

# Simone L. Lee

University of West Georgia  
Lecturer, Richards College of Business  
Department of Marketing & Real Estate  
[slee@westga.edu](mailto:slee@westga.edu)

## EDUCATION

MBA, Christian Brothers University	2001
BS- Marketing, Christian Brothers University (Summa Cum Laude)	1998

## TEACHING EXPERIENCE

**Lecturer** Fall 2017-present  
Department of Marketing and Real Estate, Richards College of Business  
University of West Georgia

**Limited-Term Instructor** Spring 2015-Fall 2017  
Department of Marketing and Real Estate, Richards College of Business  
University of West Georgia

### Undergraduate Courses Taught

- **MKTG 3803: Principles of Marketing (Spring 2016-present)**

This course is the study of marketing policies and practices in the flow of goods and services to the customer/consumer. This course serves as an introduction to the fundamental principles of marketing for undergraduate students who have no previous background in marketing. The topics covered include market analysis, product development, channels of distribution, promotion and pricing. It covers the concepts of marketing, the interrelationships of these basic concepts, and how they can be used to facilitate the process of value exchange.

- **MKTG 3839: Retail Management (Fall 2017-present)**

This course is a study of administration and strategic planning in large and small retail firms. This course looks at the management of retail functions. The topics covered include stock planning, inventory control, markup and pricing, merchandising, retail promotion, store location, design and layout, information systems, legal and ethical issues, and international retailing. Experiential learning is key to this course.

- **MKTG 3810: Social Media & Online Marketing (Summer 2018, Summer 2019, Summer 2020)**

This course takes an in-depth look at Internet social networks, social media platforms and online advertising to offer students an advantage in many positions involving marketing, consulting and brand management both on the buyer and seller side of social media. Topics include understanding applications such as Facebook, blogs, Twitter, Instagram, Pinterest, YouTube, etc.- and how to utilize Social Media Marketing on these platforms as a business. The emphasis of this course is on understanding consumers' social interactions, the various social media channels available to marketers, how to build social marketing strategies, and how to track their effectiveness.

- **Directed Student Learning**

Directed Individual/Independent Study, "Digital Marketing Internship," Management. (Spring 2018).

## PRESENTATIONS

- Lee, S. (Presenter Only), Dawnbreakers Rotary Club Meeting, "Classroom Innovation," Dawnbreakers Rotary Club Meeting, Carrollton, GA. (February 12, 2020).
- Lee, S. L. (Leader), Innovations in Pedagogy Conference, "Incorporating Soft Skills into the Classroom," University of West Georgia, Carrollton, GA. (May 14, 2019).
- Lee, S., Carroll County Leadership Academy, "Graduation," Carroll County Chamber of Commerce, Tanner Hospital. (2017).

## LICENSURES AND CERTIFICATIONS

- Carroll County Leadership Academy, *Chamber of Commerce*. (May 9, 2017 - Present)
- Certificate from the Leader Development Institute, The University of West Georgia, (2014-17)
- Certificate in Executive Women's Leadership, *Kennesaw State University* (2015)

## PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Beta Gamma Sigma
- Women's Business Alliance, Carroll County Chamber of Commerce

## AWARDS AND HONORS

- 25 Year Honor Certificate, Zeta Tau Alpha. (February 1, 2020)
- Richards College of Business Teaching Award, Richards College of Business. (May 14, 2018)
- Beta Gamma Sigma, BGS- RCOB Chapter. (April 18, 2018)
- Best of the West, University of West Georgia. (March 22, 2017)
- Annual Support Staff Service Award, Richards College of Business. (Fall 2015)
- Best of the West, University of West Georgia. (December 3, 2015)
- Best of the West, University of West Georgia. (August 18, 2015)
- Best of the West, University of West Georgia. (March 11, 2015)

## CONSULTING

- Owner, Simone Lee Consulting (January 2019 - Present)
- Management/Marketing, Pathfinder Volleyball (January 2016 - Present)
- Management/Marketing, College Sports Made Simple (January 2013 - Present)
- Fundraising/Special Events, Oak Grove Montessori (December 10, 2018 - January 12, 2019)

## FACULTY DEVELOPMENT ACTIVITIES ATTENDED

- Self-Study Program, "Human Trafficking Awareness Training Intro and Modules 1-3," First Lady Marty Kemp and the GRACE Commission, in partnership with the Georgia Department of Administrative Services (DOAS),, Georgia. (February 20, 2020).
- Workshop, "Membership Lunch and Learn Workshop," West Metro Board of Realtors, Carrollton, GA. (February 20, 2020).

- Attended Conference, "Red Cube Creative Conference," Red Cube Creative and Carroll County Chamber of Commerce, Carrollton, GA. (February 5, 2020).
- Lunch with International Representatives, RCOB. (December 3, 2019).
- Continuing Education, "What Can Engagement in Games Teach Me About Engagement in My Courses?," Magna, online. (November 11, 2019).
- Seminar, "Faculty Research Seminar," Richards College of Business, Carrollton GA. (November 8, 2019).
- Seminar, "Implicit Bias Training," Richards College of Business, Carrollton, GA. (November 8, 2019).
- Seminar, "Economic Forecast Breakfast," Dept. of Economics, Center for Business and Econ. Research and RCOB, Carrollton, GA. (October 29, 2019).
- Attended Conference, "Leadercast Women," Carroll EMC, Carrollton, GA. (October 12, 2018).
- Workshop, "Women Empowering Women," Richards College of Business, Carrollton, GA. (September 21, 2018).
- Workshop, "Designing Curriculum for Global Learning Webinar," The Office of Education Abroad, UWG, Carrollton, GA. (September 20, 2018).
- Attended Conference, "AMA Conference," AMA, Boston, MA. (August 9, 2018 - August 12, 2018).
- Workshop, "Innovations in Pedagogy," University of West Georgia, Carrollton, GA. (May 15, 2018).
- Workshop, "Faculty Development," Richards College of Business, Carrollton, GA. (May 14, 2018).
- Seminar, "Imprint Assessments Seminar," Chamber of Commerce, Carrollton, GA. (May 3, 2018).
- Workshop, "Fulbright Session," Office of Education Abroad- UWG, Carrollton, GA. (March 1, 2018).
- Workshop, "Women's Business Alliance," Chamber of Commerce, Carrollton, GA. (January 2017 - December 2017).
- Seminar, "Faculty Research Lunch," Richards College of Business. (October 27, 2017).
- 50th Anniversary Celebration of RCOB, "50th Anniversary Celebration of RCOB," Richards College of Business. (October 17, 2017).
- Attended Conference, "Women Empowering Women," Richards College of Business, Carrollton, GA. (September 29, 2017).
- Attended Conference, "Diversity Abroad Conference," Diversity Abroad. (March 2017).
- Attended Conference, "Media Relations," CASE Conference, Washington, DC. (2015).
- Continuing Education, "Women's Executive Leadership," Kennesaw State University, Kennesaw, GA. (2015).
- Attended Conference, "Digital Display," Digital Measures, Miami, FL. (2014).

## WORK EXPERIENCE

### **Director of External Services and Programs**

*University of West Georgia / Carrollton, GA / 2012 – August 2017*

- Manage public relations, website, social media, ad campaigns, print material (newsletters, brochures, board materials, etc.), photo and video production for UWG- Richards College of Business- AACSB Accredited College
- Manage and approve all college promotional materials

- Implement {and develop} all college events from inception to conclusion: BB&T Lectures in Free Enterprise Series, Women Empowering Women Series, McCalman Executive Roundtable, Executive in Residence, Panel Speakers, Board of Advisor meetings, Faculty Research Days, Student Scholarship lunches, Big Night (Research), College Preview Days, SAS Analytics Summit, Student Fun Days, Honor Society dinners/presentation, etc.
- Logistics director of Georgia WebMBA
- Mentor and advise students (inbound and outbound) on study abroad
- Maintain and recruit international university partnerships (China, France, Germany)
- Assist visiting professors with visa requirements and orientation
- Created a summer program for inbound international students (revenue producing)
- UWG Inauguration Committee
- UWG Engage West! Leadership Team – Leadership Development Institute
- *Best of the West* Cross Divisional Recognition: March 2015; *Best of the West* Values
- Recognition: August 2015; *Best of the West* Strategic Imperative Recognition: December 2015; *Staff Award* Richards College of Business: August 2015

### **Business Consultant**

*Self Employed/Carrollton, GA / 2009 – 2012*

- Helped various organizations with strategic planning, fundraising, capital campaigns, special events planning, program development, marketing, grant writing, leadership training, volunteer recruiting/acknowledgement and motivation
- Organization allowing mention- Sweet Pea Project ([www.sweetpeaproject.org](http://www.sweetpeaproject.org))- guidance with transition into a 501(c)3

### **Office Manager**

*Oak Grove Montessori School/ Carrollton, GA / 2011 – 2012*

- Managed all aspects of purchasing, daily operations, marketing, communication and publications: newsletters, yearbook, website, yearly calendar
- Special events manager/fundraiser
- Created and maintained student databases, files and records
- Fundraisers in conjunction with PTA, generating \$80K net revenue

### **Director of Development**

*Oak Mountain Academy/ Carrollton, GA / 2008 – 2009*

- Fundraising, donor relations, development, grant writing and workshops
- Obtained \$1M endowment, private donations \$150K+, grants totaling \$50K+, managed and incorporated a SSO (Student Scholarship Organization) based on the GA Private School Tax Credit- resulting in \$200K+ for scholarships

### **Senior Development Officer**

*Lancaster General Hospital/ Lancaster, PA / 2007 – 2008*

- Fundraising, donor relations, development, grant writing- private donations \$150K+, grants \$200K+
- Special events: created and implemented two signature event fundraisers for the hospital: First year net revenue \$20K

- Created a Women's Giving Circle: 50 Charter Members
- New fund development and marketing
- Professional development presentations and workshops
- Managed staff

### **Executive Director**

*Leadership Lancaster/ Lancaster, PA / 2004 – 2006*

- Managed and developed curriculum for three adult leadership training programs
- Public Relations and marketing
- Fundraising, development, grant writing--Increased fundraising revenue by 50% within one year
- Recruited volunteers and program participants
- Created and led professional development presentations and workshops
- Managed a board of 23 individuals, including 13 committees, and supervised all staff

### **Community Relations Manager**

*Hospice of Lancaster County/ Lancaster, PA / 2003 – 2004*

- Managed all agency public relations (Internal and External)
- Managed agency advertising
- Managed and coordinated health fairs, expos, trade shows, etc.
- Recruited and trained new volunteers

### **Special Events/Volunteer Coordinator**

*St. Jude Children's Research Hospital (Target House) Memphis, TN / 2001 – 2002*

- Planned, managed, supervised and evaluated programs and events: celebrity appearances/events, corporate tours, house volunteer activities and programs
- Program developer and supervisor of volunteers
- Liaison between various departments within hospital, community, and all coordinating facilities

### **Student Affairs Program Coordinator**

*Christian Brothers University/ Memphis, TN / 1999– 2001*

- Service Learning Opportunities Coordinator for all student clubs and organizations
- Organized and implemented special events and programs
- Developed and delivered presentations on community responsibility and service
- Developed programming for university wide service learning initiative

### **AmeriCorps Volunteer**

*San Miguel School/ Providence, RI / 1998– 1999*

- 4<sup>th</sup> and 5<sup>th</sup> grade History, Science and Art teacher
- Created and organized signature *Miguel Medal*- Major Fundraising Event
- Marketing and PR coordinator

## SERVICE

### ***Service to University***

- College, Study Abroad Advisor for Richards College of Business (July 2017 - Present)
  - Advise and mentor RCOB students who wish to study abroad for a semester or a year. Students are tracked while they are abroad and upon return.
- College, Strategic Planning Committee for International Programs (2014-present)
- College, Faculty Advisor to *Beta Gamma Sigma* (Fall 2019-present)
- University, Stakeholder Engagement- Discovery Session (September 15, 2020)
- College, Chairperson, (July 11, 2019 - Present)
  - Created a crowdfunding campaign for the RCOB Student Scholarship- International Experience Fund to raise money for International Student Travel. Created a postcard/graphic for mail and email campaign working with Development Office. Goal is \$1,000. By 12/31/2019 we had ~\$800.
- Department, RCOB Department of Marketing and Real Estate, Lead, (May 2018 - Present)
  - I took the lead on working with UCM (together with another member of the department) to redesign and work on new marketing materials for the department.
- College, Assistant Dean's Office, (March 3, 2019 - March 5, 2019)
  - Provided brainstorming and branding advice to the assistant dean, Monica Smith on how to market the business degree at the Newnan Campus. \*Business @ Newnan with enrichment activities.
- Department, Study Abroad Fair, (September 18, 2018)
  - Volunteered to spend a couple of hours at the Study Abroad Fair to promote our department Study Abroad Courses.
- College, Study Abroad Faculty
  - South Africa (March 2018)
  - Vietnam (March 2019)
    - Travelled with Department of Management as a Marketing Faculty representative. Helped mentor students who travelled and served as an active chaperone.

### ***Community Service***

- Founding Board Member, Sweet Pea Project (2007-present)  
<http://www.sweetpeaproject.org/board>
- Volunteer, Thanksgiving Morning (2009-current)- "Giving Thanks" Volunteer videographer, Lunch Packer, and meal delivery to homes
- Volunteer, the 'Great American Latch On' 2018 & 2019
- Volunteer, Oak Mountain Academy- 2018-2020
  - Marketing for Signature NEW fundraiser- logo, design, advertisement
  - Representative for PTO Executive team
- Volunteer, Carrollton City Schools
  - Library, Sports, etc.
- Sewed and Donated 50 masks in March 2020 for Tanner Medical Hospital
- Volunteer, March-May 2020- Every Wednesday packed 950 school lunches for Carrollton School Systems (City and County) during the Pandemic