TATIA JACOBSON JORDAN

COLLEGE OF BUSINESS
UNIVERSITY OF TEXAS – ARLINGTON
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The University of Texas at Arlington, College of Business

Clinical Assistant Professor, 2015 – Present
As a full-time teaching professor, I teach 4 undergraduate and graduate classes per semester in the marketing department in the college of business.

EDUCATION

Certificate in Digital Marketing	Cornell U, 2020
PhD in English	Florida State U, 2004-2009
MA in English	Georgia State U, 2002-2004
BS in Marketing	Oral Roberts U, 1988-1992

IMPACT, ENGAGEMENT, & INNOVATION AT UTA

Director of Graduate Business Services (GBS), Spring 2019 – Fall 2020
As Director of GBS, I managed a staff of seven professionals who recruited, enrolled, retained, and advised graduate business students. We also employed six graduate students and one work study student.

Business Communication Program Coordinator, Fall 2017 – Fall 2019
In addition to my full-time teaching duties, I managed the BCOM scheduling, meetings, assessment, and curriculum for 5 faculty teaching 40+ business communications classes offered annually in UTA's College of Business. Curriculum innovations included mock and virtual interviews, résumé workshops, e-portfolios, VMOCK, and program badges.

NIADA Student Scholarship Endowment
I helped facilitate a $250,000 scholarship endowment for UTA COB students which is fully funded as of 2019. To date, this endowment has generated more than $25K in scholarships for UTA college of business students.

Mock Interview Week
I initiated, planned, and coordinated the COB inaugural Mock Interview Week. This event now encompasses 40+ companies, 70 unique interviewers, and 700+ business students per academic year.

Online Mock Interviews
With the Dean's office, I helped create an online mock interview requirement for all undergraduate business students. Each student must record and critique their interview using *Interview Stream*.

Professionalism Courses – Professional Development
I helped create the curriculum for the professionalism courses. I teach 10 professionalism classes per year with 600+ total students (75 students per lab). Each lab focuses on specific elements of professional development, including interviewing skills, dining etiquette, business

dress, and professionalism in the workforce. I invite, schedule, and facilitate guest speakers on campus in fall and spring semesters to illuminate business students on all aspects of professional development.

Truist (BB&T) Leadership Institute Fellowship

I initiated the UTA/Truist Leadership Institute partnership for the UTA College of Business professionalism students (Fall 2018, Fall 2019, Fall 2020). This two-day seminar results in 50 COB students per semester receiving a leadership certification from Truist. As of 2020, three full-time faculty in the COB will be fellows through this partnership.

COB Mavs Mentors Program

In conjunction with the Dean's office, I helped create and sustain a business mentorship program that graduated 7 students and 7 mentors in its inaugural semester. We are launching this program again in Spring 2020.

UTA COURSES TAUGHT (& CREATED)

Undergraduate
BCOM 3360: Business Communication, Lecture
BCOM 3360: Professionalism Lab (Created)
ECON 4431: Seminar in Economics: Advanced Communications (Created)
UNIV-BU 1101: Career Preparation and Student Success

Masters & Doctoral
BCOM 5375: Advanced Business Communication
ECON 5391: Special Topics in Economics: Advanced Communications
BSAD 6392: Doctoral Research and Teaching Colloquium (Created)

PRESENTATIONS AND CONFERENCE PARTICIPATION

Marketing Management Association (Canceled). Chicago, IL. March 27-29, 2020. *Reviewer*.

Association of Marketing Theory and Practice (Canceled). Sandestin, FL. March 19-21, 2020. *Reviewer*.

"Digital Assignments: Teaching Self-Branding to Undergraduates." Academy of Business Research Conference. San Antonio, TX. October 30, 2019. *Presenter.*

"Professional and Career Development in the College of Business." UTA Symposium on Enhancing Experiential Learning through the Maverick Advantage. October 4, 2019. *Presenter.*

"'Find me!' A Search Engine Optimization (SEO) Project for Self-Marketing and Promotion." Marketing Management Association Conference. Chicago, IL. March 27-29, 2019. *Session Chair, Reviewer*, & *Presenter*.

"'Pity the Readers': Classroom Strategies for Teaching Writing to Marketing Students." Marketing Management Association Conference. Chicago, IL. April 18-20, 2018. *Presenter.*

"Teaching Professionalism in the Marketing Classroom." Association of Marketing Theory and Practice. Ponte Vedra Beach, FL. March 14-17, 2018. *Presenter.*

BEST PAPER AWARD WINNER, "The Age of Group Me and Yelp: Peer Review in the Marketing Classroom." Academy of Business Research Conference. San Antonio, TX. November 2-4, 2017. *Presenter.*

"Incorporating Professionalism Labs in Marketing Curriculum. Academy of Business Research Conference. San Antonio, TX. November 3-5, 2016. *Presenter.*

Roundtable Colloquium. *Custerology*. Southern American Studies Association (SASA). Atlanta, GA. February 17-19, 2011.

"Recurring Lore: African and Caribbean Tropes in the Literature of New Orleans." Society for the Study of Southern Literature (SSSL) Annual Conference. New Orleans, LA. April 8-11, 2010.

"'Looking for the Join': Tracing Marie Laveau Conjure Lore in American Literature." South Atlantic Modern Language Association (SAMLA) Annual Conference. Atlanta, GA. November 9-11, 2009.

"Cultural Memory in Jewell Parker Rhodes's Marie Laveau Trilogies." Popular Culture Association (PCA). New Orleans. April 8-11, 2009.

"How to Balance Your Time as a Teacher." Florida State University's Teaching Assistantship Training Class, July, 2006; July, 2009

"Transatlantic Whitman—E.M. Forster's Revision of 'Passage to India.'" Midwest Modern Language Association (MMLA) Annual Conference. Minneapolis, MN. November 13, 2008.

"Keeping Your Head Above Water: What Every New Instructor Needs to Know." Two Year College Association, Annual Conference, February 22, 2007, Jacksonville, FL.

"Writing Learning Objectives: Developing an Effective Syllabus." Florida State University's Program for Instructional Excellence, Spring Conference, January 2006.

PUBLICATIONS

"'Pity the Readers': Peer Review as a Strategy for Teaching Writing to Business Students." *Journal of Higher Education Theory & Practice*. July 2020, Volume 2.

"Teaching Professionalism in the Marketing Classroom." Association of Marketing Theory and Practice. Ponte Vedra Beach, FL. March 14-17, 2018. *Paper Published in Conference Proceedings.*

"The Laveau Folk Heroine: Contemporary Fiction Revises the Slave Narrative." In *Visions of Slavery: Representations of Slavery in Contemporary Popular Culture*. Ed. Marlene Allen. Jefferson, N.C.: McFarland, 2011.

"Fashioning and Refashioning Marie Laveau in American Memory and Imagination." Dissertation. Florida State University. ProQuest, 2009.

"*Interpreter of Maladies*." *Encyclopedia of American Popular Fiction*. Ed. Geoff Hamilton and Brian Jones. New York: Facts on File, 2009.

"*The Chess Garden*" and "Brooks Hansen." *Encyclopedia of American Popular Fiction*. Ed. Geoff Hamilton and Brian Jones. New York: Facts on File, 2009.

ARTICLES UNDER REVIEW

"'Find me!' A Search Engine Optimization (SEO) Project for Self-Marketing and Promotion." *Journal of College Teaching & Learning*.

ARTICLES FORTHCOMING

"Exploring the Impact of Mock Interviews: Do Employer and Student Outcomes Match?"
"Teaching Business PhD Students about Writing: A How to Guide."

AWARDS & GRANTS

2019 UTA Community & Professional Faculty Leadership Award
2019 UTA Graduating Veterans Luncheon—"Military Connected Mavericks" Coin Recipient
2019 UTA College of Business Conference Travel Grant Recipient
2018 UTA Friends of the Division Award, Student Affairs, Career Development Center
2017, 18 UTA Marketing Department; Travel Grant Recipient
2017 ABR Best Paper Award, Academy of Business Research Conference
2010 FSU Post-Doctoral Teaching Fellowship
2009 FSU Outstanding Teaching Award Winner
2008 MLA Annual Conference; Travel Grant Recipient
2008 FSU English Department; Summer Dissertation Fellowship
2008 FSU Congress of Graduate Students; Conference Grant
2006 FSU Program for Instructional Excellence Appointee
2006 FSU Congress of Graduate Students; Conference Grant

SERVICE TO THE DEPARTMENT - UTA

Professional Development Coordinator, 2019 - Present
Committee Chair Clinical Professor Search
Spring 2019, Fall 2018, Spring 2018, Fall 2017
Independent Study: 2 Undergraduate Students, Marketing Communications
Summer 1 2018, Summer 2019

Independent Study: 12 PhD Students, Dissertation
Academic Year 2019-2020

SERVICE TO THE UNIVERSITY –GUEST SPEAKING ENGAGEMENTS - UTA

ALPFA. "SEO Marketing Strategies and LinkedIn." Fall 2019
Heath Care Administration MS Program, Fort Worth. "Résumé Workshop," Spring 2019
Study Abroad. "Business and Professional Etiquette," Spring 2019
ALPFA Lunch and Learn. "Dining Etiquette," Spring 2019
Arlington Hall. "Résumé Workshop," Spring 2018
Omega Delta Phi. "Résumé Workshop," Fall 2017
Arlington Hall. "Dining Etiquette," Spring 2017

OTHER SERVICE TO THE UNIVERSITY-UTA

2018-Present *Faculty Advisor*, Association of Latino Professionals for America, UTA COB
2015- 2019 *Faculty Advisor*, Tri Delta Sorority
Invited Guest, Zeta Loves our Professors, Zeta Tau Alpha, Fall 2018
Invited Guest, Cup of Joe with an ATO, Alpha Tao Omega, Spring 2018
Invited Guest, Parfaits with Professors, Alpha Chi Omega, Spring 2018
Volunteer, Lip Sync Battle Judge, Arlington Hall, December 2016

CERTIFICATIONS

Peer Review of Teaching- Certified Peer Observer, Division of Faculty Affairs, UTA, 2018
Peer Reviews of 3 Clinical Professors have been completed 2019-2020

MEDIA INTERVIEWS

The Shorthorn. Peyton C. North. "Workshops present free resources to help students with job searching." February 21, 2019

PROFESSIONAL MEMBERSHIPS

Phi Kappa Phi Honor Society (2019-Present)
BB&T Leadership Institute Fellow (2018-Present)
Marketing Management Association (2017-Present)
Academy of Business Research (2016-Present)
Association of Marketing Theory and Practice (2017-18)
Association for Business Communication (2017-18)
Modern Language Association (2007-11)

PROFESSIONAL COMMITTEES & ASSOCIATIONS

Women's Faculty & Staff Network, UTA (2017-Present)
American Literature Reading Group, FSU (2007-10)
First Year Writing Committee, FSU (2004-06)
Graduate Union of English Students, FSU (2004-09), GSU (2001-04)

OTHER PROFESSIONAL EXPERIENCE

PlainsCapital Bank
Assistant Vice President (2013-2015) / Senior Writer (2011-2012)

Barry University
Visiting Instructor and Tallahassee Director, Carnival Arts NEA Grant (2010-2011)

Bainbridge College
Visiting Instructor (2010-2011)

Florida State University
Post-Doctoral Fellowship / Visiting Instructor (2009-2010)

Florida Department of Education
Project Coordinator / Education Consultant (2008-2010)

Florida Center for Reading Research
Program Coordinator, Center on Instruction (2007-2008)

Florida State University
Teaching Assistant (2004-2009)

Georgia State University
Teaching Assistant and Writing Center Tutor (2001-2003)

Wells Fargo (B&W)
Account Executive (1993-1995); Proposal Writer (1995-1998)

REFERENCES (letters available upon request)

Dr. Fernando Jaramillo, Associate Dean, UTA College of Business
Rebecca Neilson, MS, SHRM, Assistant Dean, UTA College of Business
Harry Dombroski, Dean, UTA College of Business
Dr. Dennis Moore, Former Professor, FSU English Department
Dr. Andrew Epstein, Associate Professor, FSU English Department
Dr. Meredith Molly Hand, Assistant Clinical Professor, FSU English Department
Dr. Deborah Coxwell-Teague, Former First-Year Writing Director, FSU English Department