

CURRICULUM VITAE

Jessica Rogers, PhD (ABD)

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EDUCATION

Texas A&M University- Commerce, Texas

B.S. 1999

Double Major in Business Administration and Marketing

Texas A&M University-Commerce, Texas

M.S. 2003

Marketing (18 hours additional Management courses)

Northcentral University- Prescott, Arizona

PhD Business Administration w/ Emphasis in Marketing

Expected Completion April 2017

Dissertation:

Committee: Dr. Barry Spiker (chair), Dr. Garrett Smiley; Dr. Scott Burrus

CORE FOCUS

Teaching & Learning; Outcomes & Assessments; Distance Learning

TEACHING INTERESTS

Social Media Marketing

Sales Management

Promotions

Branding

Consumer Behavior

E-Commerce

Retail Management

CERTIFICATIONS

Wiley Learning Institute: Best Practices in Strategic Leadership, 2016

HubSpot: Inbound Marketing Certification, 2015-2016

CITI: University of Miami, 2016-2018

Columbia University: Sustainable Development, 2014

Northwestern University: Understanding Media by Understanding Google, 2013

ACADEMIC EXPERIENCE

SOUTHERN NEW HAMPSHIRE UNIVERSITY

2010- Present

SNHU is a private, accredited university (ACBSP) offering undergraduate and graduate programs on campus and online.

- Black Board Delivery, <http://www.blackboard.com/Teaching-Learning/Overview.aspx>
- Participant in the Boston College study ‘Supporting Adjunct Faculty within the Academy: From Road Scholars to Retired Sages, One Size Does Not Fit All’.
- 2014 COCE Faculty Workshop Presenter: Social Media for Teaching and Learning and Branding

- 2014 Faculty Promise Training video
- 2014-2015 COCE Curriculum Committee
- 2015 Facilitation Guides Focus Group participant
- 2015 Assessment Calibration Pilot
- 2015 COCE Faculty Workshop Presenter: Social Media for Teaching & Learning and Personal Branding
- 2015 Outcomes and Assessments Turbo Workshop: Subject Matter Expert
- 2016 Virtual Assessment Calibration – Level II
- 2014; 2015; 2016 Graduate Course Grade Auditing
- 2014; 2016 MS Marketing Program Review and Benchmark

Marketing Lead Faculty and Team Lead

- Serve as mentor and coach to adjunct instructors and/or subject matter experts
- Provide meaningful and timely feedback to students, team leads, and adjunct instructors
- Evaluate adjunct faculty and team leads and manage performance on a weekly and term basis
- Serve as consultant in hiring of adjunct instructors and team leads and in determination of ongoing assignments, including decisions to off board
- Implement instructional and design strategies that engage students in their learning
- Contribute to high academic quality and standards as consultants and participants in strategic reviews and administrative action
- Review curriculum revisions and instructional strategies to positively impact student satisfaction and success rates
- Assist in communication and collaboration between academic administration and other stakeholders
- Maintain an effective and efficient working relationship with all participants of the course and program design process
- Serve as instructor norming facilitator to develop instructors in effective use of rubrics and consistent scoring of students across sections
- Participate in curriculum oversight: evaluating programs, evaluating courses, serving as course subject matter expert or program coordinator.

Courses Taught

- | | |
|---|-----------------------------------|
| ▪ MGT550 Managing through Communication | ▪ MKT 222 Principles of Retailing |
| ▪ MKT 113 Introduction to Marketing | ▪ MKT 360 Direct Marketing |
| ▪ MKT 221 Merchandise Planning | ▪ MKT 500 Marketing |
| | ▪ MKT 555 Social Media |
| | ▪ MKT 618 Analytics |

- MKT 620 Consumer Behavior
- MKT 625 Strategic Internet Marketing
- MKT 645 Online Marketing Channels
- MKT 655 Social Media Marketing Strategy
- MKT 666 Social Media Campaigns
- MKT 668 Services Marketing
- MKT 678 Brand Management
- MKT 690 Corporate Communications

Course Author/Subject Matter Expert-

- MGT550- Corporate Communications
- MKT 221- Merchandising
- MKT 360- Direct Marketing
- MKT 555 Social Media
- MKT 655 Social Media Marketing Strategy
- MKT 666 Social Media Campaigns

TEXAS A&M UNIVERSITY, Commerce Texas

2009-Present

The College of Business & Entrepreneurship at Texas A&M University-Commerce is an accredited member of the AACSB International-Association to Advance Collegiate Schools of Business.

- eCollege Delivery, <http://ecollege.com/index.learn>
- Participant in the study ‘Twenty-first Century Technology-rich Learning Spaces at Texas A&M-Commerce: Aligning How Faculty Teach with how Students Learn’.

Instructional Practitioner –

- MKT 306 Introduction to Marketing
- MKT 436 Marketing Research

RECOGNITION, PROJECTS, AFFILIATIONS

- Nominee 2015 Advisors Recognizing Excellence Award nominee at *Southern New Hampshire University- COCE*
- *Finalist 2013 Excellence in Teaching Award – Southern New Hampshire University- COCE*
- *Recipient 2014 Excellence in Teaching Award – Southern New Hampshire University- COCE*
- [Finalist 2013 Online Professor of the Year- Best Colleges Online](#): Best Colleges Online recognizes forward-thinking professors who are using new technologies to enhance the learning experience for distance students and prepare them for success in their courses and after graduation.
- *Social Media Marketing Magazine (January, 2012-present)*. [Top Marketing Professors on Twitter](#) (# 28 worldwide)
- [Listed as one of the top 100 Web-Savvy Professors 2012](#)
- Articles featured on:
[Social Media Today](#)
[LinkedIn.com](#)
[Business2Community](#)

HowToMBA

- Member of the American Marketing Association

CURRENT RESEARCH

Social Media Marketing Brand Loyalty Content/Engagement
Social Exchange Theory

INTELLECTUAL CONTRIBUTIONS

Contributor:

Olenki, S. (2016, December). Words of Wisdom for 2017. Retrieved from <http://www.forbes.com/sites/steveolenki/2016/12/21/words-of-wisdom-for-2017-and-beyond/#535304de233e>

Olenki, S. (2016, January). Whoever Said End Of Year Predictions Have To Come Out By End Of The Year? Forbes.com. Retrieved from <http://www.forbes.com/sites/steveolenki/2016/01/13/whoever-said-end-of-year-predictions-have-to-come-out-by-end-of-the-year/#2715e4857a0b300d564b13e4>

Olenki, S. (2014, December). 2015 Marketing Predictions Pop Culture Style. Forbes.com. Retrieved from <http://www.forbes.com/sites/steveolenki/2014/12/19/2015-marketing-predictions-pop-culture-style/>

eBook from Oracle Marketing Cloud

Olenki, S. (2014). The Marketer's Backpack:

http://demand.eloqua.com/LP=4916?elqCampaignId=1848&elqct=SocialMedia&elqchannel=OMCBlog&elqoffer=MarketersBackpack-WP_2014&sls=DG_WP_B2B-B2C_BackToSchool-MarketersBackpack_0914&elqcname=DG_WP_B2B-B2C_BackToSchool-MarketersBackpack_0914

Huffman, K. (2012). 8 Mandates for Social Media Marketing Success: Insights and Success Stories from 85 of the World's Most Innovative Marketing Practitioners, Authors, and Professors. Austin, TX: C-Suite Press.

Presenter:

Rogers, J. (2015, May). Social Media for Teaching and Learning, and Branding. Presented at Southern New Hampshire University's COCE Faculty Workshop, Manchester, NH.

Rogers, J. (2014, May). Social Media for Teaching and Learning, and Branding.

Presented at Southern New Hampshire University's COCE Faculty Workshop, Manchester, NH.

Interview:

Clark, C. (2012, March 12). Social Media: Information networks are vital to success. Financial Times. Retrieved from . <http://www.ft.com/intl/cms/s/2/0e97b7a0-6389-11e1-9686-00144feabdc0.html>

Writings:

Rogers, J. (2014, January 16). 2014: Year of the cheer. Retrieved from <http://www.businessesgrow.com/2014/01/16/2014-the-year-of-the-cheer/>

Rogers, J. (2014, February 22). A report card for massive open online courses (MOOC). Retrieved from: <http://www.businessesgrow.com/2014/02/20/online-education/>

Rogers, J. (2014, March 19). Almost any brand can be Pinteresting. Here's how. <http://www.businessesgrow.com/2014/03/19/almost-brand-can-pinteresting-heres/>

Rogers, J. (2014, August 10) How graduate school differs from undergrad . Retrieved from <https://howtomba.com/how-graduate-school-differs-from-undergrad>

Rogers, J. (2014, October 5). 10 Keys to success for your first year of graduate school . Retrieved from: <https://howtomba.com/10-keys-to-success-for-your-first-year-of-graduate-school/>

Rogers, J. (2013, January 11). 15 Social media concepts to make you a more marketable social media professional. Retrieved from <http://maximizesocialbusiness.com/marketable-social-media-professional-concepts-2013-7886/>

Rogers, J. (2013, January, 13). Social media concepts to make you a more marketable social media professional in 2013. Social Media Today. Retrieved from <http://socialmediatoday.com/nealschaffer/1153441/15-social-media-concepts-make-you-more-marketable-social-media-professional-201>

Rogers, J. (2013, February 6). 20 minutes a week to a more connected and intelligent you: Are you ignoring these basic social media 101 concepts? Retrieved from <http://maximizesocialbusiness.com/basic-social-media-concepts-8083/>

Rogers, J. (2013, March 6). 10 ways to engage your audience on social media today. Retrieved from <http://maximizesocialbusiness.com/engage-your-audience-social-media-today-8240/>

Rogers, J. (2013, April 1). The secret to a successful social media marketing strategy. Retrieved from <http://maximizesocialbusiness.com/secret-successful-social-media-marketing-strategy-8348/>

- Rogers, J. (2013, May 8). Want to be a successful and sought after social media professional? Retrieved from <http://maximizesocialbusiness.com/successful-sought-after-social-media-professional-8612/>
- Rogers, J. (2013, June 6). Social media inspired by Kmart big gas savings. Retrieved from <http://maximizesocialbusiness.com/kmart-big-gas-savings-social-media-8814/>
- Rogers, J. (2013, July 1). Social media strategy: Look for new opportunities under your nose. Retrieved from <http://maximizesocialbusiness.com/social-media-strategy-look-for-new-opportunities-under-your-nose-9341/>
- Rogers, J. (2013, August 6). 4 things you will never hear a social media marketer say about content. Retrieved from <http://maximizesocialbusiness.com/4-things-you-will-never-hear-a-social-media-marketer-say-about-content-9595/>
- Rogers, J. (2013, September 3). Creating a social media marketing strategy. Retrieved from <http://maximizesocialbusiness.com/creating-social-media-marketing-strategy-9758/>
- Rogers, J. (2013, September 30). 20 simple ways to integrate social media with traditional marketing practices. Retrieved from <http://maximizesocialbusiness.com/20-simple-ways-integrate-social-media-traditional-marketing-practices-9902/>
- Rogers, J. (2013, October 2). Social strategy for the dogs: How social media is saving animals lives. Retrieved from <http://www.businessesgrow.com/2013/10/02/social-strategy-for-the-dogs-how-facebook-is-saving-lives>
- Rogers, J. (2013, November 4). SEO, cross-departmental communication, and the extinct career in social media? Retrieved from <http://maximizesocialbusiness.com/seo-cross-departmental-communication-extinct-career-social-media-10098/>
- Rogers, J. (2013, November 13). 4 Critical social media lessons I learned from my 4 year old. Retrieved from <http://www.businessesgrow.com/2013/11/13/four-critical-social-media-lessons-i-learned-from-my-4-year-old/>
- Rogers, J. (2013, November 27). Why many of my students will not have a job upon graduation. Retrieved from <http://www.businessesgrow.com/2013/11/27/why-many-of-my-students-will-not-have-a-job-upon-graduation/>
- Rogers, J. (2013, December 4). My marketing goals for you for 2014. Retrieved from <http://maximizesocialbusiness.com/social-media-marketing-goals-2014-10440/>

- Rogers, J. (2012, February 2). Why should a Social Media MBA exist and why the corporate work needs to take notice. Retrieved from <http://maximizesocialbusiness.com/why-social-media-mba-corporate-world-5971/>
- Rogers, J. (2012, March 2). The Social MBA: How social media is introduced in universities. Retrieved from <http://maximizesocialbusiness.com/social-media-mba-part-2-how-social-media-is-introduced-in-universities-6308/>
- Rogers, J. (2012, April 5). The Social Media MBA: Social media landscape. Retrieved from <http://maximizesocialbusiness.com/social-media-mba-part-3-social-media-landscape-6443/>
- Rogers, J. (2012, May 4). The Social Media MBA: Top apps and tools for social media marketers. Retrieved from <http://maximizesocialbusiness.com/social-media-mba-part-4-top-apps-tools-for-social-media-marketers-6671/>
- Rogers, J. (2012, June 6). The Social Media MBA: Application and integration of social media. Retrieved from <http://maximizesocialbusiness.com/social-media-mba-part-5-application-and-integration-of-social-media-6778/>
- Rogers, J. (2012, July 5). The Social Media MBA: Current social media marketing Trends. Retrieved from <http://maximizesocialbusiness.com/social-media-mba-current-social-media-marketing-trends-6881/>
- Rogers, J. (2012, August 7). The 20 social media marketing questions to ask: Are you really prepared? Retrieved from <http://maximizesocialbusiness.com/social-media-marketing-mba-20-questions-to-ask-6950/>
- Rogers, J. (2012, September 6). The Social Media MBA: Social media, customer service, and branding. Retrieved from <http://maximizesocialbusiness.com/social-media-mba-part-8-customer-service-branding-7069/>
- Rogers, J. (2012, October 1). The Social Media MBA: Traditional marketing and technology driving social. Retrieved from <http://maximizesocialbusiness.com/social-media-mba-part-9-traditional-marketing-technology-driving-social-7167/>
- Rogers, J. (2012, November 9). The Social Media MBA: Translating business objectives into social media objectives. Retrieved from <http://maximizesocialbusiness.com/social-media-mba-part-10-social-media-objectives-7289/>
- Rogers, J. (2012, December 7). The Social Media MBA: The future of social media: six points to consider. Retrieved from <http://maximizesocialbusiness.com/the-future-of-social-media-in-2013-six-points-to-consider-7437/>

PROFESSIONAL EXPERIENCE

- LONE STAR CASA, Rockwall, Texas** **April 2014-2016**
Board of Directors- Non-Profit
- NaNa GALLERY, Dallas, Texas** **January 2003-2009**
Owner/Broker
- LOA, Rockwall, Texas** **November 2008-November 2009**
Director, Corporate Facility **May 2006-September 2007**
- REMARKABLE CARE, Rockwall, Texas** **September 2007- July 2008**
Director of Marketing (contract/consulting position)
Director of Personalized Training Programs
- COOK DIAMONDS, Dallas, Texas** **November 2000 - 2002**
Sales-Dallas World Trade Center
- MCI WORLDCOM, Richardson, Texas** **December 1999 to October 2000**
Long Distance Provisioning Engineer for Majors
- PARKS CORPORATION, Greenville, Texas** **1993 – 1999**
Operations Administrator