

# BRIGITTE A. BALOGH, PHD CANDIDATE • [BAMIDEA.COM](http://BAMIDEA.COM)

## MARKETING RESUME

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### EXPERIENCE

#### Creative and Technology Director

*The Firm 360, LLC*

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.

May 2010 – July 2011

Austin, TX

#### Marketing, Graphic Design

*markITing Team, IROM Department Research Assistant*

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

August – December 2006

Austin, TX

#### Graphic Designer

*Cans for Charity*

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

April 2008

Wellesley Hills, MA

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### EDUCATION, CURRENT ACADEMIC POSITION

#### 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

#### Research Assistant

*Michigan State University*

**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.

Spring 2012 – present

East Lansing, MI

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### 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

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### HONORS, AWARDS, SERVICE PROJECTS

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

<b>Founder, Director</b> <i>Dahlgren Dedication Project</i>	April 2013 – present
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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](http://theDDP.org).

<b>Administrator</b> <i>Women for Michigan</i>	December 2013 – present
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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/](http://www.facebook.com/womenformichigan/).

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## 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