

CURRICULUM VITAE

Christy M. Cook, Lecturer

**John A. Walker College of Business
Department of Marketing & Supply Chain Management**

OFFICE ADDRESS

Lecturer, Faculty Senate Senator,
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HOME ADDRESS

Post Office Box 1932
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EDUCATION

- 2018 Master of Arts in Educational Media, Online Learning/Professional
Development, Appalachian State University (3.97/4.0GPA),
Boone, North Carolina
- 2017 Graduate Certificate in Instructional Technology Facilitation,
Appalachian State University (3.94/4.0GPA),
Boone, North Carolina
- 2006 North Carolina Real Estate Brokers License
(245H pre/post licensing: 88H CE)
State of North Carolina Real Estate Commission
- 2002 Bachelors of Science in Professional Administration,
Embry-Riddle (Worldwide) University (3.571/4.0GPA),
Daytona Beach, Florida
- 2001 Associate in Arts, Liberal Studies
University of Maryland-University College (3.3/4.0GPA),
Adelphi, Maryland

ACADEMIC HONORS & GRANTS

- Best Paper in Conference, Atlantic Marketing Association, 2019 with L.Nafees and J.E. Stoddard.
- Best paper in the Social Media Marketing Track, Atlantic Marketing Association Conference, 2019 with L. Nafees and J.E. Stoddard.
- \$1,000 Dean's Research Grant for digital marketing research, 2019 with L. Nafees and J.E. Stoddard

PUBLISHED PAPERS (Journals & Proceedings)

Nafees, L., Cook, C.M. and Stoddard, J.E. (2019), "The Impact of Social Media Power on Consumer Attitudes Toward the Brand: The Mediating/Moderating Role of Social Media Influencer Source Credibility, 2019 Atlantic Marketing Association Proceedings.

RESEARCH OVERVIEW

Nafees, L., Cook, C.M. and Stoddard, J.E. (2019) "The Impact of Social Media Power on Consumer Attitudes Toward the Brand: The Mediating/Moderating Role of Social Media Source Credibility," Atlantic Marketing Journal. MS #1262

Nafees, L., Cook, C.M. and Stoddard, J.E. (2019) "The Impact of Social Media Power on Consumer Attitudes Toward the Brand: The Mediating/Moderating Role of Social Media Source Credibility," Atlantic Marketing Association. MS #1409

Nafees, L., Cook, C.M. & Stoddard, J.E. (2019) Proceedings. Atlantic Marketing Association. The Impact of the Social Media Influencer on Consumer Attitudes toward the Brand: Mediating Role of Perceived Source Credibility in the Social Media Influencer.

Nafees, L. & Cook, C.M. (2018) Appalachian State University | Walker College of Business, Innovation Grant Proposal. Influencer Marketing: Who trusts Instagram? Based on a survey of 231 respondents, equally split between the four generational cohorts, the study used correspondence analysis to generate a Biplot that shows the relationship between generational cohort and social media platform use. In the context of business, as it relates to this research, the following basis for reasonings exist: 1) organizations targeting Baby Boomers should rely on LinkedIn and Twitter; 2) enterprises' targeting Generation X should rely on Facebook; 3) ventures targeting Millennials should rely on WhatsApp; and 4) corporations targeting Generation Z should rely on Snapchat. "Society persists despite the mortality of its individual members, through processes of demographic metabolism [i.e., social media] and particularly the annual infusion of birth cohorts" (Ryder, 1965, p. 843).

RESEARCH OVERVIEW (continued)

O'Shea, P., Aiello, B. and Cook, C.M. (2018). SITE - Using Augmented Reality Technologies to Address Diversity in K-12 Settings. Retrieved June 8, 2018, from <https://academicexperts.org/conf/site/2018/papers/52647/>

O'Shea, P., Aiello, B., Cook, C.M. & Toure, H. (2018). Funding Opportunity Number PAS-SML20018GR0006. DOS 19-0036. Notice of Funding Opportunity: U.S. Embassy in Mali. A-Grant Proposal. An Augmented Reality Culture Exchange Initiative, which will partner participants in Mali and the US for the purposes of developing curricular materials that can assist in exploring cultural differences and similarities across the two countries.

Tashner, J., Cook, C.M., Azhari, H. and Toure, H. (2016). ICERI2016 Proceedings: The Efficacy of Globalizing a Classroom by Creating a Synchronous Online Audio/Video Conference of Student Developed and Led Presentations and Discussions Collaborated with educators at AppState and in Bamako, Mali in the spring of 2016. doi: 10.21125/iceri.2016.0154

BUSINESS CONSULTING (Western North Carolina and beyond)

Anonymous Media Group. Headquarters in New York, Chicago and Los Angeles.

- B2B consulting, student case studies, data analysis, and programmatic insights. People powered global advertising agency.

The Blowing Rock Tourist Attraction, Blowing Rock, North Carolina

- Digital Marketing, Social Media Marketing and Principles of Marketing consulting.

Town of Blowing Rock, Blowing Rock Chamber, Blowing Rock Tourism Development Authority and Blowing Rock Civic Association. Working with colleagues: Dr. Jim Stoddard, Professor & Chairperson, Dr. Lubna Nafees, Assistant Professor – Department of Marketing and Supply Chain Management; as well as, Dr. Carol Kline, Professor of Management, Dr. Dave McEvoy, Associate Dean and Professor of Economics and Dr. Owen “Ash” Morgan, Professor of Economics.

- Sunset Gateway Project

White Wolf Lodge, Beech Mountain, North Carolina

- Digital Marketing, Branding, Sales Management, & Integrated Marketing Communications consulting. Working with colleagues: Dr. Jim Stoddard, Professor & Chairperson, Dr. Neel Das, Professor, and Dr. Lubna Nafees, Assistant Professor – Department of Marketing and Supply Chain Management.

CONFERENCE PRESENTATIONS

“The Impact of Social Media Power on Consumer Attitudes Toward the Brand: The Mediating/Moderating Role of Social Media Influencer Source Credibility, 2019 Atlantic Marketing Association Proceedings Asheville, North Carolina. September 25-27, 2019 with Lubna Nafees. Invited to serve as a 2021 Atlantic Marketing Association Track Chair.

TEACHING EXPERIENCE

- | | |
|----------------|--|
| 2019 - Present | <p>Lecturer of Marketing, John A. Walker College of Business, Appalachian State University</p> <ul style="list-style-type: none"> ● Boot Camp Digital-Digital Marketing and Social Media Marketing Certified, (32H), November 2019. ● Digital Marketing Strategy and Applications (StuKent) ● Undergraduate Teaching: ● Principles of Marketing ● Digital Marketing ● Social Media Marketing ● Co-Designing Social, Mobility, Analytics, Cloud (SMAC) |
| 2000 - 2002 | <p>Department of Defense Dependent Schools (DoDDs) – Europe
Part-time. Substitute civilian personnel serving K-12 academy.</p> |

PROFESSIONAL AFFILIATIONS

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| 2019 | Atlantic Marketing Association |
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SERVICE TO THE UNIVERSITY AND INDUSTRY EXPERIENCE

University Program Manager (Advanced), Academic Affairs,
Appalachian State University, Boone, North Carolina
(September 2017 - July 2019)

Responsibilities:

- Adjunct Lecturer for the Department of Marketing, John A. Walker College of Business;
- Supervise;

- o 10 full time State Human Resource Act (SHRA) employees
- o 2 part time graduate students
- Plan, organize, and manage daily operations; human resource management and staff development;

SERVICE TO THE UNIVERSITY AND INDUSTRY EXPERIENCE (continued)

- Direct, manage, and implement University programs of considerable scope for six colleges, library commons, honors department, IT/CAE and related Academic Affairs (AA) stakeholders;
- Leadership, prudent autonomy and collaborative efforts with stakeholders' a key responsibility;
- Serve as an assistant manager with program authority in the area of Responsibilities;
- Serve as an Academic Affairs recruitment liaison for Provost "direct report" hires;
- Assist leadership with ASU strategic planning initiatives;
- Liaison for all notable AA communication items (i.e., scripts, print and digital mediums) to include marketing programs and defending program goals and objectives;
- Serve as data and record management steward;
- Support and/or advocate the use of digital technologies to facilitate systematic improvement, BANNER, DashBoard, EPrints, Microsoft Office Products, Google Applications, Zoom, AsU Learn (course management system), Verba (textbook management application), Pearson (e-textbooks, e-supplements, test banks), BANNER Course Term Files, Research and Service;
- Payroll;
- Responsible for interpreting, developing, and carrying out policies and procedures for various programs rather than one specific program (NC OSHR, n.d.);
- Other duties as assigned.

Executive Assistant-Program Support (Advanced), Walker College of Business, Appalachian State University, Boone, North Carolina
(June 2016 – September 2017)

Responsibilities:

- Supervise;
 - o 1 full time State Human Resource Act (SHRA) employee
 - o 2-3 part time undergraduate students
- Support the Walker College of Business Dean (i.e., calendaring, travel, other duties as assigned);
- Plan, organize, and assist daily operations; human resource management and staff development;
- Leadership, prudent autonomy and collaborative efforts with stakeholders' a key responsibility;
- Plan, organize, and manage the WCOB annual staff retreat;

- Establish and maintain programs that preserve the strategic plan (i.e., created Walker Impact Network, est. 2018-present);
- Direct, Manage, and Support college programs of considerable scope;
- Serve on the Marketing Communications Liaison (MCL) working group;
- Serve as data and record management steward;

SERVICE TO THE UNIVERSITY AND INDUSTRY EXPERIENCE (continued)

- Support and/or advocate the use of digital technologies to facilitate systematic improvement, BANNER, DashBoard, EPrints, Microsoft Office Products, Google Suite applications, Zoom, AsULearn (course management system), Verba (textbook management application), Publisher (e-textbooks, e-supplements, test banks), BANNER Course Term Files;
- Responsible for interpreting, developing, and carrying out policies and procedures for various programs rather than one specific program (NC OSHR, n.d.);
- Other duties as assigned.

Administrative Assistant (Advanced), Department of Marketing, Walker College of Business, Appalachian State University, Boone, North Carolina
(January 2013 – June 2016)

Responsibilities:

- Support the department chairperson (i.e., calendaring, travel, other duties as assigned);
- Plan, organize, and assist with daily operations; human resource management and staff development;
- Serve on the MCL working group;
- Serve as data and record Management steward;
- Fiscal - payroll responsibilities; process Direct Payments and One Time Payments; Dean Recommendation forms (i.e., faculty contract components, base salary, terms of employment and stipends);
- Serve as the department's recruitment liaison for departmental hires;
- Serve as the Office of International Education & Development liaison for items connected to VISA and residency status compliance;
- Support and/or advocate the use of digital technologies to facilitate systematic improvement, BANNER, DashBoard, EPrints, Microsoft Office Products, Google Suite Applications, Zoom, AsULearn (course management system), Verba (textbook management application), Pearson (e-textbooks, e-supplements, test banks), BANNER Course Term Files;
- Plan and organize conference travel, retreats, and/or annual events for colleagues;
- Responsible for interpreting, developing, and carrying out policies and procedures for various programs rather than one specific program (NC OSHR, n.d.);
- Other duties as assigned.

Financial Aid Counselor/Verification Specialist (Advanced), Division of Student Services,

University of North Carolina Asheville, Asheville, North Carolina
(October 2009 – July 2012)

Responsibilities:

- Advocate, support and educate parents, legal guardians and students navigating a complicated financial aid (i.e., Free Application for Federal Student Aid) process;

SERVICE TO THE UNIVERSITY AND INDUSTRY EXPERIENCE (continued)

- Identify federal, state and private resources for funding higher education;
- Manage a complex caseload (2500+ members), paperwork, reports, means data and personnel tasks needed to ultimately award financial aid in accordance with government and institutional regulations and guidelines;
- Leadership, prudent autonomy and collaborative efforts with stakeholders' a key responsibility;
- Responsible for interpreting, developing, and carrying out policies and procedures for various programs rather than one specific program (NC OSHR, n.d.);
- Serve as data and record management steward;
- Serve as verification specialist and verify stated income and related fiscal resources;
- Support and/or advocate digital technologies to facilitate systematic improvement, BANNER, DashBoard, EPrints, Microsoft Office Products, Google Suite applications;
- Other duties as assigned.

North Carolina Real Estate Broker,

State of North Carolina, Western North Carolina Counties
(March 2006 – present)

Responsibilities:

- Self-Employed
- Ethically advocate, support and educate buyers/sellers acquiring real property;
- Evoke a strong sense of human agency and stewardship;
- Manage the paperwork, market research, networking and personnel tasks needed to make sure that all transactions run smoothly;
- Manage marketing and advertising initiatives;
- Manage pre-qualification (28/36 rule), review income statements, review pre-qualification letters, prepare and interrupt settlement statements (HUD-1), conduct broker price opinions (BPO's), determine highest and best use of real property;
- Data and record management - maintain documentation related to the purchase or sell of a home; Provide relevant and up-to-date information on zoning, GIS and township governance (i.e., Property Owners Associations (POA Bylaws, Covenants and Restrictions, Right-of-Ways, Mineral Rights); Professional Development/Continuing Education and complete Post Licensing instruction;
- Support and use Digital Technologies: Facilitate Systematic Improvement; Multiple Listing Systems (MLS), Listing Syndications; ZipLogix (i.e., forms and

contracts), SentiLock, Web Design, Photoshop in order to enhance marketing/advertising initiatives;

- Other duties as needed.

SERVICE TO THE UNIVERSITY AND INDUSTRY EXPERIENCE (continued)

Credit Analyst/Income Verification Specialist,

Bank of Granite, Boone, North Carolina

(November 2004 – December 2005)

Responsibilities:

- Support the Vice President of Banking Operations;
- Assess creditworthiness of loan applicant's;
- Collect data in order to construct a pattern of fiscal stewardship;
- Market and cross-sell products and services;
- Ethically, foster a solid and trusted relationship with the customer;
- Adhere to all federal, state and institutional policies and procedures regarding lending practices;
- Serve as data and record management steward;
- Conduct credit investigations;
- Ensure quality fiscal assurance;
- Conduct accurate means analysis;
- Complete detailed credit memos;
- Coordinate with outside bureaus (Federal and State), Lending Institutions, Vendors;
- Support and use Digital Technologies: Facilitate Systematic Improvement, Microsoft Office Products, Credit Reporting Agencies (CRA) systems, Citizenship Software, Standard Banking Systems, Deposits (i.e., checking, savings, money market accounts);
- Other duties as assigned.

Financial Aid Counselor/Study Abroad Coordinator (Advanced), Division of Student Services, Appalachian State University, Boone, North Carolina
(October 2002 – October 2004)

Responsibilities:

- Advocate, support and educate parents, legal guardians and students navigating a complicated financial aid (i.e., Free Application for Federal Student Aid) process;
- Identify federal, state and private resources for funding higher education;
- Manage a complex caseload (2500+ members; \$12.5M), paperwork, reports, means data and personnel tasks needed to ultimately award financial aid in accordance with government and institutional regulations and guidelines;

- Leadership, prudent autonomy and collaborative efforts with stakeholders' a key responsibility;
- Responsible for interpreting, developing, and carrying out policies and procedures for various programs rather than one specific program (NC OSHR, n.d.);
- Serve as data and record management steward;
- Serve as verification specialist and verify stated income and related fiscal resources;

SERVICE TO THE UNIVERSITY AND INDUSTRY EXPERIENCE (continued)

- Support and/or advocate the use of digital technologies to facilitate systematic improvement, BANNER, DashBoard, EPrints, Microsoft Office Products, Google Suite applications;
- Other duties as assigned.

Air Traffic Control Specialist,

United States Airforce, Domestic & Foreign

(Georgia, Texas, Mississippi, Missouri, & Spangdahlem, Germany)

(June 1996 – June 2000)

- Maintain secret security clearance as defined by the United States Air Force;
- Facilitate the safe and orderly movement of aircraft within and between airports by receiving, processing and communicating real-time information;
- Provide diligent care and stewardship is required to ensure the safe and expeditious flow of aircraft;
- Maintain documentation related to FAA, Application and Strong Working Knowledge of 7110.65 and Code of Federal Regulations (CFR's), Whiteman and Spangdahlem Air Force Bases (AFB) Policy (i.e., domestic and international guidelines), Record Retention, Filing, Data Management Systems, Training Records;
- Digital Technologies: Facilitate Systematic Improvement; Instrument Landing Systems (ILS), Navigational Aids; Lighting Systems, Tactical Air Navigation Systems, Flight Plans, Weather Radar & Systems, Non-Radar Systems, Flight simulation training software;
- Other duties as assigned.

COMMUNITY SERVICE

North Carolina Department of Health and Human Services, Watauga County, Boone, North Carolina

- Trauma Informed Partnering for Safety and Permanence – Model Approach to Partnerships in Partnering (TIPS-MAPP) candidate to foster/adopt. Course completion December 2019.

Hospitality House: A non-profit agency designed to rebuild lives and strengthen communities

- Sorted donations; Greeted Residents and Guests; Provided Career Guidance

Big Brothers Big Sisters of North Carolina

- Mentored a child in North Western Buncombe County; Teaching, Learning and Service Aspects

COMMUNITY SERVICE (continued)

Court Appointed Special Advocate (CASA)

- Advocate for children in the State of Georgia; Ensure needs and welfare of children.

United States Air Force

- Achievement Medal, Training Ribbon, Good Conduct Medal, Air Traffic Controller of the Quarter, President of the Squadrons Booster Club which organized morale and special interest events and activities.