

NANCY RICHMOND

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Miami, FL 857.205.2918

SUMMARY OF SKILLS

- ❑ Educator and researcher with strong technology, social media, and communication skills
- ❑ Research interests include marketing, education, social media and new technologies
- ❑ Experience gathering and analyzing data using NVivo
- ❑ Expertise in social media strategy and increasing engagement and followers on social media
- ❑ Over 400,000 + social media followers on Twitter, LinkedIn, Facebook, Instagram, Youtube, and LinkedIn

EXPERIENCE

Florida International University; Miami, FL 2014-Present

Assistant Teaching Professor, College of Business - Department of Marketing and Logistics

- ❑ Classes taught include Marketing Yourself, Marketing and Social Media Marketing at Florida International University the 3rd largest public university in the country with over 60,000 students.
- ❑ Enthusiastic, highly-engaged faculty member that is comfortable teaching hybrid, online and in person classes to graduate and undergraduate students.
- ❑ Design course material and learning activities for classes and workshops related to marketing, social media, entrepreneurship, leadership, digital media, career management and personal branding.
- ❑ Develop and implement instruction that meets the individual needs, interests, and abilities of students.
- ❑ Serves as a mentor and advisor to students.
- ❑ Dedicated to teaching and utilizing state-of-the-art technologies to enhance content and delivery of courses.
- ❑ Conducts research in the areas of marketing education, social media and emerging technologies.
- ❑ Serve as the Social Media Faculty Advisor for the FIU American Marketing Association
- ❑ Prepare students to develop strong leadership, marketing and business skills that they can apply to their jobs and internships.
- ❑ Present at local and national events and conferences.
- ❑ Organize social media and technology events for business professionals and students with over 150+ attendees.

Northeastern University; Boston, MA 2011-2014

Instructor for Master of Science in Corporate and Organizational Communications program

- ❑ Taught over 10 graduate level social media courses including;
 - Introduction to the Digital Era - The Power of Social Media
 - Leveraging Digital Technologies - Strategy, Assessment, and Governance
 - Planning and Design of Social Media Channels and Online Communities
- ❑ Developed a new curriculum and learning outcomes for a social media concentration with a focus on new media, mobile technology, emerging social media platforms, viral marketing, online videos, marketing strategy and location-based technology
- ❑ Used passion for technology, marketing and social media to help increase student enrollment in the program from 100 students to 300 students in one year
- ❑ Designed new social media courses for students to gain hands-on experience using Twitter, LinkedIn, Facebook, YouTube and blogs
- ❑ Taught online courses using Blackboard and used innovative teaching methods to integrate industry trends and technology skills into the coursework to prepare students for their future careers
- ❑ Demonstrated knowledge in social media marketing, digital communications, marketing strategy, social marketing, social media analytics, marketing ethics, internet marketing, social media policies, search engine optimization and branding
- ❑ Designed and taught popular online courses while achieving learning outcomes and receiving positive feedback from students and the university community
- ❑ Used case studies, current trends in the marketplace, best practices and real world experiences to engage students in the learning process and to prepare students for problem solving and critical thinking

- Florida International University; Miami, FL** 2013-2014
Director Career Management Services, College of Business
- ❑ Plan, develop, administer and evaluate career services for over 10,000 undergraduate and graduate business students for the College of Business
 - ❑ Lead the coordination and implementation of a marketing strategy for career management services in support of the university's recruiting priorities and branding efforts
 - ❑ Promote services to employers and students through strategically developing marketing initiatives across a variety of social media and communications channels
 - ❑ Supervise a staff of twelve in managing career counseling appointments, internships, employment opportunities, career fairs, workshops, employer outreach and on-campus recruiting.
 - ❑ Teach LinkedIn and Social Media seminars and workshops to students, faculty and staff to help build a stronger brand online for the College of Business
 - ❑ Collaborate across campus developing relationships and partnerships with employers, students and faculty
- Massachusetts Institute of Technology; Cambridge, MA** 2009-2011
Assistant Director, Career Counseling and Exploration
- ❑ Oversaw all career counseling appointments for students and alumni at the central career center (serving over 4,000 undergraduate and 6,000 graduate students)
 - ❑ Served as an advisor and mentor for the "Social Media" club at MIT
 - ❑ Instructed and presented on a variety of topics throughout the year both in person and through webinars
 - ❑ Developed a marketing strategy for the office which included brand management and logo development
 - ❑ Designed a new user friendly website and managed the process for content development, information architecture, design, testing and deployment (nominated for an award at the national conference)
 - ❑ Served as a career development and social media consultant to the MIT community
 - ❑ Implemented the use of innovative technology to communicate more effectively with students
 - ❑ Counseled alumni, graduate students and undergraduate students from a large range of majors on developing effective job search strategies
 - ❑ Mentored and counseled students of color and women as the liaison to the "Office of Minority Education" helping them overcome career barriers
 - ❑ Managed six graduate interns in a nine month intensive career counselor training program and supervised four career specialist
- Northeastern University – Career Services; Boston, MA** 2006-2009
Associate Director, Career Counselor
- ❑ Created and designed a new user friendly website for Career Services
 - ❑ Marketed services to students using outreach campaigns and social media
 - ❑ Presented on a variety of career related topics to students, alumni, faculty and parents
 - ❑ Delivered effective career counseling to graduate students and undergraduate students
 - ❑ Designed surveys to gather feedback from students regarding services
 - ❑ Developed strong partnerships with cultural centers on-campus
 - ❑ Developed and managed a student advisory board for Career Services
- Boston University – School of Management; Boston, MA** 2005-2006
Feld Career Center Graduate Assistant
- ❑ Instructed an eight week career development course
 - ❑ Developed course materials and presented career information using PowerPoint to a class of 50+ students
- Boston University – Sargent College; Boston, MA** 2001-2006
Program Coordinator
- ❑ Provided advising to graduate students with academic issues; served as the point person and liaison between students and faculty
 - ❑ Organized tours to more than 300+ potential students yearly coaching them on the admissions process
 - ❑ Planned large events including information sessions, student orientation and team building experiences

EDUCATION

- Northeastern University**; Boston, MA April 2015
Doctor of Education in Higher Education Administration
- ❑ Dissertation: “Digital Ethnography: Understanding Faculty Use of an Online Community of Practice for Professional Development”
- Boston University School of Education**; Boston, MA May 2006
Master of Education in Counseling
- Merrimack College**; North Andover, MA May 1998
Bachelor of Science in Business Administration: Concentration in Marketing

INDUSTRY & MARKETING EXPERIENCE

- Dr. Nancy Richmond Consulting**, Miami, FL 2014-Present
Social Media Consultant and Executive Coach
- ❑ Focus on developing effective social media content for clients that drive engagement and sales.
 - ❑ Create social media strategies with a focus on social media management, community engagement, analytics, reporting, and training.
- VirtualCareerAdvice.com**; Brighton, MA 2011-2013
Co-founder
- ❑ Provided career counseling, social media and technology advice to clients on a part-time basis
 - ❑ Served as a consultant for individuals and organizations implementing innovative technology solutions
 - ❑ Presented nationally on using technology for career management, professional development and marketing
- Beansprout Networks**; Cambridge, MA 1999-2001
Marketing and Event Coordinator
- ❑ Organized events and attended tradeshows for a pioneering internet company
- M.S. Walker – Wine Distributor**; Somerville, MA 1998-1999
Marketing Associate
- ❑ Designed marketing pieces, sold products and planned large scale events for a wine distributor
- Putnam Investments**; Boston, MA 1997-1998
Sales & Human Resources Internship
- ❑ Gained exposure to the financial marketplace, mutual funds and the investment management industry
- Boston Globe**; Boston, MA 1996
Communications & Editorial Internship
- ❑ Assisted writers and editors in the media industry deliver timely and relevant news
 - ❑ Worked closely with sales representatives to sell print advertisements and develop new accounts
- Arbella Insurance**; Quincy, MA 1995
Leadership Training Program – Internship
- ❑ Developed experience and knowledge in the commercial and personal insurance business

SELECTED TRAINING AND EDUCATIONAL PRESENTATIONS

- Unicorn Entrepreneurs Program** - FIU - College of Business, Miami, FL
- ❑ How Entrepreneurs can Use Digital Media for Sales Nov 2019
 - ❑ Social Media Skills For Owning Your Own Business Dec 2019
- Digital Marketing Forum**, Ritz Carlton, Miami, FL Oct 2019
Social Media: What All Leaders Need to Know for 2020

305 Cafecito Chat , Vice President Saif Ishoof (600+ Attendees) Best Practices for Communicating with Teams in a Remote Setting	March 2020
FIU American Marketing Association Regional Conference Social Media and Sales Pitch Competition (Judge)	Nov 2019
FIU American Marketing Association	
Social Media Panel with Social Media Managers (Moderator)	March 2020
Intro the Twitterverse (Speaker)	Nov 2019
Social Media Success Stories (Moderator)	Oct 2019
US Department of State & Global Ties Miami , CIC, Miami, FL Social Media Panel & Workshop at the Diplomacy Begins Here	Oct 2019
School of International and Public Affairs (SIPA) FIU <ul style="list-style-type: none">□ Social Media: Rise of Anti-Semitism in America (Facebook Live - Panel Discussion)	Nov 2019
WorldCity , Miami, FL <ul style="list-style-type: none">□ Social Media Boost Your ROI	Oct 2019
Center for Social Change , Miami, FL <ul style="list-style-type: none">□ Org Toolkit Social Media for the Non-Profit Sector Workshop	Oct 2019
Hospitality Sales and Marketing Association International , Hollywood, FL <ul style="list-style-type: none">□ Social Media in Hospitality	Sept 2019
Greater Miami & The Beaches Hotel Association (GMBHA) , Miami, FL <ul style="list-style-type: none">□ Hospitality: Digital Marketing Panel	August 2019
Capital Markets Lab & SunTrust Miami Gardens at FIU , Miami, FL <ul style="list-style-type: none">□ Small Business: Creating a Social Media Strategy	June 2019
Mexican American Council , Miami, FL <ul style="list-style-type: none">□ Mac Youth Seminar – Future of Work & Recognizing Employability Characteristics	June 2018
Opa-locka Community Development Corporation & Suntrust , Miami, FL <ul style="list-style-type: none">□ Reaching Your Customers through Social Media at FIU	July 2018
Florida Education Fund & Opa-Locka Community Development , Miami, FL <ul style="list-style-type: none">□ CodeMasters Kids Summer Camp, Careers in Social Media and Technology	June 2018
Career Services Technology Meeting (CSTM) , New York, NY <ul style="list-style-type: none">□ Keynote: Digital Leadership: Six Social Media Skills Every Professional Needs	Feb 2018
Steven J. Green School of International and Public Affairs – FIU , Miami, FL <ul style="list-style-type: none">□ Social Media, Data and Privacy Panel	April 2018

College of Business - FIU, Modesto Maidique's Leadership Summit, Miami, FL <ul style="list-style-type: none">❑ Best Social Media Practices for Leaders	April 2017
DHL, Miami, FL Panel Discussion Influencer Marketing	May 2017
The Lab Miami, Product Council, Miami, FL Panel Discussion - Social Media, Innovation and Startups	March 2017
U.S. Department of State, Global Ties Miami, Miami, FL <ul style="list-style-type: none">❑ Getting Started using Social Media for your Business	February 2017
Cambridge Innovation Center Miami, Miami, Florida <ul style="list-style-type: none">❑ Does Social Media make us Happier?	January 2017
Chamber of Commerce Miami, Miami, Florida <ul style="list-style-type: none">❑ Millennial's and Social Media	January 2017
Momentum International, Miami, FL <ul style="list-style-type: none">❑ Media Innovation	January 2017
Social Tech Live, Miami, FL <ul style="list-style-type: none">❑ Hosted social media and technology conference with over 350 attendees.❑ Served as keynote speaker for the event on the “Future of Technology”.	July 2016
Wordcamp, Miami, FL <ul style="list-style-type: none">❑ Social Media Road Trip: Leadership, Engagement and Community Building	March 2016
U.S. State Department, Young Leaders of the Americas Initiative (YLAI) Pilot, Miami, FL <ul style="list-style-type: none">❑ Best Practices: Using Social Media for your Business	Feb. 2016
Social Media Week; Miami, FL <ul style="list-style-type: none">❑ Maximize LinkedIn Creating Connections for Business Results	Sept 2015
Social Con; Miami, FL <ul style="list-style-type: none">❑ Professional Branding & Social Media	August 2015
Wordcamp, Miami, FL <ul style="list-style-type: none">❑ Personal Branding: Stand Out From The Crowd Online	April 2015
Campbell Soup Company; Atlanta, GA <ul style="list-style-type: none">❑ Creating a Social Organization as a Leader and Optimizing LinkedIn	Feb 2014
Florida International University; Miami, FL <ul style="list-style-type: none">❑ Using LinkedIn to Create a Professional Brand Online❑ Creating an Effective Social Media Strategy - College of Business Admissions	Nov 2014
NBC 6/Telemundo; Miramar, FL <ul style="list-style-type: none">❑ Creating an Effective Social Media Strategy❑ Optimizing LinkedIn	Oct 2013
Florida International University; Miami, FL <ul style="list-style-type: none">❑ Using LinkedIn to Create a Professional Brand Online – Student Groups & Workshops❑ LinkedIn Professional Development Seminars for College of Business Faculty and Staff❑ Creating a Social Media Strategy: Facebook, Twitter, and LinkedIn	2013

- ❑ MBA Professional Development Seminars: Managing your Career

National Career Development Conference; Boston, MA	Jan 2013
❑ Helping Your Clients Rise to the Top of Google Rankings Using Social Media	
❑ Leveraging LinkedIn – Tech Lab	
Social Media Day; Miami, FL	July 2013
❑ GPS Your Career Using Social Media	
Southern Association of Colleges and Employers Webinar, Webinar	Oct 2012
❑ Free/low cost technology and tools to enhance career counseling/advising	
Eastern Association of Colleges and Employers Conference, Portland, ME	Sept 2012
❑ Using Social Media Best Practices of Fortune 500 Companies to better connect with students	
Northeastern University, Boston, MA	May 2012
❑ Social Networking 101 - Fortune 500 Companies Using Social Media	
University of Miami - Miller School Medicine, Miami, FL	Nov 2012
❑ Electronic Communication	
University of Miami - Department of Educational and Psychological Studies, Miami, FL	Nov 2012
❑ Social Media in Higher Education	
French Consulate; Cambridge, MA	May 2011
❑ Social Media in Your Life and Career	
Lesley University; Cambridge, MA	April 2011
❑ 2011 Academic Technology Institute - Twitter 101	
National Association of Graduate-Professional Students (NAGPS); Cambridge, MA	Feb 2010
❑ The State and Future of Higher Education	
National Association of Colleges and Employers; Orlando, FL	Nov 2010
❑ Embrace your Inner Geek: Strategic and Creative ways to Implement Technology into your Work	
Harvard School of Public Health; Boston, MA	Oct 2010
❑ Developing a Professional Brand for your Job Search	
Eastern Association of Colleges and Employers Conference; National Webinar	Oct 2010
❑ Meeting Their Needs: Career Counseling Students of Color	
Boston University – School of Education; Boston, MA	Sept 2009
❑ Cross Cultural Counseling	
Boston University - School of Management; Boston, MA	Sept-Oct 2006
❑ Launching Your Career (Eight week - Credit Course)	

LEADERSHIP & COMMUNITY SERVICE

Eyes on Your Mission September 2019 -Present
Educational Partner

- ❑ Students worked in teams in the classroom to create videos for a variety of causes.
- ❑ Program is designed to create digital savvy and social responsible leaders.
- ❑ Guided over 250 students in developing experience and skills in social media and video production while giving back to the community.
- ❑ Students dedicated videos to community organizations and non-profits that were engaged in work related to mental health, animal rights, body image, veteran advocacy, human trafficking, health and wellness, children, LGBTQ, cancer, poverty, adopt a pet, ocean pollution, environment, hunger, obesity, domestic violence, protect marine life, sustainability, save the reef, homeless, body acceptance and women's rights.
 - 16 Videos Fall 2019
 - 20 Videos Spring 2020
 - 11 Videos Summer 2020

Digital Media Assembly (Social Media Club Miami) Miami, FL 2014-Present
Board of Directors

- ❑ Serve as an advisor for the Digital Media Assembly and connecting professionals with students.
- ❑ Planned and hosted various events related to technology and social media for the Miami community
- ❑ Provided training sessions for professionals interested in improving their social media, marketing and technology skills.

Social Media Association, Miami, FL 2014-2019

- ❑ Raised funds for Syrian Refugees
- ❑ Collected food and supplies for Puerto Rico Hurricane Victims

Career Counselor Technology Forum, Miami, FL 2009-2018
Founder and Manager – LinkedIn Group

- ❑ Founder of a LinkedIn group which has over 4,000+ members globally
- ❑ Facilitated technology discussions and organized professional development webinars for a “Learning Community”
- ❑ Managed four webinars and online panel discussions annually on a variety of topics related to technology and higher education with over 100 attendees
- ❑ Developed strong partnerships and relationships with technology experts online from across the globe leading to collaboration on a variety of projects

Occupational Therapy Global Day of Service 2012-2015
Social Media Marketing Consultant

- ❑ Created a nonprofit social media strategy for an "Occupational Therapy Global Day of Service" to promote the work and profession of occupational therapists
- ❑ Developed a "Pay it Forward" online marketing campaign which led to over 600 volunteers participating
- ❑ Created a marketing strategy that included developing a website, creating a logo, developing a social media strategy, creating engagement, integrating content, educating volunteers and measuring results

RESEARCH EXPERIENCE

Eyes on Your Mission 2019 - Present

- ❑ Research on creating videos for a social cause to create digital savvy and social responsible leaders.

Northeastern University; Boston, MA - Dissertation Research: Online Communities 2012-2014

- ❑ Designed a Digital Ethnography to better understand social interactions and learning in an online community of practice
- ❑ Used NVivo to analyze online social interactions of a LinkedIn group with over 30,000 members
- ❑ Analyzed over 1,300 discussion board posts from 536 participants from 57 countries

Northeastern University; Boston, MA - Eportfolio Pilot Study 2008-2009

- ❑ Wrote and edited a grant proposal which led to funding and support of an Eportfolio pilot study
- ❑ Created a learning outcome survey and developed a questionnaire for employers

Boston University; Boston, MA - Effects of Laptop Computer Usage on University Students 2008-2009

RESEARCH PUBLICATIONS & POSTERS

Richmond, N. (2020) 4th Annual Faculty Innovations for Student Success Showcase (FISSS) (Poster), Florida International University.

Richmond, N. (2014). Digital ethnography: Understanding faculty use of an online community of practice for professional development. Northeastern University.

Jacobs, K., & Richmond, N. (2013, April). Case Study: The Power of Social Media-Best Practices and Lessons Learned. (poster session) American Occupational Therapy Association Annual Conference, San Diego, CA.

Richmond, N. & Hitch, L. (2012) Are Social Networking Sites Really Robust Learning Environments in Disguise? Netbiblo, A Coruña, España.

Richmond, N., Rochefort, B. & Hitch, L. (2011). Using Social Networking Sites during the Career Management Process. In Wankel (Ed.). Higher education administration with social media: Including applications in student affairs, enrollment management, alumni relations, and career centers. Bingley, UK: Emerald.

Rochefort, B., & Richmond, N. (2011). Connecting instruction to connected technologies - Why bother? An instructional designer's perspective. Revista De Universidad Y Sociedad Del Conocimiento, 8, 1, 217-232.

Jacobs, K., Karban, S., Firn, E., Richmond, N., Peterson, D. & Pencina, M. (2009). University students' notebook computer use. Applied Ergonomics, 40, 3, 404-409.

AWARDS

- ❑ Social Media Association – (2016) Class Act Award - Council of Student Organizations (CSO)
- ❑ Infinite Mile Award - Leadership (2011) MIT, Department of Undergraduate Education

COMMITTEES & SERVICE

American Marketing Association – Social Media Faculty Advisor	2019-Present
FIU Women Faculty Leadership	Spring 2018-Present
Innovation Committee – College of Business	Spring 2019-Present
Teaching and Learning Committee	Fall 2018-Summer 2019
FIU - Social Media Director – Search Committee	Spring 2020
Social Media Association Faculty Advisor	2014-2019
Marketing Department - Faculty Search Committee	Spring 2015-2017

PROFESSIONAL AFFILIATIONS

American Marketing Association
Career Counselors' Consortium (CCC)
Digital Media Assembly
Marketing Management Association
National Association of Colleges and Employers
National Career Development Association
Social Media Club

CERTIFICATION

- ❑ Hubspot
 - Social Media Strategy Certification
 - Training Skills Fundamentals
 - Inbound Marketing
- ❑ Google
 - Google Ads Certification
 - Google Analytics
- ❑ Myers-Briggs Type Indicator (MBTI) qualifying program

COMPUTER SKILLS

- ❑ Microsoft Word, Excel, PowerPoint, Web 2.0 (Instagram, LinkedIn, Facebook, Twitter, Snapchat, Pinterest, YouTube), Website Development, Social Media Analytics, Wordpress, Blackboard, Webinars, NVivo (Qualitative data analysis software).