

D. Ashley Elmore-Bosonac, Ph.D.

144 Ocean Avenue • Monmouth Beach, New Jersey • 07750

Ashleybosonac17@gmail.com

412-400-0709

Dedicated and award winning Associate Professor with expertise in educational leadership and scholarly research. Highly accomplished in curriculum development and advisement. Proven history of excellence in the classroom.

Areas of expertise include:

- Program Leadership & Direction
- Education & Instructional Methods
- Marketing
- Curriculum Development
- Social Media Marketing
- Scholarship in Marketing
- Online / Hybrid Education
- Program Assessment
- Process Improvements

UNIVERSITY TEACHING EXPERIENCE:

Georgian Court University, Lakewood, NJ

Tenured Associate Professor in School of Business, August 2011-current

- Promoted to Tenured Associate Professor in 2018 due to superior teaching, research, and service
- Instruct undergraduate and MBA courses in the subjects of marketing and management
- Develop new curriculum and degree programs such as Social Media Marketing, 18 credit Social Media Marketing Minor, and 30 credit M.S. in Marketing and Communication Innovations
- Contribute to university enhancement and strategic vision through committee work
- Mentor and advise 40 students per semester and ensure appropriate student course selection
- Enhance the freshman experience and heightened retention by instructing the Freshman Experience course

UNIVERSITY LEADERSHIP EXPERIENCE:

Master of Business Administration Program Director, August 2015-current

- Collaborate with key stakeholders to formulate, implement, and measure a long-term success strategy for the graduate program
- Generate excitement for the MBA program and elevate enrollment through creative marketing initiatives, open houses, and information sessions
- Oversee program assessment to enhance student learning and ensure education objectives are achieved
- Provide graduate students with services entailing orientation, advising, and conflict resolution
- Project demand and formulate course offerings and rotations
- Recruit, evaluate, hire, and orient adjunct faculty
- Developed MBA Learning Goals, annual assessment plan, and course embedded assessments

Business Administration Program Director: Hazlet Branch Campus, August 2017-current

- Collaborated with Brookdale Community College to develop the GCU Degree Completion Center located at the Brookdale Hazlet campus
- Streamline the transition for Brookdale students into a bachelor degree program through advising and mentoring
- Peer review Hazlet faculty to provide feedback and enhance teaching
- Educate prospective students on program benefits at admissions events and heighten enrollment

PROFESSIONAL PUBLICATIONS:

- Elmore, A., & Steed, N. (2017). Effectively Integrating Social Media and Web Based Technologies into the Classroom without Lawyers: #SixStepModel. *The Transnational Journal of Business*, 2(1) Summer 2017.
- Elmore, A. Choden, K., Warner, J. (2017). Global Collaborative Learning Outcomes Assessment in Business. *Global Education Journal: Critical Thinking Series*. 2017.
- Elmore, A. Choden, K., Warner, J. (2016). Collaborative Learning Outcomes Assessment. *2016 International Multi-Conference on Society, Cybernetics and Informatics Conference Proceedings* (106-110)
- Warner, J., Elmore, A., & Summerhays, J, Business Across Borders Assessing Learning Outcomes, *2015 Conference Proceedings*. Paper presented at the Northeast Business and Economics Association, Jamaica, New York.
- Best Paper Award: Should Universities Develop Courses or Degree Programs in Social Media Marketing: Academy of Business Research, September 2014
- Elmore, A. (2014). Employability Advantages of Marketing Education Industry Certification Examinations. *ILS Journal for Workforce Development*, 4(1) 15-23.
- Elmore, A. (2014, November). Marketing Education Industry Certification. *2014 Conference Proceedings*. Paper presented at the Northeast Business and Economics Association, Monmouth University (121-124).
- Elmore, A. (2014, November). Should Universities Develop Courses or Degree Programs in Social Media Marketing? *2014 Conference Proceedings*. Paper presented at the Northeast Business and Economics Association, Monmouth University (125-128).

Works in Progress for Submission Fall 2018:

- Show me the money: Retailers willing to offer slightly higher starting salary for credentialed students despite having a lack of certification awareness
- Regional Differences in Hiring of Financial Professionals with Tattoos or Body Piercings

PROFESSIONAL PRESENTATIONS:

- Elmore, A., & Steed, N. (2017). Academy of Business Research Conference, Effectively Integrating Social Media and Web Based Technologies into the Classroom without Lawyers: #SixStepModel, September 2017.
- Elmore, A. Choden, K., Warner, J. (2016). Collaborative Learning Outcomes Assessment in Business. *2016 International Multi-Conference on Society, Cybernetics and Informatics Conference Proceedings* (106-110).
- Engaging a Multi-generational Workplace: MODC, February 2016: Attracting, Managing and Retaining Millennials
- Warner J., Elmore, A. Developing Global Competencies through Networked Student International Collaboration, ACBSP, July 2015
- Elmore, A. (2015) Academy of Business Research: Lights Camera Action: The Marketing Behind Reality TV, November 2015
- Warner, J., Elmore, A., & Summerhays, J, Business Across Borders Assessing Learning Outcomes, NBEA Conference, November 2015.
- Warner J., Elmore, A. Developing Global Competencies through Networked Student International Collaboration, ACBSP, July 2015
- Warner, J., & Elmore, A. Business Across Borders, Business Professor Teaching Summit (BPTS), May 2015
- Poster Session: Social Media Marketing Courses. New Jersey Social Media Summit, April 2015
- Poster Session: Arroyo, R., Bruzzese, S., Klich, D., Elmore, A. Using Instagram to increase Chipotle Mexican Grill's brand loyalty among Generation Z. New Jersey Social Media Summit, April 2015

- Warner, J., McQuillen, K., Elmore, A., Business Across Borders as Practiced via COIL. SUNY Coil Conference, March 2015
- Marketing Education Industry Certification. NBEA Conference, November 2014
- Should Universities Develop Courses or Degree Programs in Social Media Marketing? NBEA Conference, November 2014
- Academy of Business Research: Should Universities Develop Courses or Degree Programs in Social Media Marketing, September 2014
- Lights, Camera, Action: The Marketing Behind Reality TV
DECA Power Trip National Conference, November 2010
- You're Hired: Make Your Marketing Student Marketable
Virginia State Leadership Conference, 2009
- Standing Out to Admissions Boards Through Marketing Education
MarkEd Conference, 2009
- Hot or Not: Trends in Employment for Marketing Students
MarkEd Conference, 2009

COURSES INSTRUCTED:

High School Courses Instructed:	Undergraduate and MBA Courses Instructed:
Marketing 1	Principles of Marketing
Advanced Fashion Marketing	Marketing Management (MBA)
Advanced Marketing	Global Marketing (MBA)
Advanced Sports Marketing	Social Media Marketing
Sports Marketing	Principles of Advertising
Personal Finance	Consumer Behavior
Office Administration	Management & Leadership (MBA)
Principles of Business	Women in Business
Cooperative Education	Managerial Communications
	Management Theory
	Portfolio Development
	Strategies for Technical Professionals
	Information Systems
	Advanced Information Systems

AWARDS:

- Virginia Graham Teaching Excellence Nominee, 2017
 ACSBP Regional Teaching Excellence Award, 2016
 Best Paper Award: Should Universities Develop Courses or Degree Programs in Social Media Marketing:
 Academy of Business Research, 2014
 DECA Target Advisor Scholarship Recipient, 2008
 DECA Marketing Organization Outstanding Advisor, 2007-2008
 ITT Technical Institute Apple Teaching Award, 2007
 Toyota and WJLA Channel 7 News Working Woman of the Year, 2006
 Best New Professor of the Quarter for ITT Technical Institute, 2006
 National Honor Roll's Outstanding American Teacher, 2005-2006

HIGH SCHOOL TEACHING EXPERIENCE:

Oakton High School, Robinson Secondary School, & Robert E. Lee High School, Fairfax, VA
 Marketing Coordinator, Business Educator, & DECA Advisor, August 2004-July 2011

- Design creative lesson plans for a plethora of classes within the business and marketing arena
- Deliver daily lessons utilizing a high energy and passionate approach to education
- Ensure that lesson plans correlate with state mandated curriculums and contribute to students' knowledge in other content areas

- Assist students in successfully passing course related industry certifications examinations
- Maintain continuous communication with administration, parents, and students through the use of Blackboard
- Daily integrate technology such as Microsoft Suite, Internet Explorer, Blackboard, and SynchronEyes into the classroom
- Plan, organize, and participate in local, state, and nationwide travel with students
- Advise and assist DECA students in earning scholarships and prestigious local, state, and international accolades
- Grew the DECA Marketing Organization to 480 student, alumni, and professional members and earned the award of largest chapter in the state of Virginia
- Assisted ESL students in learning computer skills in business courses
- Coordinated the cooperative learning internship program to enable students to find course related jobs

EDUCATION:

Doctorate of Philosophy: Occupational and Technical Studies

Specialization: Marketing and Business Education

Old Dominion University, Norfolk, VA, August 2007-May 2013

Dissertation Title: Determining the Employment Benefits of Marketing Education Industry Certification Examinations

Masters of Business Administration

Duquesne University, Pittsburgh, PA, June 2002-December 2003

American University, MBA semester study

Concentration: Marketing and Organizational Behavior

Awarded *High Honors*

Bachelor of Science: Marketing Management

Virginia Polytechnic Institute and State University, Blacksburg, VA, August 1998-May 2002

Awarded *Cum Laude*

CORPORATE EXPERIENCE:

SHE by SoCap

Product Spokesperson, May 2010 to August 2012

- Served as a public relations specialist and product endorser for top selling hair extension company
- Increased sales for company through personal testimonials and presentation
- Drafted press releases to hair style magazines and websites to appeal to target market

PhD Internship: ABC Television

Entertainment Marketing, October 2009-July 2010

- Effectively worked with producers, celebrities, cast and crew members
- Acquired additional knowledge on product placement and celebrity endorsements
- Increased ratings through creative marketing techniques and generated millions of viewers

ECPI College of Technology, Manassas, VA

Marketing Representative and Admissions Counselor, January 2004-September 2004

- Created marketing and promotional materials to gain interest of target market
- Deliver sales presentations and articulate the college's features and benefits
- Exceeded weekly appointment and enrollment goals
- Earned salesperson of the month within 3-months of employment

Beaute Talent, Vienna, VA

Marketing Representative May 2002-August 2005

- Increased brand awareness and sales volume by executing creative marketing campaigns
- Embarked upon personal selling to facilitate brand loyalty and long term customer relationships
- Enhanced public speaking skills and positively represented brands at trade shows and conference

PROFESSIONAL CERTIFICATION/LICENSE:

Commonwealth of Virginia Postgraduate Professional License: Marketing Education

Commonwealth of Virginia Postgraduate Professional License: Business Education

Wise Financial Literacy Certification, 2010

NRF National Certification in Customer Service, 2009

NRF National Certification in Selling, 2009

Microsoft Office Specialist Certification in Microsoft Word, 2008

Microsoft Office Specialist Certification in Microsoft Excel, 2008

Microsoft Office Specialist Certification in Microsoft PowerPoint, 2008

Ask Fundamentals of Business and Marketing Certification, 2007

VOLUNTEERISM:

USO • Walter Reed Hospital • Kidney Foundation • Leukemia Belk Event • Children's Hospital • American Red Cross

PROFESSIONAL CONFERENCES:

Academy of Business Research, 2014, 2015, 2017

ACBSP, 2015, 2016

Suny COIL Conference, 2015, 2014

Northeast Business and Economics Association, 2015, 2014

DECA International Leadership Conference: 2004, 2006, 2009, & 2010

DECA State Leadership Conference: 2004, 2005, 2006, 2007, 2008, 2009, & 2010

DECA District Leadership Conference: 2004, 2005, 2006, 2007, 2008, 2009, & 2010

Virginia Association of Marketing Educators: 2008

DECA Leadership / Member Training Conferences: 2007 & 2008

PROFESSIONAL ORGANIZATIONS:

American Marketing Association

Beta Gamma Sigma Graduate Association

DECA Marketing Club Advisor

Gamma Sigma Alpha Honor Society

Future Business Leaders of America Advisor

Virginia Association of Marketing Educators

DECA Marketing Organization:

Advisor of Virginia State President, 2010-2011

Advisor of largest chapter in Virginia, 2008-2009, & 2009-2010

Advisor of 2nd largest chapter in the World, 2008-2009, & 2009-2010

Assisted over 50 students in placing in the top 10 at the State Leadership Conference, 2008-2009

Advisor of Virginia DECA state secretary, 2007-2008

Virginia DECA Membership Award for 409% Membership Increase, 2005

DECA Winners:

Winner at International Competition:

1st place in World: Entrepreneurship Promotion Plan, 2010 & Public Relations Project, 2009

3rd place in the World: Principles of Hospitality, 2010 & Community Service Project, 2009

Top 10 in World: Internet Marketing Business Plan, 2009 & Entrepreneurship Project, 2009