

REBECCA M. ACHEN

becky.achen@gmail.com

EDUCATION

University of Kansas

May 2015

Doctor of Philosophy in Education - Emphasis in Sport Management

Passed Comprehensive Exam with Honors

Dissertation: Building Relationships between Fans and Teams in the National Basketball Association through Facebook: The Influence of Engagement on Relationship Quality and Consumer Behavior

Winona State University

December 2009

Master of Science: Educational Leadership – Emphasis in Sport Management

Thesis: Corporate Wellness Programs: Professional Attitudes and Common Components

Southwest Minnesota State University

May 2007

Bachelor of Arts: Physical Education – Emphasis in Sport Management

Summa Cum Laude

Honors Program Graduate

GRANTS

ISU Scholarship of Teaching and Learning University Research Grant–funded (\$4,250)	2020
ISU University Research Grant – funded (\$5,000)	2020
Sport Marketing Association Grant Program – not funded (\$1,000)	2019
ISU University Research Grant – funded (\$5,000)	2019
Janet B. Parks NASSM Research Grant – not funded (\$3,000)	2018
ISU University Research Grant – not funded (\$5,000)	2018
ISU Scholarship of Teaching and Learning University Research Grant–not funded (\$5,000)	2018
ISU Scholarship of Teaching and Learning University Research Grant–not funded (\$5,000)	2017
ISU University Research Grant – funded (\$5,000)	2017
Sport Marketing Association Grant Program – not funded (\$1,000)	2016
ISU Scholarship of Teaching and Learning University Research Grant – funded (\$5,000)	2016
ISU Scholarship of Teaching and Learning Research Mini-Award – funded (\$700)	2016
ISU University Research Grant – funded (\$5,000)	2016
New Faculty Start-up Support - funded (\$2,500)	2015
Doctoral Student Research Grant - funded (\$2,000)	2014

AWARDS AND HONORS

Sport Marketing Association Ignite Presentations Winner	2019
Illinois State University Research Initiative Award	2018
College of Applied Sciences and Technology Outstanding Researcher Award Pre-Tenure	2018
Sport Marketing Association Best Paper Award Finalist	2017
Sandra Little Groves Recreation and Park Admin Faculty Development Fund Award	2016
Inaugural Bernstein Award for Future Faculty	2015
Wayne Osness Outstanding Doctoral Student Award	2014
Graduate Student Research Competition Award	2014
Dr. Robert E. Frederick Scholarship Recipient	2014 - 2015
School of Education Recognition Scholarship	2013 - 2014
Department Nomination for Graduate Teaching Assistant Award	2012 - 2014
Mary Oyster O'Guin Memorial Scholarship Recipient	2012 - 2014
Graduate Teaching Assistant Award Honorable Mention	2012 - 2013

REFEREED PUBLICATIONS

Lumpkin, A., & **Achen, R. M.** (In press). Educating doctoral students to teach effectively. *Global Research in Higher Education*.

Sattler, L., & **Achen, R. M.** (2021). A foot in the door: An examination of professional sport internship job announcements. *Sport Management Education Journal*, 15 (1), 11-19.

Brauman, K., **Achen, R. M.**, & Barnes, J. L. (2021). The five most significant barriers to healthy eating in collegiate student-athletes. *Journal of American College Health*.
<https://doi.org/10.1080/07448481.2021.1899186>

Achen, R. M. (2020). Use of social media networks and perceptions of firm-generated content in the fitness industry. *Journal of Social Media in Society*, 9 (2), 47-68.

Brauman, K., **Achen, R. M.**, Barnes, J. L. (2020). Perceived dietary quality and habits of collegiate student-athletes. *Journal of Exercise and Nutrition*, 3 (3), 1-8.

Achen, R. M., Kaczorowski, J., Horsmann, T., & Ketzler, A. (2020). Comparing organizational content and fan interaction on Twitter and Facebook in United States professional sport. *Managing Sport & Leisure*, 25, 358-375.

Havard, C. T., **Achen, R. M.**, Ryan, T. (2020). Female fans' perceptions of and reactions to rival teams. *Journal of Cultural Marketing Strategy*, 4 (2) 1-13.

Achen, R. M. (2019). Re-examining a model for measuring Facebook interaction and relationship quality in professional sport. *Sport, Business, and Management: An International Journal*, 9, 255-272.

Achen, R. M., Dodd, R. K., & Lumpkin, A. (2019). Servant as leader: The effects of servant leadership on trust, job satisfaction, and turnover intentions in intercollegiate athletics. *Servant Leadership: Theory & Practice*, 6 (1), 13-36.

Lumpkin, A., & **Achen, R. M.** (2019). Leadership education: Assessment of learning in a sport leadership course. *Journal of Leadership Education*, 18 (2), 95-110.

Achen, R. M., Warren, C., Jorich, H., Fazzari, A., & Thorne, K. (2019). Evaluating graduate student out-of-class learning: The professional field trip. *International Journal of Teaching and Learning in Higher Education*, 31, 96-107.

Vooris, R., & **Achen, R. M.** (2019). Marketing in the minors: Comparing minor and Major League Baseball teams' use of Facebook. *Journal of Sports Media*, 14, 23-46.

Achen, R. M. (2018). Addressing the "My students cannot write" dilemma: Investigating methods for improving graduate student writing. *Journal of the Scholarship of Teaching and Learning*, 18 (4), 71-85.

Achen R. M., Kaczorowski, J., Horsmann, T., & Ketzler, A. (2018). Exploring content and interaction on Facebook in the off-season: A comparison of United States professional sport leagues. *International Journal for Communication and Sport*, 11, 389-413.

Dwyer, B., Lupinek, J. M., & **Achen, R. M.** (2018). Challenge accepted: Why women play fantasy football. *Journal of Sport Management*, 32, 376-388.

Lumpkin, A., & **Achen, R. M.** (2018). Explicating the synergies of self-determination theory, ethical leadership, servant leadership, and emotional intelligence. *Journal of Leadership Studies*, 12 (1), 6-20.

Achen, R. M. (2018). Improving fitness through interaction on Facebook: Does interaction increase workout frequency, membership length, relationship quality, or renewal intentions? *International Journal of Sport Management*, 19, 1-26.

Dodd, R. K, **Achen, R. M.**, & Lumpkin, A. (2018). Examining the practice of servant leadership and its impact on ethical climate in NCAA Division III athletics. *Journal of Values-Based Leadership*, 11 (1), 1-22.

Achen, R. M., Clavio, G., & Lebel, K. (2017). What customers want: Defining engagement on social media in sport. *Global Sport Business Journal*, 5 (3), 1-21.

Sattler, E., Warren, C., & **Achen, R. M.** (2017). Determining financial feasibility: A case study of Major League Soccer (MLS) Expansion. *Case Studies in Sport Management*, 6, 61-70. DOI; 10.1123/cssm.2017-0018.

Lumpkin, A., Franco, D., Moulton, K., & **Achen, R. M.** (2017). Sport management career decision-making self-efficacy. *College Student Journal*, 51, 539-549.

Achen, R. M. (2017). Measuring social media marketing: Moving toward a relationship marketing approach. *Managing Sport and Leisure*, 22, 33-53.

Achen, R. M., Aicher, T. J., & Karadakis, K. (2017). Comparison of sport tourist and local participants' sponsorship and charity recall and intentions. *Journal of Tourism, Hospitality and Sports*, 26, 57-66.

Vooris, R., Fischer, K. D., Smith, C. M. L., & **Achen, R. M.** (2016). Generation multitasker: How Millennials' use second screens while watching televised sport. *Global Sport Business Journal*, 4 (3), 24-42.

Achen, R. M. (2016). The influence of Facebook engagement on relationship quality and consumer behavior in the National Basketball Association. *Journal of Relationship Marketing*, 15, 247-268.

Dwyer, B., **Achen, R. M.**, & Lupinek, J. M. (2016). The BIRging and CORFing of fantasy football participants. *Sport Marketing Quarterly*, 25, 152-165.

Achen, R. M. (2016). Examining the influence of Facebook fans, content, and engagement on business outcomes in the National Basketball Association. *Journal of Social Media for Organizations*, 3 (1), 1-15.

Achen, R. M. (2016). Relationship marketing tactics in the National Basketball Association. *Journal of Contemporary Athletics*, 10 (1), 1-17.

Lumpkin, A., **Achen, R. M.** (2015). Flipping a Class: Active learning and more of it. *Sport Management Education Journal*, 9, 79-90.

Lumpkin, A., **Achen, R. M.**, & Dodd, R. (2015). Focusing teaching on students: Examining student perceptions of learning strategies. *Quest*, 67, 352-366. doi: 10.1080/00336297.2015.1082143

Achen, R. M. (2015). Likes, comments, and shares: A multivariate multilevel analysis of Facebook engagement. *Global Sport Business Journal*, 3 (3), 1-16.

Achen, R. M. (2015). Using Facebook and Twitter to encourage physical activity: Are college students connecting with campus recreation on social media? A pilot study. *Recreational Sports Journal*, 39, 132-143.

Lumpkin, A., & **Achen, R. M.** (2015). Participation in interscholastic sports: Do the academic performances of athletes and non-athletes differ? *International Journal of Sport Management*, 16, 601-619.

Achen, R. M., & Lumpkin, A. (2015). Evaluating classroom time through systematic analysis and student feedback. *International Journal for the Scholarship of Teaching and Learning*. 9 (2), 1-8. <http://digitalcommons.georgiasouthern.edu/ij-sotl/vol9/iss2/4>

Lumpkin, A., **Achen, R. M.**, & Dodd, R. (2015). Using technology-nested instructional strategies to enhance student learning. *Insight: A Journal of Scholarly Teaching*, 10, 114-125.

Lumpkin, A., **Achen, R. M.**, & Dodd, R. (2015). Student perceptions of active learning. *College Student Journal*, 49 (1), 121-133.

Lumpkin, A., **Achen, R. M.**, & Hyland, S.T. (2015). Education, experiences, and advancement of athletic directors in NCAA-member institutions. *Journal of Contemporary Athletics*, 9 (4), 1-17.

Lumpkin, A., **Achen, R. M.**, & Hyland, S.T. (2015). Examining the career paths of athletic administrators in NCAA-member institutions. *Management & Organizational Studies*, 2 (2), 45-56.

Bass, J. R., **Achen, R. M.**, & Gordon, B. S. (2015). Motivations for athletic giving: Examining non-renewed donors. *Applied Research in Coaching and Athletics Annual*, 30 (2), 166-186.

Achen, R. M. (2014). A qualitative review of relationship marketing in United States professional sport leagues. *Global Sport Business Journal*, 2 (3), 14-27.

MANUSCRIPTS SUBMITTED FOR PUBLICATION

Achen, R. M., Stadler-Blank, A., & Sailors, J. I. "like" it: The effect of social media platform and message on consumer engagement. In review.

Brougham, J., & **Achen, R. M.** Comparing the effects of the COVID-19 pandemic on the routines, academic success, and mental health between college students and student-athletes. In review.

Remington, J., & **Achen, R. M.** Examining promotions in college basketball. In review.

BOOK CHAPTERS

Achen, R. M. & Abeza, G. (2021). Relationship marketing and social media in sport. In N. O'Reilly, G. Abeza, J. Sanderson, & E. Fredrick (Eds.) *Social media in sport*.

Achen, R. M. & O'Reilly, N. (2021). Revenue generation and return on investment from social media in sport. In N. O'Reilly, G. Abeza, J. Sanderson, & E. Fredrick (Eds.) *Social media in sport*.

PROFESSIONAL PRESENTATIONS

International Conference Presentations

Harman, D., **Achen, R. M.**, & Stadler Blank, A. I “Like” It: Testing the Impact of Firm-Generated Social Media Content on Customer Engagement Behaviors. Presented at the European Marketing Academy 48th Annual Conference, Hamburg, Germany, May 2019.

Achen, R. M. Use of Social Media Networks and Perceptions of Firm-Generated Content in the Fitness Industry. Presented at the Global Sport Business Association annual conference, Mexico, March 2018.

Achen, R. M. Outcomes of Social Media Marketing: Does Interaction Impact Relationship Quality and Behavior Intentions? Presented at the Global Sport Business Association annual conference, Mexico, February 2017.

Achen, R. M. & Horsmann, T. Comparing Professional Sport Teams’ Use of Facebook and Twitter: Relationship Building Strategy and Interaction during the Off-Season. Presented at the Global Sport Business Association annual conference, Mexico, February 2017.

Achen, R. M. & Lumpkin, A. Reprogramming the “Sage on the Stage”: A Systematic Evaluation of Classroom Time. Presented at the Global Sport Business Association annual conference, Bahamas, February 2016.

Achen, R. M., Clavio, G., & Lebel, K. What Customers Want: Defining Engagement on Social Media in Sport. Presented at the Global Sport Business Association annual conference, Bahamas, February 2016.

Vooris, R., Smith, C., Fischer, K., & **Achen, R. M.** The Active Audience Comes Alive: How Fans are Using Mobile Technologies while Watching Televised Sports. Presented at the Global Sport Business Association annual conference, Bahamas, February 2016.

Achen, R. M. Likes, Comments, and Shares: Content Type and Level of Interaction on NBA Team’s Facebook Pages. Presented at the Global Sport Business Association annual conference, Bahamas, February 2015.

Achen, R. M. Relationship Marketing in Sport: A Qualitative Investigation of Professionals’ Attitudes, Opinions, and Use. Presented at the Global Sport Business Association annual conference, Bahamas, February 2014.

Achen, R. M. A Survey of Relationship Marketing Tactics in the National Basketball Association. Presented at the Global Sport Business Association annual conference, Bahamas, February 2014.

National Conference Presentations

Achen R. M. Using Facebook and Instagram to Increase Exercise Frequency, Membership Tenure, and Relationship Quality. Presented at the annual Sport Marketing Association Conference, Las Vegas, NV, October 2021.

Achen R. M., & Stadler-Blank, A. Fan Perceptions of Social Media Content Value in Professional Sport. Presented at the annual Sport Marketing Association Conference, Las Vegas, NV, October 2021.

Brougham, J., & **Achen, R.M.** The Effect of University Responses to the COVID-19 Pandemic on College Student-Athletes. Presented at the North American Society for Sport Management annual conference, virtual, May 2021.

Achen, R. M., & Stadler Blank, A. The Impact of Cognitive, Affective and Activational Social Media Engagement on Sport Consumer Behavior. Presented at the annual American Marketing Association Summer Academic Conference, virtual, August 2020.

Achen, R.M., Lumpkin, A., Dodd, R., & Sattler, L. The Influence of Graduate Programs on Perceptions of Career Decision Self-Efficacy and Emotional Intelligence. Presented at the North American Society for Sport Management annual conference, virtual, May 2020.

Achen R. M., & Stadler-Blank, A. Expanding Measurement of Social Media in Sport: Cognitive, Affective, and Activational Dimensions. Presented at the annual Sport Marketing Association Conference, Chicago, IL, November 2019.

Sattler, L., **Achen, R. M., Dees, W., Lough, N., & Cianfrone, B.** From Survive to Thrive: A Roundtable Discussion on Supporting Female Sport Marketing Faculty as they Face Challenges in Academia. Presented at the annual Sport Marketing Association Conference, Chicago, IL, November 2019.

Achen, R. M. Using Big Data and CRM to Measure UGC and Engagement for Millennial Fans. Presented at the MLS National Sales Center Ignite Symposium during the annual Sport Marketing Association Conference, Chicago, IL November 2019.

Achen, R. M., Stadler Blank, A., & Harman, D. I “Like” It: The Platforms, Media, and Message Content that Drive Sport Fans’ Social Media Engagement. Presented at the American Marketing Association Winter Academic Conference, Austin, TX, February 2019.

Achen R. M., Stadler Blank, A., & Harman, D. The Impact of Media and Message Content on Social Media Engagement in Sport. Presented at the annual Sport Marketing Association Conference, Dallas, TX, October 2018.

Achen R. M. A Qualitative Exploration of Social Media Strategy in the Fitness Industry. Presented at the annual Sport Marketing Association Conference, Dallas, TX, October, 2018.

Achen, R.M. Does Identification Equal Interaction? Presented at the North American Society for Sport Management annual conference, Halifax, Nova Scotia, June 2018.

Achen, R. M., Walsh, P., Geurin, A., Frederick, E., & Vooris, R. Encouraging the Integration of Marketing and Communications in Research and Practice. Panel presented at the annual International Communication and Sport conference, Bloomington, IN, April 2018.

Achen R. M. Can Facebook Interaction Encourage Physical Activity, Improve Relationship Quality, and Increase Membership Tenure and Renewals? A Structural Equation Modeling Approach. Presented at the annual Sport Marketing Association Conference, Boston, MA, November, 2017.

Lupinek, J.M., & **Achen R. M.** Empowerment Marketing: Targeting the Participation Motivations of Female Fantasy Football Players. Presented at the annual Sport Marketing Association Conference, Boston, MA, November, 2017.

Achen, R. M., & Warren, C. Evaluating Graduate Students' Out-of-Class Learning. Presented at the North American Society for Sport Management annual conference, Denver, CO, June 2017.

Lupinek, J. & **Achen, R.M.** Fantasy Empowerment: Introducing the Motivation Scale for Female Fantasy Football Participation (MSFFFP). Presented at the North American Society for Sport Management annual conference, Denver, CO, June 2017.

Ridinger, L. L., Hardin, R., Lumpkin, A., Magnusen, M., & **Achen, R.M.** The Art and Science of Teaching: Translating Practice into Scholarship. Panel presented at the North American Society for Sport Management annual conference, Denver, CO, June 2017.

Achen, R. M. Didn't Someone Say it was All Downhill after the Dissertation? #firstyearproblems. Presented at the MLS National Sales Center Ignite Symposium during the annual Sport Marketing Association Conference, Indianapolis, IN, November 2016.

Achen R. M., Clavio, G., & Lebel, K. Measuring Social Media Engagement: Development and Evaluation of a Scale. Presented at the annual Sport Marketing Association Conference, Indianapolis, IN, November, 2016.

Achen R. M. Relationship Building and Interaction on Social Media During the Off-Season: A Comparison of United States Professional Sport Leagues. Presented at the annual Sport Marketing Association Conference, Indianapolis, IN, November, 2016.

Achen, R. M. A Quasi-Experimental Examination of Methods to Improve Graduate Students' Writing. Presented at the North American Society for Sport Management annual conference, Orlando, FL, June 2016.

Dodd, R. K., Lumpkin, A., & **Achen, R.M.** Examining the Practice of Servant Leadership and its Impacts on Job Satisfaction and Ethical Decision-making in NCAA Division III Athletics. Presented at the North American Society for Sport Management annual conference, Orlando, FL, June 2016.

Watanabe, N., Pegoraro, A., Yan, G., Naraine, M., & **Achen R. M.** Advancing Social Media Research. Panel presented at the North American Society for Sport Management annual conference, Orlando, FL, June 2016.

Achen, R. M., & Vooris, R. Building Relationships via Facebook: Comparing how MLB and MiLB Teams Utilize Facebook. Presented at the 9th Summit on Communication and Sport, Grand Rapids, MI, March, 2016.

Lebel, K., & **Achen, R. M.** A New Frontier: Challenges in Social Media Measurement. Presented at the 9th Summit on Communication and Sport, Grand Rapids, MI, March, 2016.

Achen, R. M. The Effect of Facebook Engagement on Relationship Quality and Consumer Behavioral Intentions. Presented at the annual Sport Marketing Association Conference, Atlanta, GA, October 2015.

Dwyer, B., **Achen, R. M.,** & Lupinek, J. M. Fantasy vs. Reality: A Look at BIRGing and CORFing through Experience Sampling. Presented at the annual Sport Marketing Association Conference, Atlanta, GA, October 2015.

Achen, R. M. Moving from ROI to ROR: Why What We Measure Matters. Presented at the MLS National Sales Center Ignite Symposium during the annual Sport Marketing Association Conference, Atlanta, GA, October 2015.

Lumpkin, A. & **Achen, R. M.** Flipping a Sport Finance and Economics Class – Lessons Learned. Presented at the North American Society for Sport Management annual conference, Ottawa, Ontario, CA, June 2015.

Smith, N., Millar, P., Lupinek, J., & **Achen, R. M.** Publish or Perish: Engaging with the Process of Publishing as a Graduate Student. Presented at the North American Society for Sport Management annual conference, Ottawa, Ontario, CA, June 2015.

Achen, R. M. Encouraging Community Involvement and Resume Building through Experiential Learning. Presented at the North American Society for Sport Management annual conference, Ottawa, Ontario, CA, June 2015.

Achen, R. M. Really, what is there to “Like”? Presented at the MLS National Sales Center Ignite Symposium during the Annual Sport Marketing Association Conference, Philadelphia, PA, October 2014.

Achen, R. M. Engaging Members: Facebook Activity and Consumer Behavior in the Fitness Industry. Presented at the Annual Sport Marketing Association Conference, Philadelphia, PA, October 2014.

Achen, R. M. Using SoftChalk to Check for Real-Time Understanding in the Classroom. Presented at the North American Society for Sport Management annual conference, Pittsburgh, PA, May 2014.

Lumpkin, A. & **Achen, R. M.** Instructional Strategies for Integrating Writing and Active Learning in Sport Management Classrooms. Presented at the North American Society for Sport Management annual conference, Austin, TX, May 2013.

Achen, R. M. Using Poll Everywhere in the Classroom. Presented at the North American Society for Sport Management annual conference, Austin, TX, May 2013.

Regional Conference Presentations

Freberg, K., Best, B., Marshall, S., Kim, H., & **Achen, R. M.** Academic Panel at Midwest Digital Marketing Conference. Presented at the Midwest Digital Marketing Conference, St. Louis, MO, April 2019.

Achen, R. M., Warren, C., Jorich, H., Fazzari, A., & Thorne, K. Improving the Graduate Student Experience through Out-of-Class Experiences. Presented at the 2017 CTLT Teaching and Learning Symposium, Normal, IL, January 2017.

Achen, R. M. Modeling Relationships among Facebook Engagement, Relationship Quality, and Consumer Behavioral Intentions in the National Basketball Association. Presented at the University of Kansas Graduate Student Research Competition, Lawrence, KS, April 2015.

Achen, R. M. Modeling Social Media Relationship Strength and Measuring Business Outcomes in the Fitness Industry. Presented at the University of Kansas Graduate Student Research Competition, Lawrence, KS, March 2014.

Achen, R. M. A Model for Measuring Social Media Relationships in Fitness. Presented at the Department of Health, Sport, and Exercise Sciences Research Seminar, Lawrence, KS, January 2014.

Lumpkin, A. & **Achen, R. M.** Getting Students to Read Using Digital Technologies. Presented at the University of Kansas Teaching Summit, Lawrence, KS, August 2013.

Achen, R. M. A Review of In-depth Interviews on Relationship Marketing with Professionals in United States Professional Sport Leagues. Presented at the Department of Health, Sport, and Exercise Sciences Research Seminar, Lawrence, KS, March 2013.

Achen, R. M. Is Relationship Marketing Valued in United States Professional Sport leagues? Viewpoints from Professionals in the Field. Presented at the School of Education KU Professionals for Disability Conference, Lawrence, KS, March 2013.

Achen, R. M. Relationship Marketing in United States Professional Sport Leagues. Presented at the University of Kansas Graduate Student Research Competition, Lawrence, KS, March 2013.

Dodd, R. & **Achen, R. M.** Engaging Students Using Active-Learning Strategies in the Classroom. Presented at the annual convention of the Missouri Association for Health, Physical Education, Recreation, and Dance, Lake of the Ozarks, MO, November 2012.

Achen, R. M. & Dodd, R. Learning Strategies for Critical Thinking and Student Engagement. Presented at the annual convention of the Kansas Association for Health, Physical Education, Recreation, and Dance, Lawrence, KS, November 2012.

TEACHING EXPERIENCE

Adjunct Instructor, Williams College of Business

Xavier University, Cincinnati, OH

August 2021 - present

- Social Media Marketing (one semester)

Visiting Assistant Professor of Sport Management, Eberhardt College of Business

University of the Pacific, Stockton, CA

August 2021- present

- Sport Marketing (one semester)

Assistant Professor of Sport Management, School of Kinesiology and Recreation

Illinois State University, Normal, IL

June 2015 – August 2021

- Thesis Committee Chair – 2 Graduate Students
- Thesis Committee Member – 3 Graduate Students
- Independent Study Supervisor – 31 Graduate Students
- Introduction to Research Methods – Graduate Course (four semesters)
- Advanced Sport Marketing and Sales – Graduate Course (three semesters)
- Advanced Topics in Sport Management – Graduate Course (three semesters)
- Introduction to the Sport Industry – Graduate Course (six semesters)
- Marketing of Sport and Recreation – Graduate Course (six semesters)
- Administration of Leisure Services (four semesters)
- Contemporary Issues in Sport (two semesters)
- Professional Practice: Internship in Recreation and Park Administration (two semesters)
- Professional Practice: Cooperative Education in Recreation and Park Administration (five summer sessions)
- Personal Fitness (one summer session)

Graduate Teaching Assistant, Department of Health, Sport, and Exercise Sciences

University of Kansas, Lawrence, KS

January 2012 – May 2015

- Sport Marketing - Instructor (one semester)
- Introduction to Sport Management - Instructor (three semesters)
- Introduction to Physical Education and Sports Studies - Instructor (one summer session)
- Internship in Sport Management - Supervisor (four semesters)
- Introduction to Sport Management - Teaching Assistant (two semesters)
- Sport Finance and Economics – Teaching Assistant (one semester)
- Sport Facilities and Event Management - Teaching Assistant (one semester)
- Activity classes including Aerobic Kickboxing, Body Toning, Aerobics, Weight Training, and Group Exercise Training - Instructor (six semesters)

Graduate Teaching Assistant, First Year Experience

University of Kansas, Lawrence, KS

June 2014 - July 2014

Tutor

Kansas Athletics, Lawrence, KS

June 2013 – May 2015

Group Fitness Instructor

MyLeanBody Boot Camp, Bloomington, IL

May 2017 - present

Lawrence Parks and Recreation, Lawrence, KS

May 2014 - May 2015

Rejuvenate Mind-Body Wellness Center, Lee's Summit, MO

April 2012 - August 2012

YMCA of Greater Kansas City, Kansas City, MO

September 2011 - August 2012

PROFESSIONAL CERTIFICATIONS

American Council on Exercise Group Fitness Instructor

November 2011 - present

American College of Sports Medicine Certified Personal Trainer

October 2010 - present

American Red Cross Professional Rescuer

October 2010 - present

SERVICE AND VOLUNTEER ACTIVITIES

Sport Marketing Association

Executive Board Member-at-Large

October 2021 – present

Sport Marketing Quarterly

Editorial Board Member

January 2019 – present

College of Applied Sciences and Technology Council

Committee Member

August 2020 – August 2021

School of Kinesiology and Recreation Curriculum Committee

Committee Member

August 2019 – August 2021

Esther Larson McGinnis Lecture Planning Committee

Committee Chair.

January 2020 – August 2021

Committee Member

January 2018 – January 2020

College of Applied Sciences and Technology College Curriculum Committee

Chair

August 2019 – August 2021

Vice Chair

August 2018 – May 2019

ISU Sport Business Society

Faculty Advisor

August 2019 – August 2021

University Research Computing Advisory Board

Committee Member.

August 2018 - August 2021

University Assessment Advisory Council

Committee Member

September 2017- August 2021

ISU University Hearing Panel

Member

August 2016 - August 2021

Graduate Council

Committee Member

January 2019 – May 2019

University Research Council

Committee Member

January 2019 – May 2019

School of Kinesiology and Recreation Strategic Planning Committee

Committee Member

January 2018 – May 2019

Sport Management Education Journal

Editorial Board Member

January 2016 – December 2018

ISU Golden Key International RSO

Faculty Advisor

August 2018 – August 2019

KNR Graduate Student Club

Faculty Advisor

August 2017- December 2018

ISU Campus Recreation Search Committee

Committee Member

August 2017 – April 2018

School of Kinesiology and Recreation IRB Representative

Representative

August 2017 – January 2018

School of Kinesiology and Recreation Faculty Status Committee

Committee Member

August 2016 – May 2018

School of Kinesiology and Recreation PETE Faculty Search Committee

Committee Member

August 2016 – November 2016

North American Society for Sport Management Student Initiatives Board

Student Representative

May 2014 – May 2015

American Red Cross

Disaster Response Team Responder

August 2015 – December 2016

First Aid Station Leader

August 2012 – May 2015

First Responder

June 2010 – August 2019

PROFESSIONAL MEMBERSHIPS

American Marketing Association

2019 - present

International Association for Communication and Sport

2015 - present

Global Sport Business Association

2013 - present

Sport Marketing Association

2013 - present

North American Society for Sport Management

2012 - present

IDEA Health and Fitness Organization

2011 - present

INDUSTRY-RELATED RELEVANT EXPERIENCE

Independent Marketing Consultant

July 2021- present

- Evaluate clients' online presence including website and social media content
- Provide comprehensive public relations and social media strategies for clients
- Create strategic marketing plans for clients including specific social media marketing plans and comprehensive plans
- Create website and social media content
- Manage day-to-day marketing activities as necessary for clients

Personal Trainer, Instructor, and Marketing Consultant

May 2017- present

MyLeanBody Boot Camp

- Developed and implemented individualized training programs
- Answered questions on fitness and nutrition
- Explained exercise modalities to clients
- Instructed bootcamp classes
- Created and executed a marketing plan
- Created and managed Facebook and Instagram content

In-Home Personal Trainer

Self-employed

January 2012 – August 2019

- Discussed fitness goals with members
- Developed individualized training programs
- Answered questions on fitness and nutrition
- Explained exercise modalities to clients

Resource Exchange Center Consultant

The National Center for Drug Free Sport, Kansas City, MO

January 2012 – August 2016

- Answered questions on supplements, performance-enhancing drugs, and medications from high school to professional athletes
- Educated athletes on alternatives to supplements and sports nutrition

Resource Exchange Center Account Executive

The National Center for Drug Free Sport, Kansas City, MO

February 2010 - January 2012

- Answered questions on supplements, performance-enhancing drugs, medications, and drug testing procedures from high school to professional athletes
- Educated athletes on alternatives to supplements and sports nutrition
- Wrote biweekly blog on supplements, health, wellness, and sports nutrition to educate followers
- Marketed and promoted myPlaybook, a drug and alcohol education program designed for high school and college athletes
- Organized and tracked communication with clients and coordinated sales for myPlaybook
- Created marketing materials and a marketing plan for myPlaybook

Personal Trainer/Wellness Specialist

YMCA of Greater Kansas City, Kansas City, MO

April 2011 - August 2012

- Discussed fitness goals with members
- Developed individualized training programs
- Answered questions on fitness and nutrition
- Explained exercise modalities to clients

Personal Trainer

Rejuvenate Mind Body Wellness Center, Lee's Summit, MO

March 2011 - December 2011

- Discussed fitness goals and interacted with clients
- Developed individualized training programs; explained exercise modalities to clients

Account Executive/Season Ticket Ambassador

Sioux Falls Canaries Professional Baseball Club, Sioux Falls, SD

March 2007 - August 2007

- Managed accounts to sell ticket packages and group outings
- Cold called average of 50 businesses a day
- Developed relationships with Season Ticket Holders through phone calls and in-person interaction
- Implemented programs to increase retention of Season Ticket Holders
- Assisted in game-day preparation and operations

Promotions and Marketing Intern

Southwest Minnesota State University, Marshall, MN

August 2006 - March 2007

- Created and managed game-day promotions for the Mustang athletic teams
- Set-up promotions, selected contestants, and directed promotions
- Assisted with game day set-up and management

Promotions and Ticketing Intern

Sioux Falls Canaries Professional Baseball Club, Sioux Falls, SD

May 2006 - August 2006

- Worked in the front/ticket office and sold group contracts and single game tickets
- Promoted the team and designed and implemented ways to improve attendance

Athletic Development Director Mentor Student

Southwest Minnesota State University, Marshall, MN

August 2004 - May 2005

- Created promotional flyers, sent out mailings, and organized paperwork for events
- Worked with Excel to compile mailing lists and databases
- Attended athletic events to help with game day activities