SUSAN LEIGH HOLLAND

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Experience

SOUTHERN METHODIST UNIVERSITY **2011-Present**

Professor of Practice, Applied Physiology and Sport Management (8/12-Present)
Annette Caldwell Simmons School of Education & Human Development

- *Advanced Public Relations in Sport*
- *Senior Project (Research-based capstone course)*
- *Contemporary Issues in Applied Physiology and Sport Management*
- *Sport Management Practicum*

♦ Provide academic advising for 75+ Sport Management students

Lecturer, Applied Physiology and Sport Management (8/11-7/12)
Annette Caldwell Simmons School of Education & Human Development

♦ Appointed Lecturer position in Sport Management Concentration of SMU's Department of Applied Physiology and Sport Management

♦ Promoted to Professor of Practice within first year

FLORIDA GULF COAST UNIVERSITY **2007-2011**

Instructor, Department of Communication and Philosophy (1/08-7/11)

♦ Appointed Instructor position; courses taught:

Principles of Public Relations — *Nonprofit Public Relations*
Public Relations Writing — *Fundamentals of Public Speaking*
Public Relations Campaigns-Capstone — *Communication Internship Practicum*

Internship Coordinator, Department of Communication & Philosophy (8/07-7/11)

♦ Manage and implement the Communication Internship Program

♦ Grew local internship program from an estimated 50 active organizational reach to over 600 internship partnership organizations with a local, state, national and international reach.

SALVE REGINA UNIVERSITY

Adjunct Faculty, Graduate Studies **2004 - 2011**

♦ Instructor (online) for both the M.A. in Management and the MBA program for Salve Regina University
Courses taught:

- *Marketing Management* (Course Developer and Online Instructor)
- *Sport Marketing/ Sports Sponsorship Sales* (Course Developer and Instructor)
- *Sport Management Workshop* (Course Developer and Instructor)

Adjunct Faculty, Undergraduate Business Studies 2004

♦ Instructor, Sport Management
Co-developed curriculum for the Sports Management Minor

Enrollment/Admissions Counselor - Graduate Studies 2003 - 2004

♦ Managed the enrollment process for all programs within the Graduate Studies department; consistently increased enrollment for existing programs and successfully introduced new programs; database management for new and current students.

♦ Implemented and managed multiple recruitment fairs and enrollment initiatives

SALVE REGINA UNIVERSITY (continued)
Enrollment/Admissions and Marketing Consultant, Graduate Studies 2003 - 2005

- Provided continued recruitment, enrollment and marketing consulting services for the Graduate Studies department after leaving my position as Enrollment Counselor
- Created and implemented new innovative recruiting and marketing strategies for all programs within the Graduate Studies department

UNIVERSITY OF SAN FRANCISCO **2000 - 2002**
Adjunct Faculty, Department of Exercise Sport & Science (CAS)

- Instructor of undergraduate students in the department of College of Arts & Sciences

Course taught:

- *Internship Practicum*

Teaching Assistant, Sociology of Sport, Exercise Sport & Science (CAS)

- Provided lectures and support for Sports in the Social Context, Sociology of Sport
- Managed the Online Interactive Program for Professor Howell

Enrollment/Admissions Graduate Assistant, Sport Management (CAS)

- Coordinated all recruiting, enrollment and admission efforts for the Sport Management Graduate Department while earning my M.A. in Sport Management.
- Created and planned all recruiting fairs. Met with and recruited new students for the Sport Management program.
- Managed database for current students, prospective students and alumni
- Created, implemented and executed all department alumni events

HOLLAND & ASSOCIATES **2001 - 2007**
Marketing and New Business Development Consultant

- Provided consulting services for a multitude of companies throughout the U.S., specializing in professional and collegiate sports, entertainment and media
- Consulting services included the following disciplines: sales/new business development, brand management, product development, market research, strategic planning, event management and public relations. Served as an executive recruiter within the sports and entertainment industry for women, minorities and professional athletes.

CLEAR CHANNEL RADIO 2006
Director of Special Events & Non-Traditional Revenue (NTR)

- Surpassed annual sales goal; exceeded 230% over planned goal
- Responsible for the creation, implementation and execution of all NTR events, and sales and marketing initiatives for Clear Channel Radio (Cluster includes four radio stations).

CBS RADIO NETWORK, KCBS-Radio -VIACOM **1998 - 2001**
Marketing Director/New Business Development Promotions Director

- Created, implemented & executed all client event & hospitality programs for KCBS
- Executed hundreds of successful product launches & retail marketing programs
- Developed and managed all brand advertising & sales-driven marketing campaigns
- Managed all public relations & station publicity for KCBS & all on-air talent
- Initiated all client marketing and sales promotions for an annual $35M station sales
- Generated an incremental $3.5M in Non-Traditional Revenue (NTR)

CBS RADIO NETWORK, KCBS-Radio –VIACOM (continued)
Marketing Director/New Business Development Promotions Director

- Created all strategic marketing campaigns and cross-promotional sponsorships for all clients
- Developed and created strategic partnerships to increase market & brand visibility
- Managed regional on-air promotional partnership & event management of John Madden & KCBS.
- Produced and wrote radio advertising and promotional spots,
- Performed client and station voice-overs

REEBOK INTERNATIONAL, LTD. **1991 - 1998**
Area Marketing Manager/Western United States (7/93 - 12/98)

- Planned hundreds of successful events & promotions ranging from small focus groups up to 70,000+ customers.
- Managed regional partnerships with our sponsored teams & athletes within the Western U.S. for the PGA, NFL, MLB, NBA, NHL, & MLS.
- Successfully implemented hundreds of product launches for the Western U.S.
- Conducted extensive market research & testing throughout the Western U.S. including consumer, retail, vendor, & product focus groups.
- Managed regional budgets for advertising, marketing and retail partnerships for the Western U.S.
- Seven years of media buying & planning for the Western United States: TV, Out-of-Home, radio & print
- Created, implemented & managed all regional advertising, public relations, and event management for Reebok in the Western U.S.
- Developed and executed all regional brand marketing, promotions and in-store brand presence.

Promotions Manager (7/91-7/93)

- Developed & executed all regional events, promotions & advertising for the Southwestern U.S.
- Created sales-driven marketing programs to effectively drive incremental regional sales
- Responsible for all regional client entertainment, sponsorship programs and event management.
- Conducted market research and quarterly product & target market consumer focus groups
- Developed and managed the Internship Training Program
- Supervised Area Field Service Representatives and Area Merchandisers

Sales Representative (3/91-7/91)

- Placed second in a national merchandising contest
- #1 Top Sales Representative in a nation-wide sales contest for Reebok -summer 1991

CBS TELEVISION NETWORK, KCBS-TV, Los Angeles **1989 - 1991**
News Associate, Research Planner

- News associate, researcher, and overnight assignment editor for KCBS-TV local news
- Responsibilities included: writing, interviewing and researching local news stories

ROCKWELL INTERNATIONAL, Rocketdyne Division
Production Assistant **1988 - 1989**

- Helped produce corporate instructional video and film production
  Prepared and edited scripts and produced voice-overs

ABC TELEVISION NETWORK, WXYZ-TV-Detroit
Intern **1986 - 1987**

- Assisted in preparation of copy, editing and interviewing weekly newscasts

Education

GONZAGA UNIVERSITY, Spokane, Wash. **2010**
M.A., Communication and Leadership Studies -- GPA 4.0

UNIVERSITY OF SAN FRANCISCO, San Francisco, Calif. **2002**
M.A., Sport Management – GPA - 3.97
Graduate Assistant for the Sport Management program
Appointed Adjunct Faculty member upon graduation.

MICHIGAN STATE UNIVERSITY, East Lansing, Mich. **1987**
B.A., Communication
Teacher's Assistant: Two terms: Business Communication,
Persuasive Communication
Dean's List

Technology Skills

Internet and Social Media savvy: Multiple social media platforms such as
Twitter, Facebook, Linked In and Blogger.com. Also familiar with
MovieMaker, SPSS (Business & Market Research & Analysis) ,Crystal Report
SCT Banner, FileMaker Pro, PowerPoint, Excel– Word, Web CT, Blackboard and Angel.

Activities/Associations

Committee Member representing Simmons School of Education, SMU Faculty Steering Committee	2012-Present
APSM Liaison, Center for Teaching Excellence (CTE)	2012-Present
Co-Chair, APSM Alumni Relations Committee	2012-Present
Committee Member, Dean's Spring Awards Advisory Committee	2011-Present
Committee Member, SMU Strategic Enrollment Committee	2011-Present
Faculty Advisor, Florida Public Relations Association (FPRA)	2008-2011
Faculty Advisor, Special Equestrians (FGCU Student Chapter)	2010-2011
Faculty Advisor, National Society of Leadership and Success, FGCU	2007-2010
Search Committee Member, PR faculty search -Assistant Professor	Spring 2009
Search Committee Member, PR faculty search-Assistant Professor	Fall 2010/Spring 11
Faculty Associate, Center for Environmental and Sustainability Education	2008-2011
Advisory Committee Member, Eagle View Orientation (EV0)	2009-2010
FGCU Team Captain, MS Walk –Appointed Team Captain	2009-2010
Member, Civic Engagement Team, FGCU -completed training to teach Foundations of Civic Engagement. Mentor/Mentee Training	2009-2011
Member, North American Society of Sport Management (NASSM)	2007-2008
Former Vice President and Member of the Board of Directors, Michigan State University Alumni Association, Northern California	2000

Civic Engagement/Community Service

Volunteered for a multitude of nonprofit organizations including The Salvation Army, Make-A-Wish Foundation, Habitat for Humanity, ALS Foundation, Leukemia Society, American Cancer Society, The National MS Society, Special Olympics, Animal Refuge Center, and Special Equestrians.

Presentations/Publications/Recognitions

Faculty Presenter, Fall 2012 Destination SMU and Mustang Mondays — Fall 2012
Faculty Presenter, SMU APSM Academic Spotlight — Fall 2012
Faculty Presenter, 2012 SpringFest — Spring 2012
Faculty Presenter, Spring 2012 Destination SMU
Faculty Presenter, SMU APSM Academic Spotlight — 11/2011
Faculty Presenter and SMU's Simmons School of Education Representative, TEMM 2011 Industry Showcase — 11/2011

Excellence in Teaching Award, Florida Gulf Coast University — 2010
Recipient, The McTarnaghan (presidential) Teaching Award 2010. This "Teacher of the Year" award is presented to one faculty member annually at FGCU. Students select one annual award recipient.

Faculty Presenter, FGCU Faculty Technology Showcase — March 2010

New Faculty Representative, Appointed by Provost Toll and Dr. Cathy Duff for New Faculty Orientation (NFO) workshops — 2009-2011

Faculty Panelist, Eagle View Orientation (EVO) — Summer 2010
Faculty Panelist, EVO -attended all sixteen summer orientations — Summer 2009

Excellence in Teaching Award, Sigma Alpha Pi — 2010
National Society of Leadership and Success, FGCU Chapter

Holland-Moniz, Susan L. "Media Representations of Female Athletes in Popular Advertising: Critical Perspectives of Gendered and Racialized Women in Sport," Communication and Leadership, Gonzaga University, Spokane, Wash. — December 2010

Holland-Moniz, Susan L. "Constructing Identities" Communication and Leadership. Gonzaga University, Spokane, Wash. — July 2009

Holland-Moniz, Susan L. "The Costs of a Crisis: Martha Stewart Living Omnimedia Inc.,"Communication and Leadership, Gonzaga University, Spokane, Wash. — October 2007

Holland, Susan L. "Measuring Brand Equity," University of San Francisco — July 2002