

# Esther Swilley

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## **OFFICE**

Kansas State University  
Department of Marketing  
201 Calvin Hall  
Manhattan, KS 66506-0506  
785.532.6135 Office  
esthers@ksu.edu

## **HOME**

1100 East Park Grove Drive  
Manhattan, KS 66503  
(785) 537-6848 Home  
(850) 443-7477 Cell

## **EDUCATION**

**PhD.** Florida State University, Tallahassee, FL 2007  
Major: Marketing  
Support Area: Strategic Management

**M.B.A.** Kennesaw State University, Kennesaw, Georgia 2002

**B.A.** Wayne State University, Detroit, Michigan 1979  
Major: Mass Communications  
Minors: Biology/Chemistry  
Oakland University, Rochester, Michigan

## **ACADEMIC EXPERIENCE**

2015- Present Interim Marketing Department Head, Kansas State University  
2013 - Present Associate Professor, Kansas State University  
2007 - 2013 Assistant Professor, Kansas State University  
2003 - 2007 Graduate Research/Teaching Assistant, Florida State University

## **PUBLISHED RESEARCH**

### **Books**

Swilley, Esther (2016), *MOBILE COMMERCE: How it Contrasts, Challenges and Enhances Electronic Commerce*, Business Expert Press, New York

### **Refereed Journal Articles**

Swilley, Esther, Leisa Reinecke Flynn and Kelly Cowart (2014) "An Examination of Regifting Behavior," *Journal of Consumer Behavior* 13 (4) 251-261

Bacile, Todd, Christine Ye and Esther Swilley (2014), "From Firm-Controlled to Consumer-Contributed: Consumer Co-Production of Personal Media Marketing Communication" *Journal of Interactive Marketing* 28 (2) 117-133

Swilley, Esther and Ronald E. Goldsmith (2013), "Black Friday versus Cyber Monday: Understanding Consumer Intentions on Two Major Shopping Days," *Journal of Retailing and Consumer Services* 20 (1) 43-50.

Swilley, Esther (2012), "Aesthetic Technology: Scale Development and Measurement," *International Journal of Technology Marketing* 7 (3) 324-341.

Giunipero, Larry, Edward Ramirez and Esther Swilley (2012), "The Antecedents and Consequences of E-Purchasing Tools Usage in Supply Chain Management," *Journal of Marketing Theory and Practice* 20 (3) 279-292.

Swilley, Esther, Charles F. Hofacker and Bruce T. Lamont (2012), "The Evolution from E-Commerce to M-Commerce: Pressures, Firm Capabilities and Competitive Advantage in Strategic Decision Making," *International Journal of E-Business Research* 8 (1) 1-16.

Swilley, Esther (2010), "Technology Rejection: The Case of the Wallet Phone," *Journal of Consumer Marketing*, 27 (Summer/Fall) 304-312.

Lee, Richard, Jamie Murphy and Esther Swilley (2009), "The Moderating Influence of Hedonic Consumption in an Extended Theory of Planned Behaviour," *The Services Industries Journal*, April 29 (4) 539-555.

Swilley, Esther, and Ronald E. Goldsmith (2007), "The Role of Involvement and Experience with Electronic Commerce in Shaping Attitudes and Intentions toward Mobile Commerce," *International Journal of Electronic Marketing and Retailing* 1 (4) 370-384.

Swilley, Esther and Ronald E. Goldsmith (2007), "Assessing the Impact of Corporate Credibility and Technology Acceptance on Online Shopping," *International Journal of Electronic Marketing and Retailing*, 1 (3) 199-216

Hofacker, Charles F., Ronald E. Goldsmith, Esther Swilley and Eileen Bridges (2007), "E-Services: Synthesis and Research Agenda," named Best Article in the *Journal of Value Chain Management* 1 (1), 13-44 *Lead Article*

Swilley, Esther and Charles F. Hofacker (2006), "Defining Mobile Commerce in a Marketing Context," *International Journal of Mobile Marketing*, December 2006, 1 (2) 18-23

#### **Refereed Proceedings Articles**

Flynn, Leisa Reinecke and Esther Swilley (2007), "Resisting Change: Scale Validation with a New, Short Measure of the Big Five," Panama City, FL: *2007 Academy of Marketing Theory and Practice Conference*

Swilley, Esther (2004), "When the Chameleon Shows its Spots: Self-Monitoring Behavior and the Market Maven," Tampa, FL: *2004 Proceedings of the Society for Marketing Advances*

#### **Refereed Proceedings Abstracts**

Swilley, Esther and Philip Hill (2014), "Gender Differences in Liquor Consumption Occasions," New Orleans: *2014 Society for Marketing Advances Conference Proceedings*

Swilley, Esther and Luzhi Deng (2014), "Understanding Mobile Apps Discontinuance Behavior," New Orleans: *2014 Society for Marketing Advances Conference Proceedings*

Swilley, Esther and Stephanie Wacker (2014), "The Transformation of Fitness Activity Gender Roles and the Marketing of Fitness Centers," New Orleans: *2014 Society for Marketing Advances Conference Proceedings*

Swilley, Esther and Caibing Wang (2014), "Organizational Culture: Examining Chinese and American Supply Chain Relationships," New Orleans: *2014 Society for Marketing Advances Conference Proceedings*

Swilley, Esther, Philip Hill and Ashlee Hampton (2013), "Blog, Pin and Online Review Effects on Advertising Attitudes and Purchase Intentions," Hilton Head, SC: *2013 Society for Marketing Advances Conference Proceedings* 174-175

Swilley, Esther (2013), "Moving Virtual Retail into Reality: Examining Metaverse and Augmented Reality in the Online Shopping Experience," Melbourne, Australia: *2013 World Marketing Congress Proceedings*.

Swilley, Esther and Kelly Cowart (2013), "Extending Flow Theory to Mobile Shopping," Monterrey, CA: *2013 AMS Conference Proceedings*

Swilley, Esther (2012), "Determinants of the Adoption of a Mobile Commerce Strategy: The Perceived Benefits to the Firm," Chicago, IL: *2012 Summer AMA Conference Proceedings* 23, 342.

Swilley, Esther (2012), "Assessing the Acceptance of E-Textbooks through the Theoretical Testing of Business Student Attitudes," Chicago, IL: *2012 Winter AMA Conference Proceedings*, 23, 323-324.

Bacile, Todd, Christine Ye and Esther Swilley (2011), "An Investigation of Consumer Co-Production on Mobile Coupon Redemption," New Orleans, LA: *2011 Winter AMA Conference*, 22

Swilley, Esther (2010), "Understanding the Antecedents to Hedonic and Utilitarian Attitudes toward Mobile Devices," in *Advances in Marketing: Going Green - Best Marketing Practices for a Global World*, William J. Kehoe and Linda K. Whitten, editors. Mobile, AL: Society for Marketing Advances, 150-153.

Swilley, Esther (2009), "Investigating Virtual World Dynamics Using AST: A Research Agenda," Oslo, Norway: *2009 World Marketing Congress*, 111

Swilley, Esther, Leisa Reinecke Flynn and Kelly Cowart (2008) "An Exploratory Investigation into Regifting Behaviors," Vancouver, B.C.: *2008 Academy of Marketing Science Conference*, 291.

Lee, Richard, Jamie Murphy and Esther Swilley (2007), "Online Visibility: A Novel Method to Rank Marketing Journals," Washington D.C.: *2007 AMA Summer Conference*, 18, 248-249

Jamie Murphy, Geoff Soutar, Lee, Richard, and Esther Swilley (2007), "The Moderating Influence of Hedonic Consumption in an Extended Theory of Planned Behaviour," Washington D.C: *2007 AMA Summer Conference*, 18, 339-340

Swilley, Esther (2006), "Upper Echelons Theory and Market Orientation: TMT Characteristics as Antecedents to a Market Orientation," San Antonio, TX: *Proceedings of the 2006 Academy of Marketing Science Annual Conference*, 29, 189

Swilley, Esther and Ronald E. Goldsmith (2005), "Assessing the Impact of Corporate Credibility and Technology Acceptance on Online Shopping," Tampa, FL: *2005 Academy of Marketing Science Annual Conference*

### **RESEARCH IN PROGRESS**

Swilley, Esther and Edward Nowlin, "Intersection of Art and Technology" to the European Journal of Marketing

Swilley, Esther, Kelly Cowart and Janis Crow, "Shopping Interrupted: Effect of Disruptions on Mobile Marketing Efforts" to Psychology & Marketing

Swilley, Esther, Philip Hill and Ashlee Hampton, "Blog, Pin and Online Review Effects on Advertising Attitudes and Purchase Intentions," Status: Data Collection

Swilley, Esther and Ansley Chua, "Comparison of Social and Traditional Media Effects on Stock Market Transactions," Status: Data analysis

Swilley, Esther, "An Initial Exploratory Study of Electronic and Mobile Technology Device Attitudes and Internet Services and Applications Usage" Status: Longitudinal Study, third data collection underway

**CONFERENCE PRESENTATIONS**

Swilley, Esther, Philip Hill and Ashlee Hampton, "Blog, Pin and Online Review Effects on Advertising Attitudes and Purchase Intentions," at the *2013 Society for Marketing Advances Conference*

Swilley, Esther, "Moving Virtual Retail into Reality: Examining Metaverse and Augmented Reality in the Online Shopping Experience," at the *2013 World Marketing Congress*, Melbourne, Australia.

Swilley, Esther and Kelly Cowart, "Extending Flow Theory to Mobile Shopping," at the *2013 AMS Conference*, Monterrey, CA.

Swilley, Esther "Determinants of the Adoption of a Mobile Commerce Strategy: The Perceived Benefits to the Firm," *2012 Summer AMA Conference*, Chicago, IL

Swilley, Esther "Assessing the Acceptance of E-Textbooks through the Theoretical Testing of Business Student Attitudes," *2012 Winter AMA Conference*, Marketing Education track, St. Petersburg, FL

Swilley, E. L., Spexarth, R., CBA Faculty Research Seminar Series, "The Effects of Channel Selection in Purchase Intention and Usage of Mobile Coupons," KSU College of Business, Calvin Hall. (February 4, 2011).

Bacile, Todd J., Christine Ye, Esther Swilley and Charles F. Hofacker, "An Investigation of Customization on Mobile Coupon Redemption," *2011 American Marketing Association Winter Conference*, New Orleans, LA

Swilley, Esther, "Understanding the Antecedents to Hedonic and Utilitarian Attitudes toward Mobile Devices" *2010 Society for Marketing Advances Conference*, Atlanta, GA

Swilley, E. L., CBA Faculty Research Seminar Series, "An Examination of Regifting: A look at the Behaviors Behind This Gift-Giving Phenomenon," KSU College of Business, Calvin Hall. (November 13, 2009).

Swilley, Esther, "Investigating Virtual World Dynamics Using AST: A Research Agenda" *2009 World Marketing Congress Conference*, Oslo, Norway

Swilley, Esther, Leisa Reinecke Flynn and Kelly Cowart, "An Examination of Regifting: A Look at the Behaviors Behind this Gift-Giving Phenomenon," Consumer Behavior Track of the *2008 Academy of Marketing Science Conference*, Vancouver, B.C.

Swilley, E. L., CBA Faculty Research Seminar Series, "Consumer Attitudes and Intentions Toward Wallet Phones," KSU College of Business, Calvin Hall. (February 1, 2008).

Murphy, Jamie, Geoff Soutar, Lee, Richard, and Esther Swilley, "Online Visibility: A Novel Method to Rank Marketing Journals," *2007 American Marketing Association Summer Conference*, Washington D.C.

Lee, Richard, Jamie Murphy and Esther Swilley, "The Moderating Influence of Hedonic Consumption in an Extended Theory of Planned Behaviour," *2007 American Marketing Association Summer Conference*, Washington D.C

Flynn, Leisa Reinecke and Esther Swilley, "Resisting Change: Scale Validation with a New, Short Measure of the Big Five" *2007 Academy of Marketing Theory and Practice Conference*, Panama City, FL

Swilley, Esther, "Upper Echelons Theory and Market Orientation: TMT Characteristics as Antecedents to a Market Orientation," *2006 Academy of Marketing Science Annual Conference*, San Antonio, TX

Swilley, Esther and Ronald E. Goldsmith, "Assessing the Impact of Corporate Credibility and Technology Acceptance on Online Shopping," 2005 *Academy of Marketing Science Annual Conference*, Tampa, FL

Swilley, Esther, "When the Chameleon Shows its Spots: Self-Monitoring Behavior and the Market Maven," 2004 *Society for Marketing Advances*, St. Petersburg's Beach, FL.

### **INVITED PRESENTATIONS**

"Blog, Pin and Online Review Effects on Advertising Attitudes and Purchase Intentions," 2014 inaugural lecture in the Boyer-Switzer Lecture Series

"Better Now than Later," presented as part of the *Getting Started* session at the 2004 *Marketing Doctoral Students Association Conference*, Boston, MA

"Marketing: Myths, Legends and Facts," presented at the 2005 *McKnight Doctoral Fellowship Mid-Year Meeting*, Tampa, FL

### **TEACHING EXPERIENCE**

Associate Professor, Kansas State University, College of Business Administration, Manhattan, KS, 8/2013 – present

- Courses taught: Digital (Electronic) Marketing  
Marketing Concepts and Research (Graduate Course)

Assistant Professor, Kansas State University, College of Business Administration, Manhattan, KS, 8/2007 – 7/2013

- Courses taught: Electronic Marketing  
International Marketing

Teaching Assistant, Florida State University, College of Business, Tallahassee, FL, 5/2004-6/2007

- Full responsibility over the course development and implementation
- Courses taught: Principles of Marketing  
Promotional Management  
Services Marketing  
Electronic Marketing

### **DIRECTED STUDENT LEARNING**

#### **Doctoral**

Dissertation Committee Member

College of Education

*The Impact of Living in a Fraternity Home on the Leadership Identity Development of its Members*

September 2012 - May 2014

Advised: James Love

#### **Masters**

Master's Thesis Committee Member

College of Arts and Sciences

Journalism & Mass Communications

*Sports and Social Media*

September 2011 – May 2012

Advised: Kayla Bosco

Master's Thesis Committee Member

College of Human Ecology

Apparel, Textiles & Interior Design

*Antecedents to Attitudes of Saudi Women toward Shopping for Apparel Online*

January 2010 - December 2010

Advised: Ragad Hannon

**Independent Study**

*Extreme Couponing Behaviors*

January 2013-May 2013

Advised: Justin Moss

*Development of Career Goals and Implementation*

January 2012 - May 2012

Advised: Jeffrey Rogers

*Social Networking and Dynamic Pricing in Sports*

September 2011 - December 2011

Advised: Kayla Bosco

*Research of Five B2B Companies*

September 2010 - December 2010

Advised: DeMarkus Colman

*Investigation of Mobile Coupon Behaviors*

September 2010 - December 2010

Advised: Rebecca Spexarth

*Marketing Plan for Habitat for Humanity Manhattan*

June 7, 2010 - July 29, 2010

Advised: William Gross

**Developing Scholars Program**

*Appeals in Advertising Technology to Women*

September 2014-April 2015

Advised: Emmalee Laidacker

*A Longitudinal Study of Internet Services Usage*

September 2013- April 2014

Advised: Phillip Hill

*Blog, Pin and Online Review Effects on Advertising Attitudes and Purchase Intentions*

September 2012 - April 2013

Advised: Phillip Hill

*3D Marketing*

September 2010 - April 2012  
Advised: Blake Franklin

*Virtual Shopping*  
September 2009 - May 2010  
Advised: Blake Franklin

### **Undergraduate Research Projects**

*Understanding Mobile Apps Discontinuance Behavior*  
February 2014 – November 2014  
Advised: Luzhi Deng

*Gender Differences in Liquor Consumption Occasions*  
February 2014 – November 2014  
Advised: Phillip Hill

*The Transformation of Fitness Activity Gender Roles and the Marketing of Fitness Centers*  
February 2014 – November 2014  
Advised: Stephanie Wacker

*Organizational Culture: Examining Chinese and American Supply Chain Relationships*  
February 2014 – November 2014  
Advised: Caibing Wang

*Blog, Pin and Online Review Effects on Advertising Attitudes and Purchase Intentions*  
February 2013 – November 2013  
Advised: Phillip Hill/Ashlee Hampton

*Examining Extreme Couponing Behaviors*  
April 2012 – May 2013  
Advised: Justin Moss

### **RESEARCH GRANTS**

\$6600 Academic Excellence Fund, 2014  
\$5000 Academic Excellence Fund, 2012  
\$2000 Kansas State University Competitive Research Grant, 2012  
\$2500 International Incentive Travel Grant, 2010  
\$2000 International Incentive Grant for CIBER, 2010  
\$2000 Kansas State University Faculty Development Award, 2009  
\$2000 Kansas State University Competitive Research Grant, 2008  
\$ 500 Kansas State University Competitive Research Grant, 2008  
\$ 500 Florida State University Dissertation Grant, 2006

### **HONORS AND AWARDS**

2011 Promoting an Accessible Campus Award, K-State for All Program  
2011 Wakonse Teaching Conference fellow  
2010 Coffman Leadership Institute participant  
2007 Warsteiner Best Paper Award, *Journal of Value Chain Management*

2006 AMS/MDSA Conference Grant  
 2006 Leslie N. Wilson Graduate Assistantship, Florida State University  
 2006 Recognition for "Overall Assessment of Instructor" for 2005-2006  
 2005 AMS/MDSA Conference Grant

**SERVICE**

**PROFESSIONAL**

**Journals: Reviewer**

2016 Information & Management  
 Journal of Marketing Management  
 Journal of Interactive Marketing  
 2015 Information & Management  
 2014 Social Behavior and Personality Journal  
 Journal of Marketing Communications  
 International Review of Retail, Distribution and Consumer Research  
 MSI Quarterly  
 2013 Journal of Interactive Marketing  
 International Journal of Electronic Marketing and Retailing  
 Journal of Marketing Communications  
 International Journal of Retail & Distribution Management  
 Social Behavior and Personality Journal  
 2012 European Journal of Marketing  
 International Journal of Electronic Marketing and Retailing  
 Services Industries Journal  
 2011 European Journal of Marketing  
 Journal of Asia-Pacific Business  
 International Journal of Electronic Marketing and Retailing  
 2010 Journal of Interactive Marketing  
 Services Industries Journal  
 2009 Reviewer: Cornell Hospitality Quarterly  
 2008 International Journal of Electronic Marketing and Retailing

**Conferences: Track Chair/ Discussant/Session Chair**

2014 Society of Marketing Advances Track Chair – Logistics & Supply Chain Management  
 2012 Summer AMA Educators' Conference  
 2010 Society for Marketing Advances  
 Academy of Marketing Science

**Conferences: Reviewer**

2016 2016 EMAC Conference  
 2015 2015 EMAC Conference  
 2015 World Marketing Congress  
 2014 2014 EMAC Conference  
 2014 World Marketing Congress  
 Society of Marketing Advances Conference  
 2013 Summer AMA Educators' Conference  
 Society of Marketing Advances Conference  
 2012 Summer AMA Educators' Conference, reviewer and discussant



- 2011 Summer AMA Educators' Conference  
International Conference on Information Systems
- 2010 Society for Marketing Advances  
Academy of Marketing Science  
American Marketing Association
- 2009 American Marketing Association Conference  
Society for Marketing Advances Conference  
World Marketing Congress
- 2008 AMA Summer Educators Conference, E-business and Technology  
AMS Conference, Business-to-Business Track
- 2007 AMA Summer Educators Conference, E-business and Technology
- 2006 IADIS E-Commerce Conférence, Mobile Commerce Area  
Winter AMA Conference, Entrepreneurship and Innovation Track
- 2005 Society of Marketing Advances, Consumer Behavior Track

## **UNIVERSITY**

### **Department of Marketing – Kansas State University**

- 2015 Search Committee Member for Assistant Marketing Professor
- 2014 Visiting Professor Search Committee  
Search Committee Member for Marketing Professor
- 2013 Academic Majors Fair Attendee  
Marketing Advisory Council Attendee
- 2012 Academic Majors Fair Attendee  
Marketing Advisory Council Attendee
- 2011 Academic Majors Fair Attendee  
International Study Abroad Fair Exhibitor  
Marketing Advisory Council Attendee  
Department Head Reappointment Committee Member
- 2010 Search Committee Member for Assistant Marketing Professor  
Academic Majors Fair Attendee  
International Study Abroad Fair Exhibitor  
Marketing Advisory Council Attendee  
Sales Minor Committee Member
- 2009 Academic Majors Fair Attendee  
Marketing Advisory Council Attendee
- 2008 Academic Majors Fair Attendee  
Marketing Advisory Council Attendee
- 2007 Academic Majors Fair Attendee  
Marketing Advisory Council Attendee

### **College of Business – Kansas State University**

- 2016 CBA New Building Advisory Committee
- 2015 CBA New Building Advisory Committee
- 2014 CBA New Building Advisory Committee  
CBA Fall Retreat
- 2013 CBA New Building Advisory Committee  
CCOUP Member  
CBA Fall Retreat

- 2012 Search Committee for Academic Advisor  
University Information Technology Committee Member  
CBA Commencement – Spring  
Executive Mentor Luncheon Attendee  
CBA Fall Retreat
- 2011 Search Committee Member for the Edgerley Family Dean of Business Administration  
Search Committee Member for the Director of Research  
University Information Technology Committee Member  
CBA Commencement – Spring  
CBA Fall Retreat
- 2010 University Information Technology Committee Member  
CBA Commencement - Spring, Fall  
Graduate Commencement – Fall  
CBA Fall Retreat
- 2009 Koch College for a Day Workshop Facilitator  
University Information Technology Committee Member  
CBA Commencement - Spring, Fall  
CBA Fall Retreat
- 2008 Search Committee Member for the Public Information Officer of the CBA  
Search Committee Member for the Associate Dean and Director of Undergraduate Studies  
University Information Technology Committee Member  
Koch College for a Day Workshop Facilitator  
CBA Commencement - Spring, Fall  
CBA Fall Retreat
- 2007 University Information Technology Committee Member  
CBA Commencement - Fall  
CBA Fall Retreat

**Kansas State University**

- 2016 Faculty Senator  
Vanier Family Scholarship Awards Committee  
Presidential Award for Outstanding Department Head Committee
- 2015 New Faculty Institute Coordinator  
KSU Black Faculty and Staff Alliance  
Faculty Senator  
Faculty Affairs Committee Member
- 2014 New Faculty Institute Coordinator  
University Library Committee Member  
KSU Black Faculty and Staff Alliance  
Faculty Senator  
Faculty Affairs Committee Member  
Appendix M Hearing Member
- 2013 New Faculty Institute Coordinator  
University Library Committee Member  
KSU Black Faculty and Staff Alliance  
FSCOUP Member  
Faculty Senator

- 2012 Faculty Affairs Committee Member
- 2012 Graduate Council Member
- Graduate Council Assessment & Review Committee Chair
- University Library Committee Member
- KSU Black Faculty and Staff Alliance
- 2011 Search Committee Member for the Edgerley Family Dean of Business Administration
- Graduate Council Member
- Graduate Council Assessment & Review Committee Chair
- Graduate Council Grievance Hearing
- KSU Black Faculty and Staff Alliance
- HLC Retreat Attendee
- 2010 Chair, Graduate Council Assessment & Review Committee
- Graduate Council Committee Member
- KSU Black Faculty and Staff Alliance
- 2009 Graduate Council Committee Member
- KSU Black Faculty and Staff Alliance
- Diversity Summit Attendee
- 2008 KSU Black Faculty and Staff Alliance
- 2007 KSU Black Faculty and Staff Alliance

**MEDIA MENTIONS**

- November 2015 WalletHub.com
- March 2014 KCBS Radio San Francisco
- KSNT Topeka
- July 2013 Pacific Standard
- May 2012 Business News Daily
- The Manhattan Mercury
- Business Insider
- January 2012 MSNBC
- November 2011 The Manhattan Mercury
- June 2011 Economic Times
- CIO Today
- February 2011 The Manhattan Mercury
- October 2010 Dow Jones Newswires
- May 2010 Marketwise
- WIBW Kansas
- Yahoo! Finance
- February 2010 L'Atelier
- Marketing Power News - AMA Newsletter
- November 2009 The Sun News
- Business Daily
- March 2009 St. Louis Dispatch
- February 2009 The Manhattan Mercury
- MSN Tech and Gadgets
- Science News

**PROFESSIONAL ASSOCIATION MEMBERSHIPS**

- American Marketing Association

- Academy of Marketing Sciences
- Society for Marketing Advances
- Beta Gamma Sigma
- Marketing Ethnic Faculty Association
- Marketing Doctoral Students Association/PhD Project Organization
- McKnight Doctoral Fellowship Program

### **COMMUNITY ACTIVITIES**

#### **United Methodist Women – First United Methodist Church**

2008 – 2016 Member

2014 -2016 President

#### **Little Apple Pilot Club**

2012-Present Member

#### **Manhattan Area Habitat for Humanity**

2011-2012 President, Board of Directors

2009-2012 Member, Board of Directors

### **PROFESSIONAL EXPERIENCE**

#### **BellSouth, Atlanta, GA, 1999-2003**

- *Product Development Manager* – Promoted to lead, implement, and deliver products working with a team throughout the product life cycle.
- *Monetization Manager* – Promoted to develop, recommend and execute marketing strategies for increasing revenue through online advertising opportunities.
- *Business Liaison Manager* – Promoted to manage and direct the customer’s needs, by serving as industry-expert on content and applications.
- *Community Manager* – Develop and implement new program initiatives designed to heighten awareness of and participation in new online product.

#### **The Atlanta Journal/Constitution, Atlanta, GA, 1994-1997**

- *Account Executive* - Won sales incentive awards for high sales volume. Manage market research, competitor intelligence and sales analysis/forecasting functions to determine marketing and sales strategies.
- *Marketing Representative* - Established market position for new online product. Designed, developed, executed and evaluated all advertising including creative strategies, production and media buying, and promotion activities.

#### **USA TODAY, Atlanta, GA, 1988-1994**

- *Account Manager* – Develop marketing strategies based on sales and competitive activity, then sold program to select accounts. Hired, trained and coached sales support team. Prepare budgets. Produce materials and conduct product seminars. Manage databases and direct mail programs.

#### **Early Career**

- Early career included advertising agency account coordination and advertising media sales.