

JESSICA ROGERS
Jessica_Rogers@tamu-commerce.edu

EDUCATION

Texas A&M University- Commerce, Texas

B.S. 1999

Double Major in Business Administration and Marketing

Additional 18 hours of Management

Texas A&M University-Commerce, Texas

M.S. 2003

Marketing (18 hours additional Management courses)

North Central University

ADB status Expected December 2013 – Current GPA 3.81

PhD Marketing

TEACHING EXPERIENCE

SOUTHERN NEW HAMPSHIRE UNIVERSITY **Spring 2010- Present**

Adjunct Marketing Instructor – Undergraduate/Graduate level- Average class size 20

Mentor- Assist in the oversight and development of graduate school adjunct instructors in addition to teaching (Spring 2012: Pilot Program).

- MKT 113 Introduction to Marketing, Under Graduate Level Course
- MKT 222 Principles of Retailing, Under Graduate Level Course
- MKT 230 Retail Sales Promotion, Under Graduate Level Course
- MKT 270 Professional Selling, Under Graduate Level Course
- MKT 320 Sales Management, Under Graduate Level Course
- MKT 355 Social Media Marketing Strategy, Under Graduate Level Course
- MKT 360 Direct Marketing, Under Graduate Level Course
- MKT 442 Retail Management, Under Graduate Level Course
- MKT 555 Social Media, Graduate Level Course
- MKT 655 Social Media Marketing Strategy, Graduate Level Course

Black Board Delivery, <http://www.blackboard.com/Teaching-Learning/Overview.aspx>

Student reviews available for review.

Participant in the Boston College study ‘Supporting Adjunct Faculty within the Academy: From Road Scholars to Retired Sages, One Size Does Not Fit All’.

TEXAS A&M UNIVERSITY, Commerce Texas **Spring 2009-Present**

Adjunct Marketing Instructor – Average class size 30

- MKT 306 Introduction to Marketing, Under Graduate Course
- MKT 436 Marketing Research, Under Graduate Course

eCollege Delivery, <http://ecollege.com/index.learn>

Student reviews available for review

Participant in the study ‘Twenty-first Century Technology-rich Learning Spaces at Texas A&M-Commerce: Aligning How Faculty Teach with how Students Learn’.

TEACHING INTERESTS

Social Media Marketing
Sales Management
Retail Management

Promotions
Consumer Behavior
E-Commerce

CURRENT RESEARCH

Social Media Marketing & Social CRM in relation to Brand Loyalty

TEACHING EVALUATIONS

Selected comments direct from student reviews:

- “Dr. Rogers is the most involved and accessible professor I have ever had via distance Ed! She is a rock star above everyone else! SHE IS A KEEPER!”
- “Professor Rogers is a great resource for not only course content, but content outside the classroom including hot topics in social media and job leads.”
- “I think that the constant emailing and keeping us students updated on tasks and assignments was great in this class!
- “One of the best instructors I have had in the online program. She was very quick to grade assignments as well as post feedback and respond to questions which is very appreciated”.
- “Mrs. Rogers is a great teacher. She gave us the opportunity to meet with her one on one at the beginning and end of the semester. That was the first course where I had a teacher do this. She certainly knows a lot about social media. I am hoping her next course allows us to do more marketing through social media, perhaps a campaign...but overall this course gave me the basics I will need to set-up these campaigns. ”.
- “This is probably the best online learning experience I have ever had. This instructor cares about her students and it shows in the way she conducts herself. She is responsive (quick to respond to emails), she becomes involved in the discussion process (despite have to perform other teacher related activities that I am sure overload her), and finds time to try and develop individual relationships with students (in a way that instilled trust and encouraged me to apply myself as much as possible to the course). I wish I had her (or instructors like her) in more classes. Truly a remarkable professor...”
- “Professor Rogers really loves the field of marketing and has a true desire to teach. She encourages students to continue their education by obtaining a Masters degree. She maintains constant communication with her students and offers positive feedback often. She is a wonderful teacher and a valuable asset to TAMU”.
- “I really enjoyed how the professor participated in the discussion boards. This is one of the first times I have had that experience although nearly every class had a discussion board. Her participation adds more of a class room dimension to the course and spurred additional and beneficial discussion”.

PROFESSIONAL EXPERIENCE

NaNa GALLERY, Dallas, Texas

January 2003-Present

Diamond and jewelry brokering firm dedicated to customer satisfaction and exceptional service.

Owner- Work closely with other professionals in the industry in order to offer the best prices at the highest quality.

- Launched and operated sole proprietorship.
- Design marketing plans, strategic partnerships, and pricing policies.
- Monitor current trends in the jewelry industry.
- Design advertisement campaigns.
- Meet with customers to discuss customized designs of rings.
- Create jewelry designs for fabrication.
- Negotiate on behalf of the customer in the retail, wholesale and alternative markets for diamonds.
- Design and negotiate advertisements in local magazines.
- Promoted business to local fashion magazines to be featured free of charge.

LADY OF AMERICA FITNESS, Rockwall Texas November 2008-November 2009

Director, Corporate Facility

May 2006-September 2007

- Responsible for daily operations and marketing/prospecting campaigns.
- Speaker for regional corporate meetings on eMail campaigns, Marketing, Prospecting, and Promotions.
- More than doubled sales and increased profit through successful innovation, advertising and extension to new target markets.
- Manage a team of approximately six sales representatives, fifteen instructors, eight childcare workers, and five personal trainers
- Responsible for all Human Resource functions in my club such as hiring, terminating, payroll, training, and following a club budget.
- Lead a team of a minimum of six sales representatives. Effectively communicated monthly business goals and objectives, resulting in increased sales.
- Design and implement sales contests for employees and promotions to generate more members as well as increase our retail sales.
- Write creative copy for personal training brochures and flyers.
- Top performing Club in Texas under my Direction; assisted other clubs with marketing plans. Offered a corporate position as Regional Director for 80 Texas to Illinois with 75% travel.

REMARKABLE CARE, PA, Rockwall Texas
Director of Marketing (contract/consulting position)
Director of Personalized Training Programs

September 2007- July 2008

- Assisted Doctors in opening the facility, helped build client base for new business.
- Instructed staff on how to continue marketing, prospecting, promotions etc. without my help.
- Responsible for advertising in local magazines, newspapers, and other literature.
- Design, develop and implement marketing and sales campaigns, fundraisers, employee incentive programs, contests and new patient generation and existing patient retention.
- Write creative copy for brochures and other direct mail projects.
- Produce a variety of business materials, including: letters, reports, proposals and forms including pricing of services, packages, etc.
- Formulate employee policy manuals and job descriptions.
- Proof read and editing of all referenced written materials.
- Evaluate target markets and proposed marketing strategies.
- Manage all phases of direct mail projects; recruit and guide vendors; oversee print operations and coordinate mailing process.
- Coordinated, planned and contributed at trade shows and special events.
- Served as representative and liaison
- Hire, train, coach, supervise and evaluate staff members.
- Authored Patient Book providing patients with a guide on what their treatment would include, food journal, exercise list, how to on exercises, anatomy, and more.

COOK DIAMONDS, Dallas, Texas

November 2000 - 2002

Diamond and jewelry wholesaler located in the Dallas World Trade Center. Cook Diamonds sells to retailers and the average consumer at wholesale prices.

Sales- Provide sales support to physical consumers as well as telephone consumers.

- Responsible for tracking inventory on a “Virtual Inventory” system: taking digital pictures of inventory, entering items into inventory along with acquisition prices, manufacturing information, specifics, and selling prices etc.
- Design jewelry displays that are eye catching, effective, user-friendly, and well positioned.
- Responsible for tracking accounts receivable past due and collecting those amounts due.
- Write appraisals for recently purchased items that are accurate.
- Monitor current trends in the market place to consult with buyers prior to their purchasing at jewelry shows.
- Left to start my own business.

MCI WORLDCOM, Richardson, Texas

December 1999 to October 2000

MCI-WorldCom is the second largest long distance carrier in the U.S. and a leader in providing integrated voice, Internet, and data communications services. It is a facilities-based competitor in 16 countries—representing \$533 billion or 76 percent of the \$700 billion global telecommunications market.

Long Distance Provisioner for Majors- Support internal customers by completing provisioning activities in a timely manner.

- Daily use of such legacy WCOM systems including COMS, MECCA, NETPRO, IRIS, CADB and other applicable provisioning systems.
- Provision frame relay circuits as well as Feature Group (FG) projects. Write install and disconnect orders as well as MUX messages to support installations.
- Track telco and network activity, create and track ASRs (access service requests), make CFA (connecting facilities) assignments, work with various telcos and other departments to deliver service to the consumer.

PARKS CORPORATION, Greenville, Texas

1993 – 1999

Manufacturer of paint related materials to include paint strippers, paint solvents, and clear finishes. Employs 130 people in four states. Annual revenue \$60M.

Operations Manager - Perform full range of administrative support; administer computer accounting system; conduct preliminary screening and interviewing for new hires; manage payroll; verify shipping printouts daily.

- Review and process payroll reports for 30 employees with 100% accuracy.
- Prepare and process purchase orders for corporate office totaling \$7.8M annually.
- Track and update 45,000 pounds of raw material per week via Digital Equipment. Virtual Memory System.
- Developed a measurement tool that provided employees recognition. Results: Decreased downtime on late orders and increased outgoing shipments by 50%.
- Authored Office Operations Manual providing "temporary hires" a step-by-step guide on: procedures for local payroll, receipt and transfer of product, and shipping information.