

Mindy Welch, D.B.A., P.M.P.

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EDUCATION

Doctor of Business Administration, Marketing

2012

Walden University, Minneapolis, Minnesota

Dissertation: "Exploring the Impact of Communication Technologies on Business Air Travel"

Master of Business Administration, Management

2009

University of Mary Hardin-Baylor, Belton, Texas

Bachelor of Art, Political Science

2003

University of Mary Hardin-Baylor, Belton, Texas

TEACHING EXPERIENCE

Associate Professor, University of Mary Hardin-Baylor (UMHB)

2010-present

- Currently teaching Marketing and Management classes in the McLane College of Business
- Implemented project-based learning in the curriculum for 90% of classes taught
- Faculty Sponsor for the student chapter of the American Marketing Association (AMA)
- Maintains a high record of accomplishments of partnering with local business for the AMA – including obtaining sponsorship donations
- Secured a sponsorship with a national company for a sales competition and the company plans to continue this sponsorship with my leadership
- Have helped to grow the marketing program over 300% since being hired
- Maintains high scores on teaching evaluations, which means being in the top six of the McLane College of Business for teaching effectiveness
- Creates positive changes through University Committee work; including, Search Engine Optimization (SEO) strategies for the University, recruitment and retention initiatives, and training of various student groups
- Advising approximately 40 students per semester on courses to take for degree success
- Maintained a reputation as an expert within the local to be interviewed on stories pertaining to social media within the local community
- Interviewed as an expert in marketing jobs and curriculum for a national magazine, AdAge, about the future for students in the marketing field

ONLINE TEACHING EXPERIENCE

- Currently teaching online and hybrid courses for the University of Mary Hardin-Baylor (UMHB) and Abilene Christian University (ACU) Graduate School
- Designed, taught and assessed approximately 12 courses
- Managing assessment for a Masters in Management program
- Completed training for online teaching and facilitation
- Currently appointed as the faculty liaison of online learning and training within the McLane College of Business
- Proficient in Blackboard and Canvas Infrastructure
- Have developed courses for online learning with the assistance of the instructional development team at both UMHB and ACU
- Worked on the development and launch of the competency-based education program through UMHB called "MyWay"

- Currently teaching in the UMHB “MyWay” program to help mentor and educate students
- Created and developed an educational program for the Certified Associate in Project Management (CAPM) exam

PROJECT MANAGEMENT EXPERIENCE

- Teaching Project Management according to the principles of the Project Management Institute
- Manage six projects community-based projects per year for the goal of student experience
- Maintained positive client relationships and obtains referrals for project requests

JOURNAL PUBLICATIONS

A Response to “Storytelling, the Bible, and Marketing: An Ancient Framework for Modern Practice” by Dr. Keith Quesenberry, Journal of Biblical Integration in Business, 2020

Exploring the Impact of Communication Technologies on Business Air Travel. Journal of Culture, Communication and Conflict, Spring 2014

PROCEEDINGS

Exploring the Impact of Communication Technologies on Business Air Travel. Allied Academies Distinguished Research Award, Allied Academies, Inc., October 2013

CONFERENCES

A critical look at the gap between AACSB curriculum and job market needs, Mindy Welch, University of Mary Hardin-Baylor, Marketing Educator’s Conference, 2019

Marketing and Faith: is there a case for discrimination?

Mindy Welch, University of Mary Hardin-Baylor, Marketing Educator's Conference 2018

Competency-Based Marketing

Chrisann Merriman, University of Mary Hardin-Baylor, Mindy Welch, University of Mary Hardin-Baylor, Marketing Educator's Conference 2017

Student Evaluation Incentives: Create Bias or Not

Mindy Welch, University of Mary Hardin-Baylor, Chrisann Merriman, University of Mary Hardin-Baylor, Marketing Educator's Conference 2017

Using Open Source Resources in the Marketing Curriculum

Chrisann Merriman, University of Mary Hardin-Baylor, Mindy Welch, University of Mary Hardin-Baylor, Marketing Educator's Conference 2016

Marketing Information Systems... A Class or Where to Embed the Technology.

Mindy Welch, University of Mary Hardin-Baylor, Chrisann Merriman, University of Mary Hardin-Baylor, Marketing Educator's Conference 2015

Client feedback in service-learning projects in higher education

Chrisann Merriman, University of Mary Hardin-Baylor, Mindy Welch, University of Mary Hardin-Baylor, Marketing Educator's Conference 2015

Exploring Twitter or Facebook for a Measure of Assessment versus Student Perception

Mindy Welch, University of Mary Hardin-Baylor, Chrisann Merriman, University of Mary Hardin-Baylor, Marketing Educator's Conference 2014

Facebook groups incorporated into the curriculum and how it enhances assessment of learning outcomes

Mindy Welch, University of Mary Hardin-Baylor, Chrisann Merriman, University of Mary Hardin-Baylor, American Marketing Association International Collegiate Conference 2014

Workshop: The 6Ws of Implementing Experiential Learning within your Marketing Courses

Mindy Welch, DBA, Assistant Professor of Marketing & Chrisann Merriman, PhD, Associate Professor of Marketing University of Mary Hardin-Baylor, Marketing Educator's Conference, 2013

Special Session: Pedagogical Lessons of Teaching and Implementing Social Media in Marketing Education.

Mindy Welch, DBA, Assistant Professor of Marketing & Chrisann Merriman, PhD, Associate Professor of Marketing University of Mary Hardin-Baylor, Marketing Educator's Conference, 2013

PROFESSIONAL ATTAINMENT

- President, Marketing Educators' Association
- Editorial Review Board, Journal of Social Media in Society
- Co-chair, University of Mary Hardin-Baylor Educational Technology Committee

ADDITIONAL SPEAKING

- Technology and Cheating, UMHB faculty, Spring 2019
- Case Study Teaching: a method for success, UMHB McLane College of Business Faculty, Fall 2018
- Using Social Media in the Classroom, UMHB Faculty, 2017
- Experiential Learning and the use of clients, UMHB McLane College of Business Faculty, 2015
- Miss UMHB Devotional, 2014
- Cru Leadership Presentation, 2014, 2015 & 2016
- Cru Leaders Emotional Intelligence Training, 2014
- Christian Academic Student Leadership, 2014
- Guest Speaker, Gamma Beta Phi, 2013
- Harvard Case Study Method, Recap, UMHB McLane College of Business Faculty, 2012
- iPads and Higher Education, UMHB McLane College of Business Faculty, 2011

AWARDS

- Top Reviewer, Editorial Review Board, Journal of Social Media in Society, 2019
- Service Award, Marketing Educator's Association, 2018
- Teaching Excellence Award – University of Mary Hardin-Baylor, 2018 – Given to one faculty member per year
- Faculty of the Month, UMHB Student Government Association, January 2013 & January 2015
- Advisor of the Year, UMHB Student Organizations, April 2014
- Allied Academies Distinguished Research Award, Allied Academies, Inc., October 2013
- Various Silver and Bronze Addy Awards for art direction, advertising, radio script writing and creative execution in advertising, 2004-2007

PROFESSIONAL CERTIFICATION

- Advanced Online Teaching Certification, Online Learning Consortium, 2021
 - Project Management Professional, Project Management Institute, 2011
- Maintained professional certification and current on all professional development units

PROFESSIONAL EXPERIENCE

Linnemann Realty – 2020 – Consultant

- Performed a sentiment analysis and search engine optimization (SEO) audit to identify improvements that could be made on social media
- Gave data insights that formulated a framework for the building of a new website

- Created audience profiles by using data analytics from Google

Scott & White Healthcare – 2003 – 2010 – Creative and Interactive Services Manager

- Managed creative services for a large healthcare institution, which employees over 7,000 staff members
- Actively involved in internal communications projects and internal branding initiatives
- Management in a marketing department that is responsible for a budget of roughly eight million dollars to be used in media buying, creative production, and collateral expenses
- Brand management over the institution, based on market research, to create consistency of the brand messages and look of the organization – internal and external communications
- Implemented of Social Media Strategy for overall brand
- Managed print and advertising agency vendors in efficient manner, and always looked out for the best of the institution
- Involved with television and radio production for campaigns in new markets
- Used research and trends to guide strategy in planning for media placement, including using non-traditional resources
- Project management facilitated that was expansive and meets deadlines, yet was flexible to get the best product that is right for the client/market
- Published, created and implemented standard graphics for the institution
- Directed art and photo for award winning photography and advertising
- Organized production schedules for television and photography shoots, including selection of talent for on-screen, voice and print

Capital Media Group – 2007 – Freelance

- Designed newsletters and collateral for clients in the advertising agency setting

Children's Advocacy Center – Central Texas – 2006– Freelance

- Designed new logo and signage when they merged with two other partners
- Assisted with their fundraising campaign

BestPutt – 2006 – Freelance

- Designed logo for new launch product and assisted in strategy for grassroots marketing

American Heart Association – 2005-2006 – Freelance

- Created themes and logos for the Williamson – County Heart Gala
- Managed the print and production of invitations, advertisements and signs
- Worked with sponsors on ad creation and production for program advertising

Professional Organizations:

- 2012 – Present – Current immediate past President – Marketing Education Association
- 2012 – Present – Member American Marketing Association (AMA)
- 2004 – Present – Member of Project Management Institute