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Work Address

Marketing Lecturer
Moore School of Business
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EDUCATION

University of South Carolina, Columbia, SC

Ph.D. coursework in Higher Education Administration, comprehensive exam successfully defended
Cognate in Business Administration

Winthrop University, Rock Hill, SC

Master of Business Administration, May 1995

University of Virginia

Bachelor of Arts, Psychology, May 1986

PROFESSIONAL EXPERIENCE

University of South Carolina, University Housing, Columbia, SC

Marketing Lecturer, August 2005 to present

Fulltime faculty member responsible for teaching marketing undergraduate students. Course Coordinator for MKTG 350. Oversee faculty teaching 2,500+ students in Principles of Marketing course. Developed assessment procedure, counsel faculty and Ph.D. students on teaching, report findings to Moore School administration.

Internship Director, August 2007-2020

Counsel undergraduate students on employment opportunities and serve as instructor of record for all students who take BADM 499 for their marketing internship. Spoke to numerous student groups and represented department in major presentation meetings offered by Office of Undergraduate Advising (2007-2015)

Coordinator for Marketing and Family/Graduate Housing, October 2001 to August 2005

Coordinated departmental marketing efforts including design and layout of all publications; created and oversaw special events; supervised full-time, graduate and undergraduate student staff; managed 177 apartments, including facilities management, renovations, yield management, budget, and financial planning for the area; developed and executed social, educational and personal developmental programs for students; served on interdepartmental committees.

Director of Marketing for Olympic Sports, July 1999 to October 2001

Oversaw all marketing and public relations efforts for women's sports; developed marketing initiatives including publications, flyers, and press releases; coordinated group sales efforts, advertising, and media relations; created & oversaw game day promotional efforts; supervised undergraduate and graduate assistant interns, as well as additional game-day staff; served on departmental and University committees.

Academic Advisor for Athletics, July 1998 to July 1999

Advised and tracked academic performance of student-athletes; established relationships with campus academic departments; scheduled classes and tutorial sessions to ensure progress toward graduation; coordinated over 350 weekly tutoring appointments involving 400 student-athletes; designed, implemented and assessed tutorial program for 80+ tutorial staff; wrote successful grant for Lifeskills program which established a comprehensive student-athlete development program (academics, nutrition, career development, community service, etc.); oversaw Team Gamecocks community service program; initiated and coordinated all community service activities for seventeen varsity sports; coached students on proper presentation skills in preparation for public appearances; assisted with recruitment efforts and career planning; assisted with the development of departmental publications; coordinated mentoring program in partnership with the College of Education.

NationsBank (now Bank of America), Charleston, SC

Assistant Vice President and Business Development Officer, July 1994 to March 1995

Sold investment management, trust and estate planning services; developed sales initiatives and presentations for targeted prospects; conducted educational seminars and training sessions for bank employees.

Palmetto Dunes Resort, Hilton Head Island, SC

Public Relations Manager, July 1992 to July 1994

Coordinated location photography shoots, media site inspections and interviews; created extensive new owner relations initiative, including tracking and evaluation of program efforts; assisted with advertising efforts and maintained department budget; developed and executed new-owner sales effort.

Hilton Head Island Chamber of Commerce, Hilton Head Island, SC

Communications Manager, January 1991 to July 1992

Developed & implemented comprehensive internal & external communications program; served as media liaison and worked with all local and international media to promote the island; produced all Chamber publications, including newsletters, directories, press releases, annual reports and speeches.

Business Assistance Manager, July 1990 to January 1991

Coordinated all membership events including Business After Hours, Business Expo, and educational/training seminars; served as liaison to Service Corps of Retired Executives

National Republican Senatorial Committee, Washington, DC

Director of Senate President's Council, January 1989 to June 1990

Coordinated million dollar fundraising program involving U.S. Senate and Cabinet members, Vice President and other administrative officials

United States Senate, Washington, DC

Staff Assistant to Don Nickles, January 1997 to January 1998

Scheduled and conducted VIP tours, maintained public relations with constituents

National Republican Senatorial Committee, Washington, DC

Assistant Director of Direct-To Program, August 1986 to January 1987 (temporary position)

Coordinated direction of \$5 million to Senate candidates, assisted with events for three major donor organizations; planned and conducted strategy seminar for Senators and candidates

PUBLICATIONS

Marketing, Terence A. Shimp and Courtney R. Worsham, chapter in Transition Into Business, 1999: Prentice-Hall, Upper Saddle River, NJ.

PROFESSIONAL, UNIVERSITY, AND COMMUNITY SERVICE AFFILIATIONS

Omicron Delta Kappa national leadership honor fraternity, Faculty Advisor, 2011-present

Meet weekly or biweekly with executive board, attend monthly chapter meetings, represent organization at UofSC awards presentations, attend regional and national conferences with student leaders, oversee elections, selections process, speakers, fundraising and event planning. 3 members with whom I have worked either in ODK or Chi Omega were named the National ODK Leader of the Year. Organization has won awards and/or leadership grants each of the years I've worked with the organization.

Omicron Delta Kappa national leadership honor fraternity, National Awards Committee member, 2021 – present. Chair, 2022-present.

Meet monthly with members to select scholarship, grant and award recipients. Review and revise application process as needed.

Omicron Delta Kappa Mission Committee, 2022-present.

EdVenture Children's Museum Marketing Board of Directors – 2009 – 2013

Carolina Judicial Council Member, 2001-present

Certified Title IX hearing officer 2016-present

Serve on hearing boards for academic integrity, student conduct and Title IX hearings, participate in annual recertification training as needed

USC Student Conduct Office, Student Conduct Code Review Committee – 2012, 2019

Cocktails Faculty Advisor – 2008-2011

Faculty Advisor for UofSC Men's Basketball Team, October 2019-present

Faculty Advisor for UofSC International Men's Soccer Team, April 2019-present

University Retention Committee, 2006-2010

Chi Omega Women's Fraternity, Chapter Advisor, 1997 – 2005

Served as lead advisor for 400 woman organization, attended weekly chapter and executive board meetings, participated in all conduct board hearings, chaperoned social events, accompanied leaders to regional and national leadership conferences. Oversaw elections, recruitment activities, chaired the advisory board of 9 women, supervised all award applications and wrote letters of recommendations. Chapter regularly won highest national awards for programming, recruiting and academic performance. During this time I was also named one of the national advisors of the year for my work with the organization (2004)

Chi Omega Women's Fraternity, Faculty Advisor, 2006-2021

This role is much smaller than the Chapter Advisor role, and I transitioned here when I joined the faculty. Served as liaison between chapter and university, wrote academic recommendation letters, award nominations, and participated in regular chapter programming including meetings and chaperoning social functions. Initiated career and academic

counseling for the women and helped to coordinate meetings with other university administrators.

Chi Omega Women's Fraternity, New Member Advisor, 2021 – present

Attend weekly new member meetings with 100+ new members, advise officers of policies, develop and offer programming to educate members, assist with ritual education, participate in initiation, chaperone social functions, attend advisory board meetings, and participate in regional and national training/conferences as required.

Chi Omega Women's Fraternity National Volunteer, 2005-present

Attend and serve when called at national and regional training conferences.

Nancy Walton Laurie Leadership Institute Team member, 2005-2014

Selected by the national organization president to serve on presentation and research team that facilitated leadership training sessions for sorority women throughout the United States.

Topics and audience size varied. Facilitated conference sessions during national and regional training conferences in addition to specific chapter training sessions.

Junior League of Columbia, 1995 - present

Brockman Elementary School PTO Vice President, 2008-2009, President, 2009-2011

Brockman Elementary School Improvement Council, Ad-hoc member, 2009-2011

Brockman Elementary School PTO Board member, 2011-2012

Trinity Cathedral Learning Center Board of Managers, Secretary, 2003 – 2004

Trinity Cathedral Altar Guild, 2011-present

Trinity Cathedral Flower Guild, 2021 - present

Trinity Cathedral VBS Teacher, 2006-present

Trinity Cathedral Needlework Guild, 2012-present

Trinity Cathedral Bazaar Booth Chairman, 2006-2009, 2014, 2015

Coordinated group of women who made items for sale at annual fundraiser. I actually chaired multiple committees: baked goods and holiday décor. I still bake items for the event, can over 100 half pints, and help make items for the Christmas booth and the needlework booth.

Trinity Cathedral Children's evening program coordinator, 2007- 2008

Planned weekly Wednesday evening events for children ages 6-11.

Trinity Cathedral EYC Girls Advisor – 2013-2018

Attended weekly youth group meetings, met with girls group outside of church activities, supervised weekly Bible Study (and took them to school afterwards), and chaperoned them on all church trips. Our group still meets regularly and these women are all juniors in college!

Trinity Cathedral College Ministry Vision Team -2013

USC Sexual Assault and Relationship Violence Interdepartmental Committee, 2001-2005

University Housing Staff Enrichment Team, *chairman*, 2002 –2005

University Housing Key Management Team, 2002

University Housing Mission Statement Team, *chairman*, 2002

University Housing Website Design Team, *chairman*, 2004 – 2005

University of South Carolina Bicentennial Athletic Events Committee – 2001

University of South Carolina Homecoming Judge, 2011-13

Darla Moore School of Business member of Business & Community Leadership Fellows team, 2017-present

Course Coordinator for Principles of Marketing 2017 to present

McGraw-Hill Publishing textbook reviewer on multiple editions, test bank reviewer 2018

Certification in Fostering a Proactive Learning Environment, CTE – completed Spring 2020

Faculty Senator 2019-2021. Serve on University Athletics Advisory Committee

University Athletics Advisory Committee –Chairman, 2021-2023

Faculty Athletics Representative Search Committee - Chairman, Spring 2021

Faculty Senate Steering Committee member: April 2021-present

TEACHING EXPERIENCE

University of South Carolina, Moore School of Business

Principles of Marketing, Annual registration for this course exceeds 1,400 students
Fall 2003, Fall/Spring/Maymester/Summer 2005, 2006, 2007, 2008, 2009,
2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022

Consumer Behavior, Summer 1996, Spring 2000, Fall 2000, 2001 2002, 2004, 2005
Spring 2003, 2005, 2006

Integrated Marketing Communications, Fall 1997, 2008, 2009, 2010, 2011, 2012; Spring
2008, 2009, 2010

Marketing Communications in Italy, May 2014, May 2015, May 2016, May 2017, May 2018,
May 2019, May 2022

Business Marketing Internship Fall/Spring/Summer 2006, 2007, 2008, 2009, 2010, 2011,
2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019

Retailing Management Fall 2007, 2016, 2017, 2021 Spring 2009, 2010, 2011, 2012, 2013,
2014, 2015, 2016, 2017, 2018, 2019, Summer 2020

Marketing Strategy, Summer 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, Fall 2014,
Maymester 2020

UNIV 401 – GLD class instructor Spring 2016, 2017, 2020, 2022 – supervised students in
development of GLD portfolio. 100% pass rate, and multiple students have
received awards at Discover USC.

Frequent substitute instructor for former Dean Jim Kane for Principles of Marketing,
Fall 1996 to 2001

Honors Thesis supervision (first or second reader): 2005, 2007, 2010, 2011, 2012, 2013,
2014, 2015, 2017, 2018, 2020, 2021, 2023

OE-Study Abroad, instructor of record for 2-week intensive study abroad course in
Australia 2009, 2011

HONORS AND AWARDS

Phi Kappa Phi Honor Society, initiated 1995

Beta Gamma Sigma Business Honor Fraternity, initiated 1995

USC Sorority Advisor of the Year, 1998, 2001

USC Greek Faculty Advisor of the Year, 2006, 2017

Mortar Board Excellence in Teaching Award, 2000-01, 2006-07, 2009-10, 2013-14

Chi Omega National Advisor of Excellence, 2004

Delta Sigma Pi, Marketing Professor of the Year, 2006

Mortar Board Keynote Speaker, 2007

Omicron Delta Kappa, initiate and keynote speaker, 2008, 2013, 2014, 2016

Nominee for Hormel National Marketing Teaching Award

Sorority Council Academic Excellence Banquet Keynote Speaker 2014

Carolinian Creed Advocate of the Year, 2013

USC Office of Disabilities Services Two Thumbs Up Award 2015, 2019, 2022

Alfred G. Smith Outstanding Teaching Award 2015

Order of Omega Greek honor society, inducted 2018