
SUMMARY

Award-winning marketing professor at Rutgers Business School.
Founding Director of fully online Master of Science in Digital Marketing program.
Analytic, collaborative, strategic business executive, advisor, consultant.

AREAS OF EXPERTISE

- Digital Marketing
 - Strategy
 - Ecommerce
 - Teaching
 - Online Teaching
 - Program Management
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EDUCATION

HARVARD BUSINESS SCHOOL | Master of Business Administration (MBA), Boston MA, 2003

Master of Business Administration (MBA), Served as VP for Social Enterprise Club and grant proposal reviewer for the Harbus Foundation.

PENNSYLVANIA STATE UNIVERSITY | Bachelor of Arts (BA), University Park, PA, 1995

Bachelor of Arts (BA) in Advertising with Highest Distinction and with Honors in Advertising. Member of the University's Schreyer Scholar Program.

TEACHING & PROFESSIONAL EXPERIENCE

RUTGERS BUSINESS SCHOOL, Newark & New Brunswick, NJ**2010 - Present*****Program Director, Master of Science in Digital Marketing, 2019 - Present***

- Designed and launched fully online, AACSB-accredited master's degree program.
- Construct and supervise all aspects of program, including curriculum, faculty, admissions, enrollment, assessment, and accreditation compliance.

Assistant Professor of Professional Practice, Marketing Department, 2018 - Present***Instructor of Professional Practice, Marketing Department, 2015 - 2018******Part-Time Lecturer / Adjunct, Marketing Department, 2010 - 2015***

Courses taught (undergraduate and graduate; on-site and online):

- Advertising & Promotions
- Introduction to Marketing (including mega-sections, honors sections, and synchronous telepresence classes)
- Digital Marketing (developed new course offering)
- Digital Marketing Strategy (developed new course offering)
- Social Media Marketing (developed new course offering)

Instructor, Executive Education, 2010 - Present

- Develop and teach in-person and online modules related to ecommerce, social media advertising, and mobile advertising.

Faculty Committees and Advisory Roles, 2019 - Present

- Rutgers University Senator (2019-present).
 - Business Advisory Board Member, Rutgers Enactus (2019-present).
 - RBS Teaching Methods and Innovations Committee (2017-2019).
 - Faculty Advisor, 6 independent student research projects (2018-present).
 - Faculty mentor to 2 undergraduate Peer Instructors for the RBS First-Year Interest Group Seminars (FIGS) program (2018-2019).
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- Faculty Advisor, L'Oréal Brainstorm to national champion and global finalist undergraduate student team (2019).
- Judge for several student case competitions, including the Google Community Leaders Program (GCLP) program and the American Marketing Association's national collegiate case competition.
- Faculty Advisor, National Retail Federation (NRF) Education Foundation student program.
- Faculty Advisor and NJ faculty representative, the National Millennial / Gen Z Community.

SMOLLIN SCHWARTZ LLC, Bridgewater, NJ

2010 - Present

Independent Marketing & Business Consultant

Projects include:

- Social media advisory roles at several organizations.
- Marketing strategy development for an industry trade association.
- Customer acquisition forecasting for a digital music company.
- Website redesign guidance for a mobile device company.
- Market research analysis for a large, ad-supported digital publisher.
- Expert opinion testimony for an employment law firm.

INTERACTIVE ADVERTISING BUREAU (IAB), New York, NY

2011 - 2015

Learning & Development Consultant

- Created and launched four ANSI-accredited, global professional certification programs: IAB Digital Media Sales Certification (DMSC), Digital Ad Operations Certification (DAOC), Digital Data Solutions Certification (DDSC), and entry-level Digital Advertising Certification (DAC).
- Developed and led professional training workshops for media sales executives and managers at IAB member companies, including The New York Times, The Wall Street Journal, Meredith Publishing, and Conde Nast. Topics relating to search marketing, social media marketing, content marketing, digital video advertising, display advertising, mobile advertising.

VIRGIN MOBILE USA, Warren, NJ

2005 - 2010

VP, Digital Marketing, Media & Advocacy, 2008 - 2010

- Controlled company's integrated media budget and strategies, including traditional and digital approaches for brand-building and direct marketing.
- Oversaw all aspects of company's digital marketing strategy, planning, and execution, including web strategy, ecommerce, referral marketing, social networking, online advertising, email marketing, and search engine marketing.
- Served on senior leadership team.

Director, Marketing & Ecommerce, 2005 - 2008

- Grew share of company's new customer acquisitions secured through ecommerce sales channel from 5% to 13% within two years.

HOSPITAL FOR SPECIAL SURGERY, New York, NY

2003 - 2005

Web Director, 2004 - 2005

- Supervised budget, strategy, planning, and execution of HSS.edu, an educational web site that provides musculoskeletal health information to patients, medical professionals, and community-at-large.

Harvard Business School Leadership Fellow, 2003 - 2004

- Served CEO and EVP, External Affairs on special projects related to health care quality, access to care, clinical service expansion, fundraising, and marketing.

DOUBLECLICK, INC, New York, NY

1996 - 2001

Director, Account Management, 2000 - 2001

- Led national account team maintaining direct accountability for all market research contract renewals, totaling 70% of division revenue.
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Director, International Studio & Media Research, 1999 - 2000

- Managed a global team of web designers, sponsorship sales specialists, and digital media researchers.

Director, International Business Development, 1999 - 1999

- Relocated to London, UK to assess and advance talent in subsidiary offices in Europe and Australia.
- Developed and led programs to facilitate ongoing skills development, global relationships, and leadership capabilities within each office.

Director, Business Development, 1997 - 1999

- Curated, negotiated, and maintained digital advertising representation relationships with leading digital publishers in two vertical markets: automotive and news.

Manager, Affiliate Relations, 1996 - 1997

- Original launch team member of leading internet advertising company, now owned by Google.
- Managed daily account management needs for more than 50 digital publishing clients.

THE ADVERTISING COUNCIL, New York, NY

1995 - 1996

Campaign Coordinator

- Managed daily client needs for more than 25 nonprofit partner organizations.

P U B L I C A T I O N S

- Authored sidebar article about social media advertising in Burgess, Cheryl, et al. *The New Marketing: How to Win in the Digital Age*. Sage, 2020 (pp 204-205).
- Co-authored Harvard Business School Case 305-076, "Hospital for Special Surgery," about the hospital's quality transfer efforts to the UK's nationalized healthcare system, with Harvard Business School Professor Regina Herzlinger.
- Co-authored Harvard Business School Case 304-004, "New Sector Alliance: An Entry into Health Care?" about the role of nonprofits in the US healthcare system, with Harvard Business School Professor Regina Herzlinger.

C O M M U N I T Y

- Associate Member of the International Academy of Digital Arts & Sciences (IADAS), the judging body of The Webby and The Lovie Awards (2018-present).
- Board President and Marketing Committee Chair at Sharsheret, a national nonprofit organization that supports young women with increased risk of breast and ovarian cancers (2016-present).
- Board Member and Project Coordinator at Harvard Business School Club of New York Community Partners, a volunteer consulting service for NYC-area nonprofit organizations facing business and management challenges (2010-2016).

H O N O R S & A C H I E V E M E N T S

- Awarded Rutgers University Presidential Award for Teaching Excellence (2019).
 - Awarded Thomas H. Mott Award for excellence in teaching (2018 and 2019).
 - Awarded Dean's Meritorious Teaching Award for outstanding teaching (2018).
 - Voted "Best Marketing Professor" by the Rutgers Business Governance Association (2017 and 2018).
 - Completed HarvardX course: "GSE2x: Leaders of Learning" (2020).
 - Completed four courses in Effective Online Teaching with Rutgers Online (2017-2018); earned a Certificate in Online Teaching (2018).
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