

Monica B. Fine, Ph.D.

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EDUCATION

Ph.D.	Business Administration with an emphasis in Marketing Florida Atlantic University (AACSB Accredited) Dissertation Title: The Role of Advertising and Information Asymmetry on Firm Performance	2012
M.B.A.	Master of Business Administration Northwest Missouri State University	2006
B.S.	Bachelor of Science in Business Education Northwest Missouri State University	2005

ADMINISTRATIVE EXPERIENCE

Associate Dean of Student Success, Wall College of Business

Coastal Carolina University Conway, South Carolina Aug. 2021 – Present

Lead strategic initiatives to enhance student engagement, retention, and career placement for the business college serving over 3,200 undergraduate students and 90 full-time faculty and staff.

- Represent the Dean at internal and external functions as needed.
- Manage a \$200,000 annual budget supporting tutoring, mentoring, global learning, leadership development, and AI-enabled career readiness tools.
- Serve on the university LMS Committee and AI Roadmap Committee, contributing to institution-wide technology strategy.
- Prepare and maintain essential schedules, reports, budgets and records for the college as directed by the dean.
- Provide direction and supervision to Wall Center for Excellence activities, including those of the Director of Career Services (e.g. internships, Professional Development Activities, external and employer engagement) and the Director for Student Success (e.g. First Year Experience Course, probation/suspension).
- Oversee college-related advising activities, including serving as designee on required paperwork (e.g. petitions, permissions, equivalencies, graduation applications).
- Serve as the liaison for the Center for Global engagement and a point person for unique advising needs of incoming and outgoing exchange students.
- Serve as the Chair of the Wall Center Advisory Committee.
- Serve as the Quality Enhancement Plan (QEP) coordinator for the Wall College of Business.

Specific Accomplishments as Associate Dean

- **Retention and Student Success:** First-year retention has improved by nearly 10 percentage points since 2021; the Fall 2024 cohort achieved a 79.5% retention rate
- **Enrollment and Growth:** Oversaw 43% enrollment growth since 2021, adding nearly 1,000 students to reach 3,200+ undergraduates; Marketing majors grew 74% and Finance majors grew 120%.
- **New Programs:** Launched **2 new degree programs:** Commercial Investment & Real Estate and a General Business degree-completion program.
- **Graduation Rates:** Four-year graduation rates increased 12% over the past decade; six-year graduation rates up 6%.
- **Articulation Agreements:** Negotiated a 2+2 articulation agreement with Horry Georgetown Technical College, creating a direct pathway from applied associate degrees in business to a four-year business degree.
- **Increased participation in Professional Development Activities:** Drove a 50% increase in professional development activity participation since 2021, with 12,000+ student check-ins in the current year alone.
- **Launched New Student Mentoring Program:** Represent the Wall College of Business on the new Quality Enhancement Plan as the QEP coordinator of our college, active participant on the QEP Activities Planning Committee and serve on the QEP Director Search Committee. The Wall Center for Student Success also submitted a proposal that was funded for up to \$5,000 to start a freshman mentorship program. We strategically paired over new students or students in academic distress with faculty, staff, board members or alumni. The program is now finishing its fourth year, and we have over 50+ mentees and mentors involved.

- **Continuing Education for CCU Complete:** Active member of the Provost's Adhoc Continuing Education Committee which is reporting directly to the provost on ways we can increase the access to non-traditional students, students with some college but no degree, transfer students (specifically those with associate's degrees in applied sciences), improve the experience for online only or degree completion students, and much more.
- **Careers and Placement:** 90%+ of Wall College graduates employed within six months of graduation; nearly 70% employed by graduation or within three months.
- **Alumni Satisfaction:** 84%+ of recent alumni report pride in their CCU degree despite concerns about cost.

Chair, Department of Marketing and Hospitality

Coastal Carolina University

Conway, South Carolina

Sept. 2016 – Aug. 2021

Lead an academic unit of seventeen (17) full-time faculty members and up to eight (8) adjunct faculty members. Responsible for nearly 700 majors and 180 minors.

- Was responsible for all operations (assessment, scheduling, hiring of faculty and adjuncts, annual report, annual performance reviews, and external relations).
- Provided leadership in establishing department objectives and goals.
- Oversaw the travel funds for 17 full-time faculty members in a high performing department.
- Resolved faculty and student issues.
- Annual performance appraisals of 17 full-time faculty members.
- Composed letters of recommendation for students and faculty including post-tenure review, promotion, tenure, sabbatical, Professional Enhancement Grants, etc.
- Reviewed and processed all graduation applications.
- Prepared the department for the successful AACSB Continuous Improvement Review (CIR) in November 2017.
- Advised Dean regarding dispersion of faculty development funds.
- Represented the department as needed on committees such as Assessment Committee, Faculty Senate, Academic Affairs, Deans Council, and Provost Council.
- Represented the department at Freshman Orientation sessions and Welcome Week.

Specific Accomplishments as Chair

- **Quality Online Learning Initiative:** Led a faculty initiative to assure quality standards in online teaching modalities.
- **Marketing Grants:** Awarded to both Marketing (\$5,000) and Hospitality (\$5,000) online degree completion programs. We developed flyers and videos to market both programs.
- **Online Course Development Grants:** Course development/enhancement grants awarded for ALL undergraduate marketing courses not funded in the past 18 months.
- **Departmental Scholarship:** Created a scholarship funded by our department that is awarded to one Marketing or Hospitality student per year.
- **Departmental Newsletter:** "The Scoop: Only for Marketing Majors and Minors:" Enhanced communications by creating a newsletter which is sent to newly admitted freshman students and news/updates to our current marketing majors/minors.
- **Social Media:** Created the following social media channels to enhance communication between students, faculty, staff, alumni, and the community: Instagram, Twitter, LinkedIn Group, and Facebook.
- **Experiential Learning Funds:** Secured \$2,000 for Experiential Learning in Principles of Marketing, 2017-2018.

Quality Enhancement Plan (QEP) Coordinator for the Wall College of Business

Sept. 2015 – Oct. 2016

- Promoted involvement in EL projects, courses, and other opportunities for both faculty and students.
- Reviewed extant EL-designated courses to ensure that resources are supporting EL sanctioned student activities.
- Assisted faculty in preparing written proposals for QEP funds and determined courses that should be designated as Q courses.
- Allocated an annual budget of over \$25,000 for experiential learning activities to faculty with significant proposals. Coordinated the development of the college's funded EL projects and courses, including general oversight of the funding application processes and the college budget of over \$25,000.

- Implemented strategies to help faculty identify curricular opportunities that can be enhanced with QEP resources or courses that may qualify for Q/Q* designations.
- Advised faculty in the writing of effective applications for designating courses as Q or Q*.
- Identified faculty development needs related to experiential learning.
- Prepared a comprehensive year-end report assessing the college's overall QEP involvement and impact.

TEACHING EXPERIENCE

Full/Associate/Assistant Professor of Marketing

Coastal Carolina University

Conway, South Carolina

Aug. 2011 – Present

- MBA courses taught: Service Marketing Management, Personal Selling and Relationship Management, and Marketing Management.
- Undergraduate courses taught: Digital Marketing, Personal Selling and Sales Management, Marketing Research, and Principles of Marketing, Marketing Internship and Study Abroad in International Business.
- Taught Freshman Experience course to incoming students to increase retention.
- Teach four to six courses a year during the regular fall and spring semesters with class sizes averaging 40 students.
- Incorporate group consulting projects to relate topics to real business experiences.
- Invite guest lecturers from the corporate world to speak.
- Create syllabi and schedules.
- Create Blackboard/Moodle sites for online courses and supplemental content for traditional courses.
- Grade assignments, exams, quizzes, activities and threaded discussions.
- Interact with small local businesses as partners for students' marketing plan projects.
- Create lesson plans, coordinate activities and generate discussion questions.
- Build exams, quizzes, activities, cases, discussion threads, and roleplays activities.
- Teach in a number of different modalities including online, hybrid, flex, and face-to-face.

Teaching Assistant & Graduate Assistant

Florida Atlantic University

Boca Raton, Florida

Aug. 2007 – May 2011

- Instructor of Personal Selling, Sales and Sales Management, Promotional Management and Marketing Management Courses each semester from Summer 2008 to May 2011.
- Taught four courses per year with class sizes averaging 40 students.
- Incorporated case studies to relate topics to real business experiences.
- Invited guest lecturers from the corporate world.
- Used Blackboard for threaded discussions that allow students to communicate in a distance-learning setting.
- Brought in related academic or business articles and stories to enhance practical experience.
- Used role-plays and objection/rebuttal scenarios in Personal Selling and Sales Management courses.
- Created syllabi and schedules.
- Created Blackboard sites for online courses and supplemental content for traditional courses.
- Graded assignments, exams, and online discussion boards.
- Interacted with at least 30 students through online threaded discussions each semester.

Business Instructor

Northwest Missouri State University

Maryville, Missouri

Aug. 2006 – Aug. 2007

- Instructor, Principles of Marketing (two sections) and Principles of Management (two sections).
- Created activities, mid-module assessments, group/individual projects, forums, and comprehensive exams.
- Recognized as first instructor to implement virtual office hours to better serve students and advisees.
- Attended monthly department meetings and served on the Academic Appeals Committee.
- Awarded the Mortar Board Certificate of Appreciation for Outstanding Teaching.
- Advised students on class schedules, major recommendations, and course load.
- Served as role model and motivator to students, espousing the values of the university at all times.
- Acted as sponsor of Delta Mu Delta, a business management honorary.
- Promoted Marketing/Management majors to prospective students through organized high school student recruiting programs and scheduled campus visits.

PUBLICATIONS

Refereed Journal Articles

- Mitchell, M., Fine, M. B., and Martin, R. (Forthcoming). Identifying regional differences in the U.S. craft beer industry: The case of Southern states. *Southern Business and Economic Journal*. - **C-Level on the ABDC list**.
- Brinkmier, A., Clark, M., and Fine, M. B. (Forthcoming). Student perceptions of service quality provided by their university. *Coastal Business Journal*.
- Weinbach, A. P., Kang, B., Fine, M. B. (2025). Perimeter based advertising and fan characteristics in the NHL and MLB. *American Behavioral Scientist*. - **B-Level on the ABDC list**.
- Thompson, D., Fine, M. B., Dent, H. (2025). Mental Health Stigma of American Business Students: Resiliency, Stress, and Anxiety Relationship. *Journal of Education for Business*. - **C-Level on the ABDC list**.
- Fine, M. B., Petrescu, M., Gironda, J., Krishen, A., Dudau, A., Ferguson, J. Ricky, Stewart, S., Kitchen, P. (2024). Students as value co-creators in the business education ecosystem. *Journal of Marketing Education*. - **B-Level on the ABDC list**.
- Fine, M., Gironda, John, Petrescu, Maria, and Dobre Costinel, (2022), “The Oscars: Friends and foes for millennials,” *Journal of Consumer Behaviour*, 1-12. - **A-Level on the ABDC list**.
- Thompson, Dorothy, Dent, Heidi and Monica B. Fine, (2022), “Factors related to a college student's career optimism and their perception of career services.” *Higher Education Quarterly*,” 1-15. - **C-Level on the ABDC list**.
- Mitchell, Mark, Wachsman, Yoav and Monica Fine (2021), “Evaluating the Impact of Concentrated Match Scheduling in College Volleyball during the COVID-19 Pandemic,” *The Sport Journal*.
- Fine, Monica and Heather Read. (2020) “Factors Impacting Student Perception of Open Educational Resources.” *e-Journal of Business Education and Scholarship of Teaching*, 14 (1), 151-173. – **Previously C-Level on the ABDC list**.
- Fine, Monica, Lorie Runion, and J. Ralph Byington. (2020) “Assessing Perceptions and Attitudes of an Extreme Sports Park.” *Journal of Applied Business and Economics*, 22 (2), 17-29. - **C-Level on the ABDC list**.
- Johnson, Kayla. Monica Fine, and Jerome Christia (2020) “Value Creation, Loyalty and Satisfaction in the CrossFit Community.” *Sporting Traditions*, 37 (1), 87-101. - **C-Level on the ABDC list**.
- Woodside, Arch and Monica Fine. (2019) “Sustainable fashion themes in luxury brand storytelling: The sustainability fashion research grid.” *Journal of Global Fashion Marketing*, 10 (2), 111-128. - **B-Level on the ABDC list**.
- Fine, Monica, John Gironda, and Maria Petrescu (2017) “Prosumer Motivations for Electronic Word-of-Mouth Communication Behaviors” *Journal of Hospitality and Tourism Technology*, 8 (2), 280-296. - **B-Level on the ABDC list**.
- Fine, Monica, Kimberly Gleason and Michael Mullen (2017), “Marketing Spending and Aftermarket Performance of IPO Firms” *Marketing Intelligence & Planning*, 35 (4), 560-576. - **A-Level on the ABDC list**.
- Clark, Melissa, Fine, Monica, and Cara Scheuer. (2016). Relationship Quality in Higher Education Marketing: The Role of Social Media Engagement. *Journal of Marketing for Higher Education*, 27 (1), 40-58. - **B-Level on the ABDC list**.
- Wu, Wen, Clark, Melissa, Kang, Bomi, and Monica Fine. (2016). International Luxury Hotels' Use of Sina Weibo and Twitter. *Tourism Culture & Communication*, 16 (3), 137-145. - **C-Level on the ABDC list**.
- Fine, Monica and Paul Clark. (2016). Merchants' Likelihood to Continue Doing Business: A Study of Georgetown, South Carolina. *Southern Business Economic Journal*, 38 (2), 19-34.
- Fine, Monica, Desi Budeva. and Kimberly Gleason (2016). “Getting What You’re Worth: Implications that Affect Firm Value In A Brand Acquisition” *Journal of Brand Management*, 23 (5), 70-96. - **A-Level on the ABDC list**.
- Fine, Monica and Melissa Clark, (2015). "Are QR Codes here to stay or a thing of the past? *Journal of Digital and Social Media Marketing*, 3 (2), 189-199. – **Previously C-Level on the ABDC list**.
- Fine, Monica, Melissa Clark and Cara Scheuer. (2016). Value-Added University Services: The Importance of On-Campus Recreational Facilities. *Services Marketing Quarterly*, 37 (1), 24-35. - **B-Level on the ABDC list**.
- Fine, Monica and Melissa Clark. (2014). Consumer news preferences for mobile applications. *Journal of Digital and Social Media Marketing*, 2 (2), 195-203. – **Previously C-Level on the ABDC list**.

- Domke-Damonte, Darla., Richard Martin, and Monica Fine. (2014). Operations Management Through Study Abroad: Approach, Evaluation, & Insights for Application. *Operations Management Education Review*, 8, 103-124. – **Previously B-Level on the ABDC list.**
- Christia, Jerome & Monica Fine. (2014). Travel, Tourism, and Economic Impact of the Children's Museum of South Carolina. *Coastal Business Journal*, 14 (1), 17-31.
- Fine, Monica and Paul Clark. (2013). Examining antecedents of satisfaction for marketing/management students in higher education. *Research in Higher Education Journal*, 21 (8), 1-8.
- Fine, Monica and Paul Clark. (2013). Real world projects: Creating a home-grown fundraiser for your sales course. *Journal of Instructional Pedagogies*, 11, 1-10.
- Clark, P. & M. Fine. (2012). Expanding Direction-of-Comparison Theory and its Applications for Political Advertising Practitioners. *Journal of Management and Marketing Research*, 10, 1-17.
- Clark, P., Page, J., & M.B. Fine. (2012). Role model influence on word-of-mouth, loyalty and switching behaviors of dog owners. *Journal of Behavioral Studies in Business*, 5 (1), 1-14.

CONFERENCES

Refereed National/International Proceedings

- “An Investigation of the Factors that Impact Student Perception of Service Quality in Higher Education.” Society for Marketing Advances in West Palm Beach, Florida, 2018
- “Service Excellence: Five Years of Feel the Teal.” Southeast Informs conference in Myrtle Beach, 2018.
- “Sensemaking in Big Data” Southeast Informs conference in Myrtle Beach, 2017.
- “Social Media’s impact on the College Decision.” ABE/FEA Conference, 2016.
- “Building Relationships in Online Classes through Student Relationship Management” Marketing Management Association. Fall Educators Conference in Puerto Rico, 2015.
- “Library and Social Media” SMA Conference in San Antonio, 2015.
- “Value Creation, Loyalty and Satisfaction in the CrossFit Community” Southeast Informs conference in Myrtle Beach, 2015.
- “Assessing the Perceptions and Attitudes of an Extreme Sports Park in the Myrtle Beach Area” Academy of Business Research conference in New Orleans, 2015.
- “The Grand Strand: Perceptions and Attitudes Impacting Overall Satisfaction.” Southeast Informs conference in Myrtle Beach, 2014.
- “Variations in the MLB fan base and arena-based advertising across the league.” Southern Economic Association, November 2014.
- “Variations in the NHL fan base and arena-based advertising across the league.” IX Gijon Conference of Sports Economics “Neale Golden Anniversary,” May 2014.
- “Attitudes Toward Receiving Current Events Through Mobile Applications.” Southeast Decision Sciences Institute Conference, 38, 2014.
- “Are QR codes here to stay or are they a thing of the past?” Association of Marketing Theory and Practice, March 2014.
- “Assessing Satisfaction in a New Campus Recreation Setting.” Southeast Informs Conference, Myrtle Beach, 2013.
- “The Factors that Influence Merchants’ Likelihood to Continue Business: A Study of Georgetown, South Carolina” published and presented in the proceedings at the Association of Marketing Theory and Practice Conference, March 2013.
- “Satisfaction Of Marketing/Management Students In Higher Education” and published in the proceedings at the 20th Annual Conference of ASBBS, February 2013.
- “Ten Teachable Moments: Novel Applications of Operations Management through an International Study Program,” presented & published in the proceedings of the Southeast Informs conference in Myrtle Beach, 2012.
- “Understanding Consumers Who Shop With Their Dogs and Implications for Pet Retailers” published in the proceedings of the 19th Annual Conference of ASBBS, February 2012.
- “Marketing Spending Impact on Firm Risk in the Context of Initial Public Offerings” presented and published in the proceedings of the Southeast Informs conference in Myrtle Beach, October 2011.

- “Using Real-World Selling Experience to Benefit Nonprofits” presented and published in the proceedings of the 2011 Marketing Management Association Fall Educators’ Conference in St. Louis, September 2011.
- “Marketing Spending and the Long-Run Performance of IPO Stocks,” presented and published in the proceedings at the 2011 Atlantic Marketing Association Annual Conference in Charleston, SC.
- “Advertising in the Context of Mergers and Acquisitions” published in the proceedings of the Academy of Business Research Fall Conference Proceeding held in Atlantic City, New Jersey.
- “The Value Implications of Brand Equity Enhancement Strategies: Evidence from Capital Market Perceptions of Brand Acquisitions” presented and published in the proceedings at the Marketing Strategy Meets Wall-Street II Conference at Boston University in May 2011 (co-authors include Kimberly Gleason and Desi Budeva).
- “Marketing Spending, Analyst Coverage, and Firm Performance in the IPO Market” presented and published in the proceedings at the INFORMS Marketing Science Conference at Rice University in Houston, Texas June 2011 (co-authored with Kimberly Gleason).
- Review: “The Bully of Bentonville,” Region Business Review, published in Fall 2007.
- Presentation: “Preparing Résumés and Cover Letters,” Missouri Business Education Association Conference, November 2006.

Non-Refereed Presentations/Articles/Panels

- Fine, M. B. “Prompt Your Personal Brand: Using AI to Elevate Your LinkedIn Presence,” Ignite Women’s Conference presented by the Myrtle Beach Area Chamber of Commerce, October 2025.
- “Integrating AI tool into Business curriculum to improve career readiness, skills & competencies of students,” AACSB Associate Deans Conference in Chicago, September 2025.
- Fine, M. B., “Beyond the LMS: Fostering Deeper Conversations with Yellowdig,” Yellowdig, March 2025.
- Fine, M. B., Quinnia Conference, “Business School Leadership Panel,” Quinnia. November 2024.
- “Helping Students Learn in a Tech-Enabled World: Faculty Strategies and Perspectives,” Panelists at Echo360 Active Learning Conference at George Mason University in Washington, D.C., October 2017.
- “The Secret Sauce: Using Video in the Classroom,” ASCUE Conference, Myrtle Beach, SC 2017.
- “The Importance of Customer Service in Higher Education,” 1st Annual Customer Service Week Summit presented by the office of Training, Development and Service Excellence at CCU, 2016.
- Quality Experiential Learning, presented at the Celebration of Inquiry at Coastal Carolina University, 2016.
- “Marketing Made Easy (Well, Easier),” presented at Women in Philanthropy and Leadership (WIPL), 2016.
- Wrote an invited article for a CCU publication to aide other Distance Learning Instructors on developing their online brands as instructors.
- “Branding is more than what you do to a cow...” presented at Wall Connections at CCU, 2015.
- “Going Public? Don’t Skimp on Marketing” presented at Wall Interdisciplinary Talks (WITs) at CCU, 2011.

HONORS, AWARDS, AND GRANTS

- Chauncey Award, Wall College of Business, Coastal Carolina University, recognizes individuals who make CCU a place where students thrive, 2025.
- Exceptional Service and Support of International Students, 2023, 2024, 2025.
- Professor of the Year by Beta Gamma Sigma Coastal Carolina, 2021.
- Faculty Honor Initiate by Delta Sigma Pi, 2021.
- Quality Enhancement Plan (QEP) Grant for Wall Succeed: A Freshman Mentoring Program \$4,900, 2022.
- Coastal Office of Online Learning, Course Enhancement Grant Recipient for Personal Selling Course (Undergraduate), 2021.
- Highly Commended by the Emerald Literati Awards, 2018.
- James P. and Elizabeth R. Blanton Distinguished Research Impact Award. Highest Awards for research amongst over 60 professors in the Wall College of Business, 2017.
- Faculty Advisor of the Year, American Marketing Association (Student Organizations & Leadership Awards), 2017.
- Exemplary Course (EC) by the Coastal Office of Online Learning (COOL) - Marketing Strategy, was designated an Exemplary course which exceed standards set forth by the CCU Quality Assurance Inventory (QAI) tool used by the COOL unit for course evaluations. Courses receiving an EC designation (a) have been

reviewed and improved during a COOL Course Development Grant process, and (2) demonstrate 2 or more characteristics that place their course above minimum online course expectations, 2016.

- Coastal Office of Online Learning Grant Recipient for Personal Selling Course (Undergraduate), 2016.
- Most Improved Student Organization Award, American Marketing Association (Student Organizations & Leadership Awards), 2016.
- James P. and Elizabeth R. Blanton College of Business Professor (Professorship Awards based on Impact and Research productivity), 2016.
- James P. and Elizabeth R. Blanton College of Business Professor (Professorship Awards based on Impact and Research productivity), 2015.
- First Place in the Don Byers/AVX Business Paper Competition, 2014
- American Marketing Association Sheth Doctoral Consortium Fellow, Texas Christian University, 2010

CERTIFICATIONS

- AI-Ready Educator Micro credential by BoodleBox, 2025.
- AI Academy Certification by Coastal Carolina University, 2025.
- Applying the QM Rubric by Quality Matters, 2023.
- YellowDig Learn Instructor Certification, YellowDig, 2021.
- Facebook Blueprint Student Path, 2019.
- Google Ad Fundamentals, 2019.
- Google Digital Garage Certification, September 2017.
- Google Analytics Certification by Google Partners, 2017.
- Customer Service Excellence Training. Completed all eight modules of Feel the Teal Training, 2017.
- INBOUND Certified, HubSpot Academy, 2015-2019.
- Hootsuite Professional Certified, 2015-2016.
- Completed Safe Zone Training, 2016.

WORKSHOPS AND SEMINARS

- AACSB Associate Deans Conference, Chicago, Illinois, September 2025.
- Southern Business Administration Association (SBAA) Summer Educators' Workshop, Chattanooga, Tennessee, 2025.
- Southern Business Administration Association (SBAA) Summer Educators' Workshop, Cincinnati, Ohio, 2023.
- Southern Business Administration Association (SBAA) Summer Educators' Workshop, Myrtle Beach, South Carolina, 2019.
- AACSB Online and Blended Education Seminar, Tampa, Florida in December 2017.
- Distance Learning Institute, completed over 10 trainings in 2017.
- Hybrid Teaching Institute, 2017.
- Leadership Seminar I: Intensive one-week training for future leaders at CCU, Summer 2016.

PROFESSIONAL MEMBERSHIPS

- American Marketing Association, 2015-Present.
- Beta Gamma Sigma, 2008-Present.
- Leadership Grand Strand Alumni Association, 2017-Present.

COURSES TAUGHT

- | | |
|--|------------------------------------|
| • Services Marketing Management (MBA) | • Personal Selling (UG) |
| • Marketing Strategy (MBA) | • Marketing Research (UG) |
| • Personal Sales & Relationship Management (MBA) | • International Business (UG) |
| • Digital Marketing (UG) | • Promotional Management (UG) |
| • Principles of Marketing (UG) | • Principles of Management (UG) |
| • Personal Selling and Sales Management (UG) | • Business Internship (MBA and UG) |
| • Sales Management (UG) | • First Year Experience (UG) |

PROFESSIONAL DEVELOPMENT

- Tour of Sonoco Headquarters, Hartsville, South Carolina, 2024.
- ProfCon by Stukent, Virtual Conference, 2020.
- Leadership Grand Strand, Class 37:
 - *Year-long leadership development program that emphasized consensus-building, conflict management, visioning, and other leadership skills. Also, served as orientation to leadership needs in the local area.*
- Develop and maintain a personal website, www.monicabfine.com.
- Maintain a professional & active online presence to network, engage, and interact with current students, employers, alumni, marketing academicians, & colleagues: <http://www.linkedin.com/in/monicabfine>.
- Attended International Student Conference in Mainz, Germany, 2012-2015.
- Attended multiple company visits in Germany: Boehringer Ingelheim & Eaton Meckenheim. 2012-2015.
- Attended multiple company visits in France such as Girard Chocolate Factory, 2012-2015.
- Attended multiple company visits in Northern Italy such as Baretta, Mazzega Glass Factory, 2012-2015.
- Attended New South Digital Conference (Myrtle Beach, SC), 2012.

SERVICE

Service to the Department, College, and University

- AI Roadmap Committee (2025-present).
- LMS Evaluation Team (2025-present).
- Participant, HGTC and CCU Transfer Assembly, (2024).
- Associate Editor, Coastal Business Journal (2018-present).
- Wall Fellow Interviews (2018-present).
- Faculty Adviser for the American Marketing Association (2012-Present).
- New Chairs monthly seminar (September 2016-May 2017).
- Major Day and Career Day (2016-Present).
- Multiple Search Committees for lecturers and professors (2016-present).
- Freshman Orientation and Freshman welcome to campus events (2017-present).
- Honors Convocation and MKTG/HRTM Student of the Year (2017-present).
- Lorie Runion & Marketing Hospitality Departmental Scholarship (2017-present).
- Assisted in the development of three new concentrations for HRTM (2019-2020).
- New faculty development and mentorship (Ditt, Furick, and Booth-Bell).
- Hospitality Advisory Board Meetings/Eta Sigma Delta Induction (2017-present).
- Advising Week (2017-present).
- Member, WCOB Assessment Committee (2017-present).
- Member, Dean's Council (2016-present).
- Provost Council (2016-present).
- Met and guided Cara Scheuer throughout her Ph.D. until graduation in August 2017.
- Attended and participate events such as the Annual Freshman Class Event, Wall Connections, Celebration of Inquiry, Faculty Retreat, New Graduate MBA Student Reception, Undergraduate Research Competition, Flub Recruitment Day, Freshman Convocation, and Founders Day.
- Committee Service: Math Task Force, multiple search committees for tenure track and lecturer positions, Wall Center for Excellence Committee, Curriculum Committee, Wall Center Advisory Committee, Provost Search Committee, Academic Affairs Committee, Faculty Senate, Bridges (Undergraduate Research Journal), Undergraduate Research Committee, Faculty Call Campaign.
- Faculty Adviser for the Coastal Women's Club Volleyball Team (2012-Present).
- Promoted the Quality Enhancement Plan through social media, brochures, and an annual magazine.
- Created a grading scale survey to analyze the opinions of the current grading scale vs. other options.

Service to the Profession/Discipline

- Reviewer for multiple conference proceedings and journals such as the AMA & Journal of Brand Management, (2011-present).
- McGraw-Hill Education Principles of Marketing Symposium, La Jolla, California in 2017.

- Co-Editor of a Special Issue of the Journal of Global Scholars of Marketing Science. The theme of the special issue is Social Media.
- Track Chair, SE-Informs Conference, 2012-2014.
- Discussant, moderator, and facilitator at multiple different conferences related to marketing, business and higher education.

RESEARCH AND MARKETING INTERNSHIP SUPERVISION

Undergraduate Research – Select Projects

- Harleigh Roach, Undergraduate Research Competition Advisor, April 2022.
- Billy and Nikki Rydstrom, Undergraduate Research Competition Advisor, April 2015.
- MaryClaire Chalfant, Southeast Informs Faculty Advisor, October 2013.
- Shelby McGee: Faculty advisor for her presentation titled “Factors that Impact Consumers' Attitudes Toward Quick Response Codes” at the Celebration of Inquiry conference in 2012.

MBA Research – Select Projects

- Laura Resio, Financial Literacy, Summer 2015.
- Kayla Johnson, Value Creation, Loyalty and Satisfaction in the CrossFit Community, Fall 2015.
- Alex Ross, Football Players Perception of Safety, Fall 2015.
- Kayla Liland, Prosumers in the Grand Strand, Fall 2015.

VOLUNTEER AND COMMUNITY ACTIVITIES

- Board Member, YMCA Claire Chapin Epps, Myrtle Beach, South Carolina, 2020-Present.
- ALS Association, Volunteer, Supporter, and Walk Participant, 2019-Present.
- Organizer, Toys for Tots Drive. 2015-Present.
- Youth Leadership Academy, Facilitator and Programming Committee, 2017.
- Completed 75 hours of Community Service as a member of Leadership Grand Strand, 2016-2017.
- Ranse Volleyball Classic Committee (2012-2020). Funds go to North Broward Health (average per year over \$30,000).
- Conducted a study on the City of Georgetown for the Georgetown Business Alliance, 2012.
- Coastal South Carolina, American Red Cross-Coordinated over 10 volunteers to raise money and promote blood donations in spring 2012.
- Kids in Distress. One of five committee members raising \$5,487 in a three-day volleyball fundraising event in November 2011.
- Junior Achievement, Youth Education Program. Coordinated 15 volunteer teachers to instruct Grades 4, 5, and 6 about business concepts (2004-2006).

INDUSTRY EXPERIENCE

Marketing Consultant

B. Fine Consulting, LLC

Myrtle Beach, SC

January 2012 – Present

- Sole proprietor of a small business marketing consulting firm.
- Assist small businesses in identifying problems/opportunities then developing and implementing solutions to help them surpass their goals.
- Offer the following services: Brand Development, Social Media Strategy Development & Management, Content Development, Market Research, Survey Development, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Public Relations Strategy, and Research and Situational Analysis.
- Develop strategies to dramatically improve revenues, profits, sales, and brand equity for small business clients.
- Adapt strategies to meet the specific needs of each unique client.
- Certified expert witness including testifying in court on a business model and marketing plan.

Staff Manager

Creative Innovations

Ankeny, Iowa

Sept. 2002 – Dec. 2003

- Managed staff of 15 to 20 Telephone Sales Representatives in a call center environment.
- Ensured that each sales representative met and surpassed personal sales goals and quotas.
- Selected, interviewed, and hired candidates in high turnover profession.
- Trained 100+ new employees and monitored current staff.

- Prepared hourly sales reports and managed database using Microsoft Access.
- After just eight months as a Telephone Sales Representative, was promoted to Shift Manager due to consistently high sales figures and high degree of management skills and professionalism.

DATABASES, PROGRAMS AND RELEVANT TECHNOLOGY

- Databases: COMPUSTAT, WRDS, CRSP, SDC, I/B/E/S
- Programs: SPSS, SAS, STATA, Excel, AMOS, Eventus, EndNote
- Generative AI: Microsoft Copilot 365, BoodleBox, Gemini, NotebookLM, ChatGPT, and Claude
- LMS: Moodle and Blackboard
- Data Visualization: Tableau, heat maps, and Microsoft Visio.
- Training: LinkedIn Learning, Coursera, and Udacity
- Online and Hybrid learning: Nearpod, YellowDig, Stukent Simulations, Microsoft Teams, Zoom, Yuja, Echo360, Adobe Spark and VoiceThread
- Higher Education: Datatel, Sedona, Campus Labs, Sedona, Anthology, Informer, Perceptive Content, 25Live, and Colleague/Datatel
- Career Services: Handshake, Quinncia (AI-resume, LinkedIn and Interview assistance), Big Interview, and TypeFocus
- Social Media: LinkedIn, Pinterest, Facebook, Instagram, SnapChat and Twitter
- Office 365: Copilot 365, Outlook, Microsoft Teams, Microsoft Forms, To Do List, Groups, OneDrive, OneNote, Stream and SharePoint
- Group Messaging Applications: Microsoft Teams, GroupMe and Slack
- Google: Google Voice, Google Drive, Gmail, Google Analytics, Google My Business
- Social Media Automation: Hootsuite and Social Pilot
- Surveys/Questionnaires: Qualtrics, Microsoft Forms and Google Forms
- Graphic Design: Canva, Publisher, and Photoshop
- Scheduling: Microsoft Bookings, Doodle, Google Calendar, Trello and Outlook
- Synchronous: Zoom, Microsoft Teams, GoToMeeting, Adobe Connect, and WebEx
- Content Management Systems (Websites): WordPress, Joomla, Wix, Squarespace, Weebly, and custom CMS