

BRIGITTE A. BALOGH, PHD CANDIDATE • BAMIDEA.COM

EDUCATION

Michigan State University

Doctor of Philosophy in Media & Information Studies, 2015

Committee Chair: Constantinos K. Coursaris

Prelim: Oh, Yes, She Did Just Buy That: Exploring the Empirical Link between Social Media Engagement, Brand Attitude, and Purchase Intention

Current research: organizational blogging, enterprise social media, marketing strategy, campaign messaging

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

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.

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.

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.

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.

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.

Creative and Technology Director*The Firm 360, LLC*

May 2010 – July 2011

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.

Business/Technical Analyst II*Hewlett-Packard, Global Business Intelligence – Enterprise Data Warehousing*

January 2007 – January 2011

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.

Marketing, Graphic Design*markITing Team, IROM Department Research Assistant*

August – December 2006

Austin, TX

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

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

June – August 2006

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.

HONORS, AWARDS**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

PUBLICATIONS

Coursaris, C.K., Van Osch, W., and Balogh, B.A., "A Social Media Marketing Typology: Classifying Brand Facebook Page Messages For Strategic Consumer Engagement" (2013). ECIS 2013 Completed Research. Paper 46. http://aisel.aisnet.org/ecis2013_cr/46.

Quilliam, E.T., Fraser, A., Lapinski, M., Balogh, B.A., Viken, G., Plasencia, J., and Wang, Z. (In Progress.) "Sing Happy Birthday twice while washing your hands: A content analysis of hand hygiene curricula targeting elementary-age children."

Henderson, G., Ferguson, N.S., and Balogh, B.A. (In Progress.) Learn by Example: The Emotional and Familial Foundations of Sports Brand Communities.

Balogh, B.A. (In Progress.) Keep in Touch: Corporate Blogs for Organizational Public Relationships and Consumer Brand Relations.

CONFERENCES

"Enterprise Social Media: Challenges and Opportunities for Organizational Communication and Collaboration." van Osch, Wietske, Steinfield, Charles, Balogh, Brigitte A. 48th Hawaii International Conference on System Sciences, Kauai, HI, January 2015.

"To Catch a Cheater: An Exploratory Analysis of Confessions and Denials." Nelson, Josh, Balogh, Brigitte A., Liu, Wuyun, Shin, Soo Yun, and Viken, Gregory. International Communication Association 2014 Annual Conference, Seattle, WA, May 2014.

- "Social Media Marketing: Investigating Theoretical and Empirical Links Between Purchase Involvement, Strategy, Content, and Media Types." Coursaris, Constantinos K., Van Osch, W., and Balogh, Brigitte A., Quilliam, E.T. American Academy of Advertising 2014 Annual Conference, Atlanta, GA, March 2014.
- "Drive a Website performance using Web Analytics: A Case Study." Coursaris, Constantinos K., Van Osch, W., Lopez-Nicolas, Carolina, and Molina-Castillo, Francisco-Jose. Presented by Brigitte A. Balogh at the American Conference for Information Systems 2013, Chicago, IL, August 2013.
- "A Muse Me: An Exploratory Study on Music and Marketing Influences on Positive Deviant Indian Emigrants." Balogh, Brigitte A., and Ferguson, Nakeisha S. American Marketing Association 2013 Summer Marketing Educators' Conference, Boston, MA, August 2013.
- "Community Sports Engagement? The Role of Emotion, Family, and National Identity in Sports Fan Communities." Ferguson, Nakeisha S., Balogh, Brigitte, and Henderson, Geraldine. Fourth International Conference on Sport and Society, Chicago, IL, June 2013.
- "A Social Media Marketing Typology: Classifying Brand Facebook Page Messages for Strategic Consumer Engagement." Coursaris, Constantinos K., Van Osch, W., and Balogh, Brigitte A.. European Conference on Information Systems, Utrecht, The Netherlands, June 2013.
- "Keeping in Touch: Leadership and Customer Brand Relations Through Corporate Blogs for Building Organizational Public Relationships." Balogh, Brigitte. Society for Advancement of Management, Arlington, VA, March 2013.
- "Keeping in Touch: Corporate Blogs for Building Organizational Public Relationships and Consumer Brand Relations." Balogh, Brigitte. International Communication Association, Phoenix, AZ, May 2012.
- "Healing Touch: Understanding the Unconstitutionality of Marketing Intangibles." Balogh, Brigitte. Innovation in Health Care Delivery Systems a Symposium, Austin, TX, April 2011.
- "Birds of a Feather Consume Sports Together: The Role of Emotion, Family, and National Identity in Sports Fan Communities." Ferguson, Nakeisha S., Balogh, Brigitte, and Henderson, Geraldine. Academy of Marketing 7th Global Brand Conference at Oxford, United Kingdom, April 2011.

ACADEMIC, PROFESSIONAL AFFILIATIONS

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

SERVICE, LEADERSHIP

Math, Science Tutor	September 2011 – present
Specialize in mathematics, science from elementary to high school. MEAP knowledge, preparation.	
Founder, Director	April 2013 – present
<i>Dahlgren Dedication Project</i>	
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
<i>Women for Michigan</i>	
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/ .	

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.

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.

SKILLS

MOS certification trained; Adobe: PageMaker, InDesign, PhotoShop, Flash, Final Cut Pro; Computer languages: Java, HTML, VisualBasic.NET, SQL, Metadata Management Studio, SPSS, SAS

Basic knowledge of Spanish, American Sign Language