

BRIGITTE A. BALOGH, PHD CANDIDATE • BAMIDEA.COM

EDUCATION

Michigan State University

Doctor of Philosophy in Media & Information Studies, 2015

Prelim, Dissertation: Social Media Engagement, Brand Attitude, and Purchase Intention

Current research: positive deviance, native advertising, brand communities, and enterprise social software

The University of Texas at Austin

Masters of Arts in Advertising, 2011, Thesis: Corporate Blogs as Organizational Public Relationship Tools

Bachelors of Business Administration, 2006, Major: Management Information Systems

TECHNOLOGY EXPERIENCE

Database Administrator

February 2014 – January 2015

Steelcase, Workspace Futures

Grand Rapids, MI

Database analyst for Spark, the internal social software solution purchased from Jive Software.

Developed database documentation. Deciphered table key codes. Worked to develop consistent terminology for documentation and user training. Assisted with product name development session.

Services Specialist

February 2011 – May 2011

Digby

Austin, TX

Assisted with graphic creation, updates. Troubleshoot, made CSS, HTML updates. Provided extensive product, user testing. Assisted with repository creation, organization for intranet debut.

Business/Technical Analyst II

January 2007 – January 2011

Hewlett-Packard, Global Business Intelligence – Enterprise Data Warehousing

Houston, Austin, TX

Business analyst, testing architect for Finance Portfolio. Coordinated project requirements between IT and Business teams. 4.5 out of 5 star rating on all annual reviews.

Developer

June – August 2006

Kelly Services on behalf of USAA, Enterprise Business Operations – Workflow Solutions

San Antonio, TX

Developed Java, VisualBasic.NET Technical Support, encryption/decryption applications for Member Services Representative Help Desk. Final intern presentation designer, speaker to executive management. Excellent final review resulting in full time offer.

MARKETING EXPERIENCE

Creative and Technology Director

May 2010 – July 2011

The Firm 360, LLC

Austin, TX

Site copy editor and functionality, navigation tester. Field, industry researcher for rebranding initiatives.

Developed, designed Texas Parents as Teachers promotional brochure to accompany donation requests.

Marketing, Graphic Design

August – December 2006

markITing Team, IROM Department Research Assistant

Austin, TX

Created marketing campaigns for IT recruitment. Tripled attendance to biannual Business Buffet networking event. Doubled annual BizIT Case Competition applications.

Graphic Designer

April 2008

Cans for Charity

Wellesley Hills, MA

Expanded organization's project portfolio by developing recycling electronics campaign. Created promotional material designs, copy.

ACADEMIC EXPERIENCE

Research Assistant Spring 2012 – present
Michigan State University East Lansing, MI
Hand Hygiene in Elementary Schools coordinator with Clemson University in South Carolina for exploratory investigation and campaign development. Currently leading content analysis study of published hand hygiene materials with three coders, 258 materials.
Corporate Collaboration through Social Media Systems. Research Assistant for Steelcase and Michigan State University collaboration.
Social Support Through Social Media for Cancer Patients grant development assistant.
Organizational Social Media: Effective Marketing Communication Strategies. Lead content analysis study of longitudinal messaging data from Fortune 500 companies. Won Leo Burnett scholarship twice.

Afterschool Tutor, Substitute Teacher September 2014 – December 2014
Holt Lutheran Schools Holt, MI
 Assisted with afterschool program. Tutored upper division math. Managed the afterschool classroom of up to 15 students. Substituted for the 5-8th grade classroom and managed all subjects and activity coordination for 20 students.

Teaching Instructor Fall 2011 – Summer 2012
Michigan State University East Lansing, MI
Advertising in Society: taught senior level core class to 40 students. Developed course structure, assignments, original syllabus for a discussion based learning environment.
Consumer Behavior: taught junior level core class to 200 students. Developed course structure assignments, original syllabus.

Graduate Assistantships Fall 2010 – Spring 2011
The University of Texas at Austin Austin, TX
Department of Information, Risk, and Operations Management: Business Systems Development; Introduction to Problem Solving, Programming; Introduction to Information Technology Management
Department of Advertising: Integrated Communications Management, Media Sales Advanced Studies.

After School Tutor November 2008 – May 2009
ClubZ In-Home Tutoring Houston, TX
 Specialized in Mathematics from elementary to high school. Also tutored Reading, Writing, History, TAKS (state standardized test) preparation. Moved one Geometry student from failing to passing with an A on the final in one month. Brought Pre-Algebra 8th grade student final grade from D to B and passed the TAKS in three months.

ACADEMIC, PROFESSIONAL AFFILIATIONS

Academy of Management April 2010 – present
American Marketing Academy November 2010 – present
MIS PhD Program Representatives, assistant August 2011 – present
TexasExes Life Member December 2006 – present
 Capital of Texas Food Bank holiday volunteer December 2006 – Spring 2011

HONORS, AWARDS, SERVICE PROJECTS

Leo Burnet Research Scholarship Summer 2013, 2014
Rasmussen Memorial Scholarship Spring 2012
Ernest A. Mantzel Foundation Graduate Education Fund Recipient Fall 2009 – Spring 2011
Employee Recognition for Philanthropy Award 2007
 Hewlett-Packard, Data Management Organization
The Forrest C. Lattner Foundation, Inc. Scholarship Fall 2005 – Fall 2006
TexasExes H2Orange photo contest 1st place Summer 2011

11 conference attendances, presentations in the areas of search engine optimization; blogs as organizational public relationship management tools; social media; marketing intangible products; sports branding; consumer engagement; positive deviance, Indian immigrants

Founder, Director

April 2013 – present

Dahlgren Dedication Project

Raise money to fund educational opportunities for students of single moms. First event held April 2014. Goals met: funded an International Baccalaureate full degree program admission fee for a student of a single mom at Eastern High School in Lansing, Michigan; purchased RAM, keyboard, and mouse to get the first computer into the home of a single mom! Further information can be found at theDDP.org.

Administrator

December 2013 – present

Women for Michigan

Helped grow Women for Michigan Facebook group from 400 to over 4,200 members. Designed all images, graphics, and tshirts for fundraising campaign. Assisted with content posting and petition promotion. Women for Michigan is a page to share events in Michigan that affect the lives of women in the state. Further information can be found at www.facebook.com/womenformichigan/.

SKILLS

MOS certification trained; Adobe: PageMaker, InDesign, PhotoShop, Flash, Final Cut Pro; Computer languages: Java, HTML, VisualBasic.NET, SQL, Metadata Management Studio, SPSS, SAS, PgAdmin, PostgreSQL, Komodo, HeidiSQL, R statistical programming language

Basic knowledge of Spanish, American Sign Language