

BRIGITTE A. BALOGH, PHD CANDIDATE • BAMIDEA.COM

TECHNOLOGY RESUME

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.

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** 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.

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