

JEN RILEY

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EDUCATION

Ph.D. in Marketing

Kennesaw State University - Coles College of Business
Kennesaw, GA

May 2021 (Expected)

*Details regarding program milestones and format can be found in the appendix

M.S. in Marketing

Georgia State University - Robinson College of Business
Atlanta, GA

January 2011

Certificate in Brand and Customer Relationship Management

Georgia State University - Robinson College of Business
Atlanta, GA

January 2011

B.A. in Marketing Communications

Oglethorpe University
Atlanta, GA

May 2010

RESEARCH INTERESTS

- Professional Sales
- Social Media Marketing
- Value Co-Creation
- NeuroMarketing

PUBLICATIONS- ACADEMIC JOURNAL ARTICLES

Riley, Jen, "Sustaining Customer Engagement through Social Media Brand Communities."
Journal of Global Scholars of Marketing Science (**Forthcoming**)

Riley, Jen, "Understanding Customer Perceptions of Salesperson Generated Social Media Content."
Journal of Business and Industrial Marketing (**Under Review**)

Itani, Omar, Kalra, Ashish, and Riley, Jen, "Building Value Co-creation through socialCRM."
Information & Management (**Under Review**)

RESEARCH GRANTS

Direct Selling Education Foundation (DSEF) Doctoral Grant (\$4,000), 2019

CONFERENCE PROCEEDINGS

Riley, J., “Customer Engagement & Value Co-Creation within Social Media Brand Communities Framework,” *Society of Marketing Advances Annual Conference*, New Orleans, LA November 6-9, 2019

Itani, Omar, Kalra, Ashish, Riley, Jen, “Value Co-Creation Through socialCRM: The Role of Salesperson Knowledge and Needs,” *American Marketing Association Summer Academic Conference*, Virtual August 18-21, 2020

Riley, Jen, “Customer Perceptions of Branded Social Media Content,” *American Marketing Association Summer Academic Conference*, Virtual August 18-21, 2020

RESEARCH IN PROGRESS

Riley, Jen and Marshall, Greg, “Defining Social Selling: Exploring the Four Pillars of Industrial Social Media Sales.” (*In preparation for journal submission, Summer 2020*)
Target: *Marketing Management Journal*

Riley, Jen, Rutherford, Brian, and Ambrose, Scott, “The State of Sales and Marketing Interfaces Research.” (*In preparation for journal submission, Fall 2020*)
Target: *Journal of Personal Selling and Sales Management*

Riley, Jen, Rutherford, Brian, and Jaramillo, Fernando, “A Meta-Analysis of the Relationship between Job Satisfaction, Organizational Commitment, and Turnover Intentions: 20 Years of Research.” (*In preparation for journal submission, Spring 2021*)
Target: *Journal of Personal Selling and Sales Management*

PUBLICATIONS- BOOKS

Riley, J. (2019). *#KeepGoing: Motivational Quotes & Reflection Journal*. Atlanta, GA: Phoenix Arising Consulting, LLC.

Riley, J. (2017). *Colors of the Mind Your Motivational Retreat: Adult Coloring Book*. Atlanta, GA: Phoenix Arising Consulting, LLC.

Riley, J. (2016). *Unlocking the Digital Code: A Guide to Strategically Master Social Media Marketing*. Atlanta, GA: Phoenix Arising Consulting, LLC.

TEACHING EXPERIENCE

Kansas State University, Manhattan KS Aug. 2020 to Present
Marketing Teaching Professor, National Strategic Selling Institute
 ▪ MKT 542 – Fundamentals of Professional Selling

Alabama A&M University, Huntsville AL Aug. 2019 to July 2020
Visiting Marketing Instructor, Department of Business & Public Affairs
 ▪ MKT 315 – Principles of Marketing (in-person and online)
 ▪ MKT 316 – Buyer Behavior (in-person)
 ▪ MKT 323 – Promotion Management (in-person and online)
 ▪ MKT 423 – Public Relations (in-person, hybrid)
 ▪ MKT 477 – Marketing Management (in-person)

LaGrange College, LaGrange GA Jan. 2019 to May 2020
Marketing Adjunct Instructor, Department of Marketing & Entrepreneurship
 ▪ MRKT 4435 Social Media and Branding (online)
 ▪ MRKT 3380 Principles of Marketing (online)

Kennesaw State University, Kennesaw GA Jan. 2019 to May 2019
Marketing Adjunct Instructor, Coles College of Business
 ▪ MKTG 4520 – Social Media Marketing (in-person)

Gwinnett Technical College, Lawrenceville GA Nov. 2014 to Jan. 2016
Marketing Adjunct Instructor, Marketing Management Department
 ▪ FYES 1000 – First Year Experience (in-person)
 ▪ MKTG 1270 – Visual Merchandising (online)
 ▪ MKTG 1190 – Integrated Marketing Communications (in-person)
 ▪ MKTG 2500 – Exploring Social Media Marketing (in-person)
 ▪ MKTG 2070 – Buying and Merchandising (online)

ACADEMIC SERVICE

- **Business Advisory Council**
LaGrange College, 2018 – 2021
- **Teaching Excellence Committee; Marketing Major Academic Advisor** (15 advisees)
Alabama A&M University, College of Business & Public Affairs 2019 – 2020
- **Program Committee- Personal Selling & Sales Management, Ad-hoc Reviewer**
Society of Marketing Advances Conference, 2019
- **Marketing Management Journal, Ad-hoc Reviewer** 2018, 2019
- **Senior Business Program Focus Group Facilitator**
LaGrange College, 2018
- **Marketing Management Advisory Committee Co-Chair**
Gwinnett Technical College, 2014 – 2015
- **Curriculum Development Exploring Social Media Marketing**
Gwinnett Technical College, 2014 – 2015

INVITED LECTURES

- **Alabama A&M University:** Managerial Communications, “Establishing a Professional Online Brand Using Social Media,” 2019, 2020
- **Agnes Scott College:** Catalyst Leaders Program, “Developing Public Speaking Skills Workshop,” 2019, 2020
- **Tennessee Tech University:** Principles of Marketing, “Social Media Usage in Business,” 2019
- **LaGrange College:** International Business, “Social Media in Other Cultures,” 2018
- **Oglethorpe University:** “Are You Google-able? Building Your Personal Brand,” 2016
- **Gwinnett Technical College:** Career Day Conference, “Job Search Social Media,” 2015
- **Westwood College:** Principles of Marketing, “Marketing for budding Entrepreneurs,” 2014

HONORS AND AWARDS

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|---|------|
| ▪ Valuing Diversity Ph.D. Scholarship, Award | 2020 |
| ▪ AnitaB Foundation Grace Hopper Celebration Faculty, Fellow | 2020 |
| ▪ Baruch College Research Symposium, Presenter & Participant | 2020 |
| ▪ Advertising Educational Foundation Visiting Professor Program, Participant | 2020 |
| ▪ AMA Doctoral SIG April Student Spotlight, Feature | 2020 |
| ▪ <i>Journal of Marketing</i> Researcher Workshop Winter AMA, Participant | 2020 |
| ▪ Society of Marketing Advances Doctoral Consortium, Participant | 2019 |
| ▪ Alabama A&M University Most Influential Professor, Award | 2019 |
| ▪ Toastmasters International D44 Impromptu Speaking Speech Competition, 1 st Place | 2018 |
| ▪ Toastmasters International Distinguished Toastmaster, Award | 2016 |
| ▪ Constant Contact Small Business Supporter of the Year- North America, Award | 2015 |
| ▪ Pinnacle Awards Young Entrepreneur of the Year, Award Finalist | 2015 |
| ▪ Alpha Phi Omega Distinguished Service Key, Award | 2011 |

PROFESSIONAL AFFILIATIONS

- American Marketing Association, Member 2020 – Present
- Global Sales Science Institute, Member 2020 – Present
- Society of Marketing Advances, Member 2019 – Present
- Direct Selling Education Foundation, Fellow 2019 – Present
- The KPMG PhD Project, Member 2015 – Present
- Toastmasters International, Member & Former Chapter President 2014 – 2019
- Alpha Phi Omega Community Service Co-ed Fraternity, Life Member 2009 – Present

PROFESSIONAL CERTIFICATIONS

- **Email Marketing Certification**, Constant Contact, 2015
- **Google Tag Manager**, Google, 2015
- **Blackboard Learning Certification**, Gwinnett Technical College, 2015
- **Essentials of Nonprofit Marketing**, Georgia Center for Nonprofits, 2015
- **Brand and Customer Relationship Management**, Georgia State University, 2011

PROFESSIONAL EXPERIENCE

Phoenix Arising Consulting, LLC, Atlanta GA 2013 to Present

Marketing Consultant

Working primarily with business-to-business companies, higher education institutions, nonprofit organizations, and small businesses, my service specialties include digital marketing, including but not limited to:

Blog and Social Media Management, Copywriting, Website Management, Collateral & Logo Design, Google Analytics, Content Generation, Email Marketing, Social Selling Sales Enablement, Event Marketing, Digital Advertising, Strategic Planning, Customer Relationship Management, Database Management.

Applied Systems, Atlanta GA 2016 to 2017

Digital Marketing Specialist

Management and development of overall global (US, Canada, UK and Ireland) social media and online advertising strategy and objectives, including core engagement (by platform and audience), reach, and leads strategy; and content development and distribution strategy.

Operated an annual budget of \$145,000 for online advertising and showed a social media engagement increase of 161% in first 9 months.

InComm, Atlanta GA 2011 to 2013

Digital Content Associate Product Manager

During my time at InComm, I managed partner accounts by establishing and maintaining fruitful customer relationships. Through interdepartmental collaborations, building partner sales tracking systems and building best practices guides I was able to ensure partner success and smooth go-to-market deployments.

Prommis Solutions, Roswell GA 2010 to 2011

Facilities Manager

Serving as the facilities manager, I was instrumental in altering the badge system to save approx. \$3,000/year in replacement badges. I created and managed Excel and MS SharePoint databases to allow better metrics tracking for the functions of the department.

COMMUNITY SERVICE

- **Struggles to Strengths** (Nonprofit Organization Providing Trauma Recovery Programming)
Board Member, Atlanta Ga, 2018-Present
- **ChopArt** (Nonprofit Organization Providing Art Programming for Homeless Youth)
Social Media Analyst, Atlanta Ga, 2013-2018
- **Toastmasters International**
Brookhaven Toastmasters Club President, Atlanta Ga, 2016-2017
District 44 Area Director, Atlanta Ga, 2015-2016
- **Girl Scouts of Greater Atlanta**
Senior Troop 810 Co-Leader, Atlanta Ga, 2013-2016

INVITED PRESENTATIONS & INDUSTRY WORKSHOPS

- **DeKalb County Board of Health – Healthy Living Coalition**, “Leveraging Social Media for Positive Influence,” May 2017.
- **DeKalb County Board of Health – Monthly Meeting**, “Social Media Advocate Training,” April 2017.
- **100 Black Men of Atlanta – McNair High School Leadership Institute**, “Finding Your Voice,” Feb. 2017.
- **Toastmasters International – District 44 Leadership Training Institute**, “How to Grow Your Club Using Social Media,” June 2016.
- **Toastmasters International – District 44 Spring Conference**, “Planting Your Digital Footprint,” May 2016.
- **Constant Contact OneCon Partner Conference**, “Pricing your Services to Grow your Business,” Oct. 2015.
- **American Business Women's Association**, “Are You Google-able,” Aug. 2015.
- **Toastmasters International – District 44**, Youth Leadership Program, Summer 2015.
- **Toastmasters International- District 44 Spring Conference**, “Are You Google-able? Building Your Personal Brand,” April 2015.
- **Project Open Hand Atlanta**, “Executing Social Media for Nonprofits,” April 2015.
- **Google, Atlanta – Accelerate with Google**, “Goodie Hack Pitch Competition,” Feb. 2015.
- **Girl Scouts of Greater Atlanta**, “Marketing & Communication,” Jan. 2015.
- **Atlanta-Fulton County Library**, “Various Topics in Social Media,” 2014-2016.
- **Mercy Care Services**, “Nonprofit Marketing: Building a Digital Media Strategy- Twitter,” July 2014.

REFERENCES

Dr. Brian Rutherford,

Executive Director, Ph.D. Program
Associate Professor of Marketing
Kennesaw State University,
Coles College of Business
Department of Marketing & Professional Sales
Phone: 470.578.7708
Email: bruther1@kennesaw.edu

Dr. Adriane Randolph,

Professor of Information Systems
Executive Director, BrainLab
Kennesaw State University,
Coles College of Business
Department of Marketing & Professional Sales
Phone: (470) 578-6083
Email: arandol3@kennesaw.edu

Dr. Greg W. Marshall,

Charles Harwood Professor of Marketing and Strategy
Crummer Graduate School of Business
Rollins College
Phone: 407-691-1150
Email: gmarshall@rollins.edu

APPENDIX

Kennesaw State University: Ph. D. in Business Administration, Marketing Concentration

Degree Milestones:

- The degree completion timeline is 38 months, 2 years of coursework and 1 year of dissertation
- Year 1: April 2018-May 2019; Year 2: Aug. 2019-May 2020; Year 3: Dissertation defense
- Qualifying exam February, 2020; Dissertation Proposal April 2020, Final Defense April 2021

Program Courses:

- Introduction to Research in Marketing,
- Foundations of Business Research,
- Seminar in Marketing Research,
- Business Research Design and Analysis,
- Seminar in Consumer Research,
- Seminar in Business to Business Research
- Advanced Business Research Analysis,
- Qualitative Research Methods,
- Research Methods & Dissertation Design I,
- Research Methods & Dissertation Design II,
- Career Transition Strategies,
- Doctoral Directed Study & Dissertation Research