

Bonnie Phillips Smith

Commerce, TX 75428

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OBJECTIVE: Adjunct Marketing Instructor Position

SUMMARY OF QUALIFICATIONS

- Effectively teach and communicate with students online for over 5 years
- Experience outlining BAAS degree plans including transfer courses from community college technical programs
- 4.5 years of experience advising students on academic and financial aid matters
- Cooperatively work with departmental staff to accomplish college goals
- Successfully develop and deliver courses in eCollege management system
- MBA with 18 hours of graduate level marketing courses

EDUCATION

Master of Business Administration, Texas A&M University-Commerce, Commerce, TX
GPA 3.82; Graduation: December 2003 Minor: Marketing 33 hrs

Bachelor of Science in Business Administration, Texas A&M University-Commerce
GPA 3.67; Graduation: May 2002 63 hrs

Associate of Science in Interdisciplinary Studies, Paris Jr. College, Paris, TX
GPA 3.79; Graduation: May 2000 71 hrs

RELEVANT COURSE WORK

Marketing Management	Internet Marketing
Business To Business Marketing	Applied Business Research
Marketing from a Quality Perspective	Strategic Management
Advertising and Promotion	Marketing Ethics

RELATED EXPERIENCE

Department of Marketing and Management, Texas A&M University-Commerce

Adjunct Instructor, August 2010 to present

Adjunct Instructor, January 2007 to May 2007

- Prepare and teach undergraduate junior-level Marketing course in an online format to over 475 students in 14 sections
- Deliver course using eCollege course management system, including multimedia element enhancements

College of Business and Technology, Texas A&M University-Commerce

Coordinator of Undergraduate Advising, October 2005 to June 2007

- Responsible for CBT undergraduate student recruitment, admission evaluation, academic advising, and student retention for all CBT undergraduate programs
- Serve as the liaison between the College department heads and the various CBT undergraduate programs, including class scheduling and marketing and recruiting at various events in the region served by Texas A&M University-Commerce
- Oversee the CBT undergraduate admission and orientation process
- Develop, review, and approve BAAS student degree plans including course transfers from community college technical programs
- Review and approve requests for course substitutions
- Manage the proper and secure maintenance of student files, records, and degree plans
- Enforce TSI compliance within CBT
- Serve on various committees and as member of related professional associations

WORK HISTORY

First United Methodist Church-Commerce

Communications Specialist; November 2008 to present

- Oversee new website design and implementation; maintain and update website
- Create and design weekly and special event communication publications
- Assist in coordinating resources within the church

Luminous Productions

Director of Quality Assurance and Testing; January 2010 to August 2011

- Responsible for quality assurance on federal government documents
- Test various federal government forms and documents to guarantee highest performance level
- Use Jaws software to ensure functionality of forms and documents for the visually impaired

Department of Financial Aid, Texas A&M University-Commerce

Financial Aid Advisor; June 2007 to June 2009

Financial Aid Assistant; January 2005 to October 2005

- Monitor appropriate Federal Registers and other publications to assist the Director in updating/ revising financial aid policies/procedures to assure compliance with Title IV regulations
- Assist with the development of financial aid publications and operating forms
- Develop and maintain procedural documentation on the financial aid Banner system for training of staff and for reference
- Responsible for trouble shooting and retrieving information from Banner to assure accuracy of Banner data
- Assist with the retrieval of data and information for FISAP, FADS, and various audits
- Manage the state and federal Work Study program

Loan Department, Guaranty Bond Bank

Administrative Assistant/Relationship Banker; February 2004 to January 2005

- Provide administrative and customer service support
- Process/input new loans and accounts and manage documentation
- Research and present account activity
- Oversee safety deposit box leasing and billing
- Provide accounting and bookkeeping service
- Build and maintain relationships with customers

ASSOCIATIONS AND COMMITTEES

- NASFAA and SWASFAA (Associations of Student Financial Aid Administrators)
- National Academic Advising Association (NACADA)
- Orientation, Advising, Recruiting, and Retention committee (OARR)
- Alpha Chi Honor Society
- Pi of Texas (Phi Theta Kappa alumni chapter)
- Phi Theta Kappa International Honor Society (*secretary*)

SKILLS

- Proficient in Microsoft Office (Word, Excel, PowerPoint, Publisher), Banner
- Excellent interpersonal skills and verbal and written communication skills
- Strong values based on ethics and integrity
- Extraordinary organizational, planning, prioritizing, and multitasking skills