olivia Hughes & Kyra McDougal  
2019-2020: Meeting with Chardonnay Copeland for Advising Training  
2019-2020: Meeting with Chardonnay Copeland for Advising Training  
2019-2020: Meeting with Student Interns, Olivia Hughes & Kyra McDougal  
2019-2020: Meeting with Student Interns, Olivia Hughes & Kyra McDougal, and Dean Marilyn Helms

**Faculty Sponsor:**

2023-2024: Faculty Learning Community - Perspectives Program  
2021-2022: UTC Campus Tour & Information Session on MBA Program  
2020-2021: Chatsworth DDA: Follow Up Meeting  
2019-2020: Bold Talks Presentation (canceled)  
2019-2020: Alumni Basketball Game  
2019-2020: Project for DSC Golf Team  
2019-2020: Meeting with Student Intern, Olivia Hughes  
2019-2020: Undergraduate Research Symposium  
2019-2020: Homecoming Committee: Student Interviews  
2019-2020: Homecoming Committee: Student Interviews  
2019-2020: Homecoming Committee: Student Interviews

**Guest Speaker:**

2022-2023: Northwest High School Tour of WSOB  
2022-2023: Heritage High School Tour of WSOB  
2021-2022: Presentation to Professional Development Course: Social Media Management  
2021-2022: Faculty Moderator: Student Panel for Summit Conference  
2021-2022: Faculty Moderator: Student Panel for Summit Conference

2021-2022: Presentation to Professional Development Course: Social Media Management  
2021-2022: Presentation to AST (Sorority) About Resume Building  
2020-2021: Faculty Hot Seat - Summer 2021 Student Orientation  
2019-2020: Professional Development Course: Resume Workshop  
2019-2020: Professional Development Course: Social Media Professionalism

### **College Assignments**

#### **Member:**

2023-2024: Mountain Campus Advisory Board  
2023-2024: Student Affairs  
2023-2024: WSOB Faculty Evaluation Committee  
2023-2024: Assurance of Learning Committee

### **College Assignments**

#### **Mentoring Activities:**

2021-2022: Facebook Consulting for LAA Grant Project  
2021-2022: Facebook Consulting for LAA Grant Project  
2020-2021: Additional Office Hours for Fall 2020 Semester: 90 Additional Hours  
2019-2020: 20 Additional Office Hours Changed for Virtual Courses in March  
2019-2020: 16 Additional Office Hours for the Month of February  
2019-2020: 16 Additional Office Hours for the Month of January

#### **Other Institutional Service Activities:**

2023-2024: Rage-istration Day Help  
2023-2024: Professional Dress Grading for Professional Development  
2022-2023 – 2023-2024: Dalton Digest Submission  
2020-2021: WSoB Email Campaign: Ann Wright Tribute Email  
2019-2020: WSoB Email Campaign: An announcement from Dean Helms - Embracing Change and Taking on New Challenges  
2019-2020: WSoB Email Campaign: Alumni RSVP (3rd Reminder)  
2019-2020: WSoB Email Campaign: Alumni Basketball Game (2nd Reminder)  
2019-2020: WSoB Email Campaign: Alumni Basketball Game  
2019-2020: Strategic Management: Final Presentation Guest Judge

#### **Participant:**

2022-2023: Fall 2022 Graduation Attendance  
2020-2021: TiLT 4th Meeting  
2020-2021: Lunch with Lecturer of Finance Position  
2020-2021: TiLT 3rd Meeting  
2020-2021: TiLT 2nd Meeting  
2020-2021: TiLT Kick Off Meeting  
2020-2021: Atlantic Marketing Association Presentation  
2019-2020: Business Analytics Submission

2019-2020: Case Study Workshop with Susan Peters  
2019-2020: New Faculty Academy  
2019-2020: New Faculty Academy  
2019-2020: New Faculty Academy  
2019-2020: New Faculty Academy  
2019-2020: New Faculty Academy  
2019-2020: New Faculty Academy  
2019-2020: New Faculty Academy  
2019-2020: New Faculty Academy  
2019-2020: New Faculty Academy  
2019-2020: New Faculty Academy  
2019: Association to Advance Collegiate Schools of Business (AACSB) Accreditation Audit

**Chair:**

2023-2024: Lecturer Search Committee Meeting - In-Person Interviews  
2023-2024: Lecturer Search Committee Meeting - Phone Interviews  
2023-2024: Lecturer Search Committee Meeting  
2019-2020 – 2020-2021: Facilities & Personnel Fall 2020 Re-Opening Team Meeting  
2019-2020: Management Search Committee (Kickoff Meeting)

**Member:**

2023-2024: Faculty Evaluation Committee Meeting (November 2023)  
2023-2024: PACE Leadership Meeting (September 2023)  
2023-2024: Faculty Evaluation Committee Meeting (September 2023)  
2023-2024: PACE Leadership Meeting (December 2023)  
2023-2024: Perspectives Course Training  
2023-2024: PACE Leadership Meeting (July 2023)  
2022-2023: PACE Leadership Meeting (May 2023)  
2022-2023: Faculty Evaluation Committee Meeting (May 2023)  
2022-2023: Faculty Evaluation Committee Meeting (March 2023)  
2022-2023: Faculty Evaluation Committee Meeting (February 2023)  
2022-2023: Faculty Evaluation Committee Meeting (January 2023)  
2022-2023: Mountain Campus Advisory Board Meeting (December 2022)  
2022-2023: Faculty Evaluation Committee Meeting (November 2022)  
2022-2023: Faculty Evaluation Committee Meeting (October 2022)  
2022-2023: Faculty Evaluation Committee Meeting (September 2022)  
2021-2022: Lecturer Search Committee - Teaching Observation (Dr. Ray Smith)  
2021-2022: Lecturer Search Committee - Teaching Observation (Jim Gordon)  
2021-2022: Lecturer Search Committee - Phone Interviews  
2021-2022: Lecturer Search Committee - Initial Meeting  
2021-2022: Faculty Evaluation Committee Meeting (October 2021)  
2021-2022: Student Scholarship Application Review

2021-2022: Faculty Evaluation Committee Meeting (September 2021)  
2021-2022: Student Affairs Committee Meeting  
2021-2022: Faculty Evaluation Committee Meeting (August 2021)  
2020-2021: Faculty Evaluation Committee Meeting  
2020-2021: Faculty Evaluation Committee Meeting  
2020-2021: Faculty Evaluation Committee Meeting  
2020-2021: Faculty Evaluation Committee Meeting  
2020-2021: Faculty Evaluation Committee Meeting  
2020-2021: Faculty Evaluation Committee Meeting  
2020-2021: Faculty Evaluation Committee: Fall 2020 Kick Off  
2020-2021: Chatsworth DDA: Initial Meeting  
2019-2020: Fall 2020 Reopening of Campus Team: Initial Meeting  
2019-2020: Management Search Committee - Skype Interview with Lisa McCool  
2019-2020: Management Search Committee - Skype Interview with Sut Sakchutchawarn  
2019-2020: Management Search Committee - Skype Interview with Tom Bussen  
2019-2020: Management Search Committee - Skype Interview with Ray Smith  
2019-2020: Management Search Committee - Skype Interview with Ekpen Owie  
2019-2020: Student Leadership Award Review  
2019-2020: Well-being Appalachian Trail Challenge (February 17 - March 23)  
2019-2020: Well-being Luncheon hosted by the USG  
2019-2020: Well-being Champion Training for the WSOB

### **University Assignments**

#### **Member:**

2023-2024: PACE Perspectives – Senior Ambassador over Ambassadors

**Last updated by member on 29-May-24 (09:53 AM)**