

JANÉE N. BURKHALTER, Ph.D.

Saint Joseph's University
Erivan K. Haub School of Business
Department of Marketing
5600 City Avenue
Philadelphia, PA 19131

Telephone: 610.660.2274
Facsimile: 610.660.3239
E-mail: janee.burkhalter@sju.edu
LinkedIn: www.linkedin.com/in/jnburkhalter
Twitter: @drjbtweets

PROFESSIONAL PROFILE

Marketing scholar, educator & strategist. Areas of expertise include entertainment, social media, consumer relationships & niche markets. Knowledgeable & innovative instructor committed to creating engaging & inclusive learning environments. Multi-talented & highly-creative servant leader who thrives in demanding settings, possessing practical experience in marketing communications, career services, entrepreneurship, diversity, equity & inclusion.

EDUCATION

Ph.D.	2009	Marketing	Georgia State University	Atlanta, GA
M.B.A.	2001	Business Administration	Florida A&M University	Tallahassee, FL
B.S.	2001	Business Administration	Florida A&M University	Tallahassee, FL

PROFESSIONAL EXPERIENCE

Saint Joseph's University, Philadelphia, PA **2009 – Present**
Faculty Liaison for Inclusion & Diversity 2019 – Present
Special Assistant to the Provost for Inclusion & Diversity 2018 – 2019

Erivan K. Haub School of Business
Associate Professor, Department of Marketing 2015 – Present
Assistant Professor, Department of Marketing 2009 – 2015

Undergraduate Courses Taught: Entertainment Marketing; Marketing Strategy; Multicultural Marketing; Principles of Marketing (In Person & Online)

Graduate Courses Taught: Global Business (EMBA); International Marketing Study Tour: Cuba (MS); Marketing Concepts (MBA & EMBA); Marketing Strategy (MBA, In Person & Online); Qualitative Marketing Research (MS, Online)

Kaplan Test Prep & Admissions, Atlanta, GA **2006 – 2009**
Instructor & Tutor, GMAT

Georgia State University, Atlanta, GA **2005 – 2009**
J. Mack Robinson College of Business
Instructor & Teaching/Research Assistant, Department of Marketing

Undergraduate Courses Taught: Advertising; Basic Marketing; Marketing Research

Imperatives LLC, Minnetonka, MN [remote] Associate	2005 – 2006
Wells Fargo Home Mortgage, Edison, NJ Marketing Manager Marketing Coordinator Marketing Intern	2001 – 2005 2002 – 2005 2001 – 2002 2001
Florida A&M University, Tallahassee, FL Graduate Assistant, Career Development Center	2000 – 2001

PUBLICATIONS

Peer-reviewed Journal Articles

Burkhalter, Janée N. and Natalie T. Wood (2019). “#SocialTV: Understanding the Content & Structure of Scandal’s Entertainment Community,” *Journal of Digital & Social Media Marketing*, 7(2), 148-162. Accepted: 2 March 2019.

Burkhalter, Janée N., Carolyn F. Curasi, Corliss G. Thornton and Naveen Donthu (2017). “Music and its Multitude of Meanings: Exploring What Makes Brand Placements in Music Videos Authentic,” *Journal of Brand Management*, DOI: 10.1057/s41262-017-0029-5. Published online: 16 February 2017. [6 citations]

Randolph, Adriane B. and **Janée N. Burkhalter** (2016). “From General to Specific: Understanding Individual Characteristics and Their Relationship with Neural Recordings During Media Consumption,” *International Journal of Business Intelligence Research*, 7(2), 32-49. DOI: 10.4018/IJBIR.2016070103.

Thornton, Corliss G. and **Janée N. Burkhalter** (2015). “Must be the Music: Examining the Placement Effects of Character-Brand Association and Brand Prestige on Consumer Brand Interest within the Music Video Context,” *Journal of Promotion Management*, 21(1), 126-141. DOI: 10.1080/10496491.2014.971212. Published online: 27 February 2015. [2 citations]

Ferguson, Nakeisha S. and **Janée N. Burkhalter** (2015). “Yo DJ, That’s My Brand: An Examination of Consumer Response to Brand Placements in Hip-Hop Music,” *Journal of Advertising*, 44(1), 47-57. DOI: 10.1080/00913367.2014.935897. Published online: 20 November 2014. [22 citations]

Wood, Natalie T., **Janée N. Burkhalter** and Donna Falgiatore (2014). “Java Cookie: Finding Sweet Success with WOM in the Digital Age,” *International Journal of Integrated Marketing Communications*, 6 (Spring), 1, 25-33.

Burkhalter, Janée N., Natalie T. Wood and Stephanie A. Tryce (2014). “Clear, Conspicuous and Concise: Disclosures & Twitter WOM,” *Business Horizons*, 57 (May/June), 319-328. DOI: 10.1016/j.bushor.2014.02.001. Published online: 1 March 2014. [18 citations]

Wood, Natalie T. and **Janée N. Burkhalter** (2014). "Tweet This, Not That: A Comparison Between Brand Promotions in Microblogging Environments Using Celebrity and Company-Generated Tweets," *Journal of Marketing Communications*, 20(1/2), 129-146. DOI: 10.1080/13527266.2013.797784. Published online: 10 June 2013 [69 citations]

Burkhalter, Janée N. and Corliss G. Thornton (2014). "Advertising to the Beat: An Analysis of Brand Placements in Hip Hop Music Videos," *Journal of Marketing Communications*, 20(5), 366-382. DOI:10.1080/13527266.2012.710643. Published online: 23 August 2012 [35 citations]

Brown, Charnetta R., Adriane B. Randolph and **Janée N. Burkhalter** (2012). "The Story of Taste: Using EEGs and Self-Reports to Understand Consumer Choice," *Kennesaw Journal of Undergraduate Research*, 2 (1), <http://digitalcommons.kennesaw.edu/kjur/vol2/iss1/5> [18 citations]

Curasi, Carolyn F. and **Janée N. Burkhalter** (2009). "Student Attitudes Toward Coursework: An Examination of the Motivation of University Business Students," *Business Education Digest*, Issue XVIII, December, 1-18. [4 citations]

Moschis, George P. and **Janée N. Burkhalter** (2008). "Making Ends Meet: How Will the Elderly Manage Their Finances and Post-Retirement Expenses?" *Journal of Financial Services Marketing*, 12(3), 235-241. [8 citations]

Nwakanma, Hudson, Annette Singleton Jackson and **Janée N. Burkhalter** (2007). "Relationship Marketing: An Important Tool for Success in the Marketplace," *Journal of Business and Economic Research*, 5(2), 55-64. [27 citations]

Benjamin, Colin O., Booker Warren and **Janée N. Burkhalter** (2006). "Managing Business Planning Projects in Academia," *Journal of Entrepreneurship Education*, 9, 15-28.

Edited Volume

Burkhalter, Janée N. and Natalie T. Wood (Eds.). (2015). *Maximizing Commerce and Marketing Strategies through Micro-Blogging*. Hershey, PA: IGI Global. [9 citations]

Peer-reviewed Book Chapters

Dalla Pozza, Ilaria, Natalie T. Wood and **Janée N. Burkhalter** (2015). "Tweeting for Service: Twitter as a Communication Channel for Customer Service," in *Maximizing Commerce and Marketing Strategies through Micro-Blogging*, Janée N. Burkhalter and Natalie T. Wood (Eds.). IGI Global. [1 citation]

Wood, Natalie T. and **Janée N. Burkhalter** (2014). "Tweet This, Not That: A Comparison Between Brand Promotions in Microblogging Environments Using Celebrity and Company-Generated Tweets," in *Word of Mouth and Social Media*, Allan J. Kimmel and Philip J. Kitchen (Eds.). Routledge. [reprint]

Invited Publications

Brown, Charnetta, Adriane B. Randolph and **Janée N. Burkhalter** (2013). “Quality is Becoming More About Taste and Less About Cost: EEG and Survey Study on Consumer Behavior,” *Neuromarketing Theory & Practice*, 1(4). [2 citations]

Peer-reviewed Proceedings

Brown, Charnetta R., Adriane B. Randolph and **Janée N. Burkhalter** (2011). “Is that What I Think it is?: The Role of the Frontal Lobe and Influences on Taste,” *Academy of Marketing Science Annual Conference Proceedings*.

Foreman, Jeffrey, **Janée N. Burkhalter** and George P. Moschis (2010). “Gerontographics and Mass Media Preferences of Mature Consumers,” *2010 American Institute of Higher Education 4th International Conference on Business and Education Proceedings*, 3(1), 745-754.

Nwakanma, Hudson, Annette Singleton Tolson and **Janée N. Burkhalter** (2002). “Relationship Marketing: A Relevant Marketing Approach for the New Millennium,” *Global Business Trends: Contemporary Readings, 2002 Edition*, Academy of Business Administration. Edited by Drs. David Moore and Sam Fullerton.

ARTICLES IN PROCESS

Batra, Rishtee, **Janée N. Burkhalter**, Matthew Sarkees and Chan Yoo. “Connecting with Alumni to Advance Students’ Market-Readiness.” Targeting: *Journal of Marketing Education*

Batra, Rishtee and **Janée N. Burkhalter**. “Intercultural Competency in Sales Training.” Targeting: *Journal of Marketing Education*

Bryant, Morgan M., **Janée N. Burkhalter** and Natalie T. Wood. “Drinking from Olivia Pope’s Wine Glass: Fan Communities & the Impact of Parasocial Relationships on Consumption Behaviors.” Targeting: *Electronic Commerce Research; Journal of Business Research*.

Burkhalter, Janée N., David Allan and Akon Ekpo, “Here a Brand, There a Brand, Everywhere a Brand: Consumers’ Perceptions of Brand Placement in Lady GaGa’s ‘Telephone.’” Targeting: *Journal of Brand Strategy*.

Lockridge, Aisha and **Janée N. Burkhalter**. “Can Feminist Marketing Exist? Or is it Simply Purpose Washing?” Targeting: *Business Horizons*

MANUSCRIPTS IN DEVELOPMENT

“A Superhero IRL: The Case of Stephen Amell, *Arrow* and Cursing Cancer,” with Natalie T. Wood. Targeting: *Journal of Social Marketing*.

“It Will All Be Clear in the End: Disclosing Material Connections in Microblogging Environments,” with Natalie T. Wood. Targeting: *Journal of Digital & Social Media Marketing*.

“Rock to Remember: Service Learning & Social Justice Through an Entertainment Marketing Course.” Targeting: *Journal Marketing Education; Marketing Education Review; Journal of Jesuit Business Education*.

“Shoppable Music Videos: Smash Hit or Big Miss?” with Natalie T. Wood, David Allan and Feng Shen. Targeting: *MEIEA Journal*.

PEER-REVIEWED PRESENTATIONS AT PROFESSIONAL MEETINGS

Coary, Sean and **Janée N. Burkhalter** (2019). “The Strategy & Effects of Telling Your Authentic Brand’s Story,” *24th International Conference on Corporate & Marketing Communications*. Tel Aviv, Israel.

Bryant, Morgan M., **Janée N. Burkhalter** and Natalie T. Wood (2019). “Drinking from Olivia Pope’s Wine Glass: Fan Communities & the Impact of Parasocial Relationships on Consumption Behaviors.” *MEIEA Educators Summit 2019*. Nashville, TN.

Coary, Sean and **Janée N. Burkhalter** (2018). “Authenticity and Quality Considerations in Food Consumption,” *WEI International Academic Conference*. Barcelona, Spain.

Burkhalter, Janée N., Natalie T. Wood, David Allan and Feng Shen (2016). “Shoppable Music Videos: Smash Hit or Big Miss?” *MEIEA Educators Summit*. Washington, D.C.

Bryant, Morgan M. and **Janée N. Burkhalter** (2014). “New Year, New You: Innovation via Word-of-Mouth Communications,” Special session, *Summer Marketing Educators’ Conference, American Marketing Association*. San Francisco, CA.

Wood, Natalie T., **Janée N. Burkhalter** and David Allan (2013). “Shoppable Music Videos: Smash Hit or Big Miss?” *Conference on Recent Advances in Retailing and Consumer Science*. Philadelphia, PA.

Burkhalter, Janée N. and Neal H. Hooker (2012). “Eating & Drinking Merrily: A Content Analysis of Food & Beverage Depictions in Film,” *Child and Teen Consumption 2012: Food Consumption, Communication, Life Styles and Fashion*, 5th International Conference on Multidisciplinary Perspectives on Child and Teen Consumption. Milan, Italy.

Wood, Natalie T. and **Janée N. Burkhalter** (2012). “Tweeting Brands: How the Source of the Tweet Influences Behavior.” *Summer Marketing Educators’ Conference, American Marketing Association*. Chicago, IL.

Burkhalter, Janée N. and Natalie T. Wood (2012). “Celebrity Tweets: Personal Communications or Sponsored Messages?” with Natalie T. Wood. *Marketing & Public Policy Conference 2012, American Marketing Association*. Atlanta, GA.

Wood, Natalie T. and **Janée N. Burkhalter** (2012). "Tweeting Stars: The Effectiveness of Celebrity Endorsed Tweets on Brand Engagement," *International Advertising and Integrated Marketing Communications Conference, LAIMC*. Anaheim, CA.

Thornton, Corliss G. and **Janée N. Burkhalter** (2011). "Must be the Music: The Impact of Character Association and Product Conspicuousness on Consumer Responses to Music Video Brand Placement," *Summer Marketing Educators' Conference, American Marketing Association*. San Francisco, CA: **Awarded Best Paper in Track**.

Smith, Brent and **Janée N. Burkhalter** (2011). "Choice and Conflict Between Sacred and Secular Music: A Conversation Piece for Teaching Marketing Ethics," *Academy of Marketing Science Annual Conference*. Coral Gables, FL.

Brown, Charnetta R., Adriane B. Randolph and **Janée N. Burkhalter** (2011). "Is that What I Think it is?: The Role of the Frontal Lobe and Influences on Taste," *Academy of Marketing Science Annual Conference*. Coral Gables, FL.

Burkhalter, Janée N. and Adriane B. Randolph (2011). "I've Got The Feeling: Consumers' Physiological Responses to Brand Placement." *Society for Consumer Psychology, Annual Conference*. Atlanta, GA.

Foreman, Jeffrey, **Janée N. Burkhalter** and George P. Moschis (2010). "Gerontographics and Mass Media Preferences of Mature Consumers," *The 4th International Conference on Business and Education*, The American Institute of Higher Education, Internet Division.

Burkhalter, Janée N., Iana Castro Nelson and Nancy J. Sirianni (2008). "Doctoral Student Life: Teaching Effectiveness, Research Productivity and Time Management," *Academy of Marketing Science, Annual Conference*. Vancouver, Canada.

Burkhalter, Janée N. and Corliss G. Thornton (2008). "Eleven Years in the Life of Hip Hop: A Content Analysis of Hip Hop Music Videos from 1995-2006," *Academy of Marketing Science, Cultural Perspectives in Marketing Conference*. New Orleans, LA.

Burkhalter, Janée N. (2008). "Do You Have What it Takes? Determinants of Minority Supplier Inclusion in Industrial Buyer Consideration Sets," *Academy of Marketing Science, Cultural Perspectives in Marketing Conference*. New Orleans, LA.

INVITED & INTRAMURAL PRESENTATIONS

Burkhalter, Janée N. (2019). "Authenticity & Intercultural Competency: Embracing Diversity, Equity & Inclusion (DEI) in the Undergraduate Classroom," *MAACBA Conference*. New Brunswick, NJ.

Burkhalter, Janée N. (2019). "Co-Creating Impact: Rock to Remember," *AACSB Co-Lab Conference: Connecting Industry with Business Schools*. Philadelphia, PA.

Randolph, Adriane B. and **Janée N. Burkhalter** (2017). “Neuroscience & Learning,” *AACSB International Conference & Annual Meeting*. Houston, TX.

Burkhalter, Janée N. (2016). “Tips for Publication Success,” Writing Session, *PhD Project Marketing Doctoral Students’ Association Conference*. Atlanta, GA.

Ferguson, Nakeisha S., Corliss G. Thornton and **Janée N. Burkhalter** (2013). “Consumers’ Perceptions of the Ethics and Acceptability of Product Placements: Media, Product Category and Individual Differences,” Special Session, *Winter Marketing Educators’ Conference, Special Session, American Marketing Association*. Las Vegas, NV.

Burkhalter, Janée N. and Natalie T. Wood (2012). “Social Media Research in the Socially-networked World,” Special Session, *Summer Marketing Educators’ Conference, American Marketing Association*. Chicago, IL.

Burkhalter, Janée N. and Natalie T. Wood (2011). “Non-traditional Marketing Communications: e-WOM, Ethics, Social Communities and Social Good,” Special Session, *Winter Marketing Educators’ Conference, American Marketing Association*. Austin, TX.

Burkhalter, Janée N. and Neal Hooker (2011). “[W]Rapping Up a Health Message,” *Marketing Department Brown Bag*, Saint Joseph’s University. Philadelphia, Pennsylvania.

Burkhalter, Janée N. (2010). “Music Makes Me Move,” *Advertising Educational Foundation*. Mediaedge: cia, New York, NY.

Burkhalter, Janée N. (2010). “Music Makes Me Move: Consumers’ Relationships with Music and its Impact on their Extra-Musical Consumption Behaviors.” *HSB Research Forum*. Saint Joseph’s University. Philadelphia, PA.

Burkhalter, Janée N. (2009). “Graduate Student Pipeline,” *KPMG Ph.D. Project Marketing Doctoral Students Association Conference*. Chicago, IL.

Burkhalter, Janée N. (2007). “Marketing Breakout Session: The Marketing PhD Student,” *KPMG Ph.D. Project Conference*. Chicago, IL.

ACADEMIC AWARDS, FELLOWSHIPS, GRANTS & HONORS

Internal

Recipient, Faculty Merit Award | Teaching, 2019

Recipient, Faculty Merit Award | Service, 2019

Recipient, Online Course Development Grant for MKT 621 (\$3000), 2019

Recipient, Online Course Development Grant for MKT 401 (\$3000), 2017

Recipient, iPad Bootcamp Grant (\$2000), 2016

Participant, Contemporary Pedagogy & the Ignatian Tradition Seminar Grant (\$4000), 2013

Recipient, Michael J. Morris Scholarly Research Grant (\$1200), 2013

Participant, Ethics Across the Curriculum Seminar Grant (\$4000), 2012

Fellow, Center for Consumer Research, 2012 – 2016
Recipient, Office of the Provost, Summer Research Grant (\$8000), 2011
Recipient, Pedro Arrupé Center Professional Development Grant (\$2000), 2011
Recipient, Haub School of Business, Summer Research Grant (\$8000), 2010
Recipient, GEP Diversity Course Development Grant (\$4000), 2010
Recipient, Pedro Arrupé Center Research Grant (\$5000), 2010

External

Participant, AACSB Aspiring Leaders Program, 2019
Nominee, Emerging Scholars, Diverse Issues in Higher Education, 2018
Nominee, Faculty Mentor of the Year, Southern Regional Education Board, 2017
Participant, National Retail Federation Foundation Academic Symposium, 2015
Recipient, Music & Entertainment Industry Educators Association Research Grant (\$3000), 2014
Applicant, Healthy Eating Research Round 7, Robert Wood Johnson Foundation (unfunded), 2012
Participant, Visiting Professor, Advertising Educational Foundation/Mediaedge: cia, 2010
Recipient, Georgia State University, Dissertation Grant (\$1000), 2009
Recipient, Academy of Marketing Science Sheth Foundation Conference Grant, 2008
Fellow, American Marketing Association Sheth Foundation Doctoral Consortium, 2008
Recipient, American Marketing Association Foundation Valuing Diversity Scholarship, 2008
Recipient, Academy of Marketing Science Sheth Foundation Conference Grant, 2007
Offeree, McKnight Doctoral Fellowship, 2005
Participant, Emerging Leadership Seminar, Wells Fargo Home Mortgage, 2004
Recipient, Florida Academic Scholarship, 1997 – 2001

SERVICE TO PROFESSION

Ad Hoc Reviews for Journals

<i>Convergence</i>	<i>Journal of Product & Brand Management</i>
<i>Journal of Neuroscience, Psychology & Economics</i>	<i>Services Industry Journal</i>
<i>Journal of Marketing Education</i>	<i>International Marketing Review</i>
<i>Journal of Business Research</i>	<i>Internet Research</i>
<i>Journal of Food Products Marketing</i>	<i>Journal of Marketing Theory & Practice</i>
<i>Qualitative Market Research</i>	<i>International Journal of Advertising</i>
<i>European Journal of Marketing</i>	<i>Journal of Business & Economics Studies</i>

External Reviews for Tenure & Promotion Decisions

Loyola Marymount University, 2018

Reviews for Conferences

American Marketing Association Conference, 2007, 2010, 2013
Marketing & Public Policy Conference, 2012
American Academy of Advertising Conference, 2009, 2010, 2011
Society for Marketing Advances Conference, 2006

Other Professional Service

Session Chair, “Building Brand Relationships: Online & in Community,” Academy of Marketing Science, 2018
Programming Vice Chair, Marketing Communications Special Interest Group, American Marketing Association, 2014
Judge, American Marketing Association Collegiate Case Competition, 2013
Track Co-Chair & Creator, Entertainment & Leisure Marketing, Academy of Marketing Science, World Marketing Congress/Cultural Perspectives in Marketing Conference, 2012
Track Co-Chair, Services Marketing, Society for Marketing Advances Conference, 2011

Thesis & Dissertation Committees

Dissertation Committee Member, Morgan M. Bryant, “Commerce, Camille, and Consumption: Three Essays Evaluating Social Commerce Influences on Consumer Purchasing Behavior,” Department of Financial Planning, Housing & Consumer Economics, University of Georgia, defended July 2018.
Undergraduate Honors Thesis Chair, Carina Ensminger, “Victoria’s Secret: Beauty, Sexuality, and Consumption,” Saint Joseph’s University, defended May 2014.

Professional Memberships

<i>Member</i> , Ph.D. Project	<i>Member</i> , Society for Marketing Advances
<i>Member</i> , American Marketing Association	<i>Member</i> , Golden Key International Honour Society
<i>Member</i> , Academy of Marketing Science	
<i>Member</i> , Society for Consumer Psychology	

SERVICE TO UNIVERSITY

Chair, Diversity, Equity & Inclusion Faculty Award Selection Committee, 2019 – Present
Co-Chair, Search Committee, Associate Provost for Diversity, Equity & Inclusion, 2019
Member, SJU Rebrand Advisory Team, 2019 – Present
Member, Search Advisory Committee, Chief Inclusion & Diversity Officer, 2018 – 2019
Co-Lead, Multicultural Faculty Learning Community, Office of Teaching & Learning, 2018 – Present
Chair, President’s Council on Inclusion & Diversity, 2018 – 2019
Member, Mission Priority Examen Steering Committee, 2018 – 2019
Member, Summer Scholars Committee, 2018 – Present
Member, Board of Rank & Tenure, 2017 – Present
Member, Academic Quality & Distinction | Strategic Planning Committee, 2016 – 2017
Member, Academic Technology Advisory Council, 2016 – Present
Member, Justice Award Selection Committee, 2016 – Present
Member, President’s Council on Inclusion & Diversity, 2016 – 2019
Member, Career Development Center Faculty Advisory Board, 2015 – Present
Chair, Academic Integrity Council, 2014 – 2016
Member, Academic Integrity Council, 2013 – 2016
Member & Community Manager, Africana Studies Committee, 2013 – 2016
Member, Planning Committee, Thea Bowman, FSPA, Ph.D. Lecture Series, 2013 – 2016

Member, Faculty Policies & Procedures Committee, 2012 – 2014
Member, Diversity/Globalization/Non-Western GEP Certifying Committee, 2011 – 2013
Mentor, Summer Scholars Program, 2011, 2012, 2013
Member, Academic Orientation Committee, 2011– 2016
Member, Gender Studies Committee, 2009 – Present

Positive Involvement in Student Life & Activities

Faculty Advisor, 1851 Entertainment, 2019 – Present
Study Tour Coordinator, FMK 330 | Advertising & Ethical Principles in Western Europe, 2018
Faculty Co-Advisor, Women's Leadership Initiative, 2017 – Present
Faculty Advisor, SJU Make-A-Wish, 2015 – 2017
Study Tour Coordinator, FMK 330 | Marketing Strategies for Authentic Caribbean Products, 2015

SERVICE TO HAUB SCHOOL OF BUSINESS

Member, Haub School of Business, Tablet Initiative Committee, 2016 – Present
Member, Haub School of Business Executive Committee, 2019 – Present
Chair & Member, Haub School of Business Undergraduate Program Committee, 2015 – 2018
Member, Dean's Leadership Program, 2011– Present
Member, Haub School of Business Advisory Council to the Career Center, 2010 – 2011
Member, Haub School of Business Advising Center Advisory Board, 2010 – 2012

SERVICE TO DEPARTMENT OF MARKETING

Ambassador & Early Adopter, Canvas Learning Management System (LMS) Adoption, 2017 – 2018
Conference Interviewer, Search Committee for Assistant Professor of Marketing, 2016
Champion & Academic Advisor, Entertainment Marketing Program, 2014 – Present
Member, Search Committee for Visiting Instructor of Sports & Entertainment Marketing, 2014
Member, Search Committee for Assistant Professor of Marketing, 2013

SERVICE TO COMMUNITY

Volunteer, Kevin Johnson for Congress, 2018
Member, Board of Directors, Dare to Imagine Church, Inc., 2018 – Present
Member, Board of Directors, Sickle Cell Disease Association of America Philadelphia/Delaware Valley Chapter, 2014 – Present
Director of Media & Communications, Dare to Imagine Church, Inc., 2014 – Present
Secretary, Scholarship Ministry, Bright Hope Baptist Church, 2013 – 2014
Community Manager, Bright Hope Baptist Church, 2013 – 2014
Community Manager, Friends of Timika Lane/Timika Lane for Court of Common Pleas, 2013
Member, Scholarship Ministry, Bright Hope Baptist Church, 2011 – 2014
Tutor, Bright Hope Baptist Church, 2011 – 2012
Advisory Board Member, College-Bound Home for Girls, 2010 – 2016