

Joel Evans



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Educational Qualifications

2006 – 2007

Master of Business Administration

Youngstown State University – Youngstown, OH

-Williamson College of Business Administration- AACSB International Accredited

-Studied abroad in Mumbai and Bangalore, India

-Published research paper: “A Sick Business: Counterfeiting the World’s Health”

2002 – 2006

Bachelor of Science of Business Administration

Youngstown State University – Youngstown, OH

-Williamson College of Business Administration- AACSB International Accredited

-Studied abroad in London, England

-Published research paper: “Student Perceptions of and Preferences for a Short Overseas Study Tour”

Academic Work Experience

2022 – Present

Visiting Instructor of Business

School of Arts, Science, and Business

Chatham University – Pittsburgh, PA

2019 – 2022

Assistant Professor of Marketing

College of Applied & Social Sciences | School of Business

University of Mount Union – Alliance, OH

2015 – 2019

Instructor

Department of Business

University of Mount Union – Alliance, OH

2013 – 2015

Visiting Professor

Department of Economics, Accounting, and Business Administration (EABA)

University of Mount Union – Alliance, OH

2012 – 2013

Lecturer

Department of Economics, Accounting, and Business Administration (EABA)

University of Mount Union – Alliance, OH

Teaching Experience

- 2012 – Present**
- First Year Seminar (FYS 100)
 - Introduction to Business (BUS 100 / BUS 105)
 - Principles of Marketing (MKT 220 / BUS 243)
 - Consumer Behavior (MKT 370 / BUS 244)
 - Marketing Research (MKT 471)
 - Digital Marketing (MKT 472 / BUS 496)
 - Marketing Policies & Strategies (MKT 474)

Professional Association Memberships

- 2012 – Present** -Active member of the American Marketing Association (AMA)
2015 – Present -Active member of the Marketing Management Association (MMA)
2018 – Present -Active member of Colleagues in Connection, a Collaborative of Pittsburgh Regional Faculty

Industry Work Experience

2020 – Present **Director & Market Manager**

Global Development Solutions – Hubbard, OH

- Manage the weekly Hubbard Ohio Farmers' Market from July through October
- Maintain a strong online presence via website and social media throughout the year
- Approve and oversee vendors for the current market season
- Network with community partners to sustain and grow the market

2010 – 2018 **Owner & Photographer**

Evans Photography LLC – Hubbard, OH

- Executed marketing and promotions: website design, trade shows, social media
- Focused on customer service and extensive product/service offerings
- Developed prospects and secured event contracts through personal selling
- Built relationships and used partnerships to increase branding and gross sales
- Managed finances and maintained proper bookkeeping records

2015 – 2017 **Marketing Consultant**

Pizza Works – Hubbard, OH

- Organized yearly strategic marketing plans
- Implemented quarterly marketing initiatives
- Coordinated social media marketing with other mass media
- Designed and executed weekly marketing campaign emails

2007 – 2015 **General Manager & Marketing Director**

Pizza Works – Hubbard, OH

- Interviewed and recruited prospective managers and employees
- Coordinated new employee orientations and exit interviews
- Oversaw and executed all marketing initiatives on a weekly basis
- Company liaison with outside marketing vendors for all print media
- Organized all social media and email marketing campaigns

Professional Development and Scholarly Activity

- 2014 – Present** -Attend, judge student competitions, participate in faculty workshops at the annual American Marketing Association’s International Collegiate Conference in New Orleans, LA.
- Summer 2022** -Certified Content Marketing and Digital Marketing through HubSpot Academy
- Summer 2022** -Certified SEO Toolkit through SEMrush
- Spring 2022** -Attended the 2022 National Conference for the Network of Vocation in Undergraduate Education (NetVUE): “Called into Community: Vocation, Engagement, and Difference” which calls us to focus on the needs of the world and inquires issues of social justice and inclusion.
- Spring 2022** -Certified through Stukent’s Digital Marketing certification
- 2019-2020** -Participated in an interdisciplinary book study on Meditation for Fidgety Skeptics by Dan Harris that focused on ways to enhance mindfulness and tackle misconceptions.
- Fall 2019** -Presented a Position Paper on “Incorporating Simulations in the Classroom” with Denise Gochenouer and Andrea Eby at the Marketing Management Association’s Fall Educators’ Conference in Santa Fe, NM.
- Fall 2019** -Presented as part of a panel “Effective Strategies for Teaching Introductory Marketing” at the Marketing Management Association’s Fall Educators’ Conference in Santa Fe, NM.
- Summer 2019** -Participated in the 2nd annual Tech & Trek Conference June 19-21 in Hiram, OH.
- Spring 2019** -Presented the research abstract “Incorporating Simulations in the Classroom” with Denise Gochenouer and Andrea Eby at American Marketing Association’s International Collegiate Conference in New Orleans, LA
- Spring 2019** -Lead an interdisciplinary learning community on campus about teaching and learning centers.
- 2018 – 2019** -Participated in an interdisciplinary book study on What the Best College Teachers Do by Ken Bain that focused on ways to enhance teaching effectiveness during the academic year.
- Spring 2019** -Certified through Google Digital Garage’s Fundamentals of Digital Marketing certification
- Fall 2018** -Presented as part of a panel “Technology in the Classroom” at the Marketing Management Association’s Fall Educators’ Conference in Kansas City, MO.
- Spring 2018** -Presented the February Idea Exchange on utilizing OneDrive and Starfish as advising tools.
- Spring 2018** -Certified through HubSpot’s Inbound Marketing certification
- 2017 – 2018** -Participated in a Net VUE (Network for Vocation in Undergraduate Education) grant-supported faculty discussion on the topic of vocation based on the book At This Time and In This Place edited by David S. Cunningham.
- 2017 – 2018** -Participated in an interdisciplinary book study on Make It Stick by Peter C. Brown that focused on ways to enhance teaching effectiveness during the academic year.
- Fall 2017** -Moderated faculty sessions and assisted the co-chairs at the Marketing Management Association Fall Educator’s Conference in Pittsburgh, PA.
- Spring 2017** -Featured speaker at the February LINC Luncheon on the University of Mount Union’s campus on a talk entitled “Super Bowl Commercials: An American Cultural Phenomenon”.
- 2016-2017** -Participated in an interdisciplinary book study on Small Teaching by James Lang that focused on ways to enhance teaching effectiveness during the academic year.
- Fall 2016** -Presented as part of a panel “Successes and Challenges of Client-Based Projects” at the Marketing Management Association’s Fall Educators’ Conference in Providence, RI.
- Fall 2015** -Presented as part of a panel “Innovative Ways to Teach Consumer Behavior” at the Marketing Management Association’s Fall Educators’ Conference in San Juan, PR.

Service to the University

- 2014 – 2022** -Advised 50+ UMU business students with their personal, professional, and academic plans
- 2014 – 2022** -Faculty advisor for UMU's Chapter of the American Marketing Association
- 2015 – 2022** -Member of UMU's Sexual Misconduct Responders Program
- 2019 – 2021** -Team Lead & Writer for UMU's Roles & Responsibilities Document in the College of Applied & Social Sciences which helps clarify roles and responsibilities for half of the full-time faculty.
- 2017 – 2020** -Member & Chair of UMU's Faculty Development Committee (Chair, 2019-2020)
- 2014 – 2020** -Secretary for Dept of Business's weekly department meetings and semi-annual retreats
- 2015 – 2019** -Member of UMU's Brand Advocates Team
- Fall 2018** -Speaker at UMU's 2018 Fall Faculty Conference: teaching and technology
- 2017 – 2018** -Assessment co-captain for UMU's Dept of Business's external accreditor (ACBSP)
- 2017 – 2018** -Dept of Business's liaison for the Gordon Heffern Lecture
- 2016 – 2018** -Faculty advisor for UMU's Chapter of Tau Pi Phi Honor Society
- 2016 – 2018** -Member of UMU's Campus Arts Committee
- 2015 – 2018** -Member of UMU's Instructional Technology Subcommittee (ITS)
- 2014 – 2015** -Inaugural faculty advisor for UMU's student organization Future of Sales

Honors

- Spring 2022** -Ten-year UMU service award
- Spring 2021** -Recipient of the City of Hubbard's Proclamation recognizing the committee work of Shop Small Hubbard, promoting a stronger community of small businesses and non-profits
- Fall 2019** -Certificate of Appreciation as a Transfer Champion by the Transfer Student Organization
- Spring 2019** -Top 25 Under 35 Honoree from the Mahoning Valley Young Professionals
- 2017 – 2018** -Faculty certificate recipient from the Pi Omicron Chapter of the Order of Omega
- 2016 – 2017** -Faculty certificate recipient from the Student-Athlete Advisory Committee (SAAC)
- 2016 – 2017** -Faculty certificate recipient from the Pi Omicron Chapter of the Order of Omega
- 2015 – 2016** -Exemplary Collegiate Chapter Performance award with Outstanding Chapter Planning at the 38th annual AMA International Collegiate Conference in New Orleans.
- 2013 – 2014** -Exemplary Collegiate Chapter Performance award at the 36th annual AMA International Collegiate Conference in New Orleans.

Service to the Civic Community

- 2021 – Present** -Active committee member for Shop Small Hubbard
- 2017 – Present** -Active member and volunteer with Hubbard Elementary School's Parent Association (HESPA)
- 2017 – Present** -Active volunteer for Junior Achievement of the Mahoning Valley
- Spring 2019** -Presented "Marketing 101: Why a Marketing Plan? Where Do I Begin?" to the Alliance Area Chamber of Commerce
- Fall 2017** -Assisted the conference co-chairs at MMA's Fall Educators' Conference in Pittsburgh, PA.
- Spring 2017** -Spearheaded a marketing campaign with a custom website to help promote the passage of a 4.8 mil school levy for the Hubbard Exempted Village School District (HEVSD)
- Summer 2015** -Created a marketing plan for the local public library, aimed at increasing traffic internally and increasing the number of Hubbard residents with an active library card