

LOUISIANA TECH UNIVERSITY, Ruston, LA

March 2007-June 2007

Research Associate

- Interviewed businesses for Technology Opportunity Profile (TOP) of the Northeast LA I-20 corridor
- Collected data via Internet searches
- Aided in the presentation of final deliverables: PPT and Website for Enterprise Resource Center

KANSAS STATE UNIVERSITY, Manhattan, KS

Spring 2002

Division of Continuing Education Practicum Team Member

- Conducted a study to identify potential markets for the system that powers K-State Online
- Examined the content delivery system and evaluated the feasibility of marketing it to other colleges, universities, and outside organizations
- Utilized brainstorming sessions, internal interviews, external interviews, and secondary research to perform the analysis and make recommendations

OFFICE OF THE VICE PRESIDENT, Washington, DC

Summer 2000

Community Empowerment Board Intern

- Assisted in the creation of economic opportunities and sustainable development for rural and urban empowerment zones
- Coordinated department operations for Community Empowerment Board National Conference
- Aided in the preparation of policy briefings and memoranda for the Vice President

GILLETTE USA, Boston, MA

Summer 1999

Business Communications Intern

- Created and implemented marketing promotion for Target's Gillette VIP Night that yielded over \$100,000 in a three-hour sales event
- Assisted in the development of a sales force newsletter and web page
- Coordinated Health and Beauty Care organizational charts

NORTHEAST LA DELTA COMMUNITY DEV. CORP., Grambling, LA

Fall 1998

Marketing Assistant

- Assisted in the development of a business incubator for local businesses
- Established and expanded employment and career opportunities for a local area
- Strengthened overall business plan and increased marketing presence

COURSES TAUGHT

- | | |
|------------------------------|---------------------------------|
| ▪ Business Communications | ▪ Marketing Management |
| ▪ Consumer Behavior (online) | ▪ Marketing Research |
| ▪ Entrepreneurship | ▪ Operations Management |
| ▪ First Year Experience | ▪ Organizational Behavior |
| ▪ Fundamentals of Business | ▪ Principles of Management |
| ▪ Human Resources | ▪ Principles of Marketing |
| ▪ International Business | ▪ Strategic Management (online) |

MANAGEMENT/MARKETING SKILLS

- Conduct marketing research
- Analyze industry competitors
- Create marketing promotions
- Perform product feasibility study
- Organize conferences
- Design and implement career development sessions
- Plan Open House special events
- Focus media attention
- Host property promotional events
- Generate recruitment materials and newsletters

INTERNATIONAL EXPERIENCE

- Selected to study abroad in **Geelong, Australia** at Deakin Univ. for Spring 2003 semester; Could not attend the semester-long program or accept the local internship due to lack of funding
- Selected to study abroad in **Asolo, Italy** with Consortium for International Master's in Business Administration (CIMBA) for Summer 2002; Completed a 4-week session taking classes such as International Marketing and Management
- Chose to study abroad in **South Africa** with Kansas State Univ. for Summer 2001; Completed a 2-week voyage around the country studying the heritage and psychology of the areas visited
- Selected to study abroad in **Cape Town, South Africa** with Lexia for Spring 2000; Completed a 4-month schooling period at the University of the Western Cape while living with a host family
- Selected to study abroad in **Bakau, The Gambia** with Austin Peay Univ. for Summer 1998; Completed a 5-week experience learning from the local residents and participating in government/community events

SCHOLARLY CONTRIBUTIONS

PROCEEDING

Nwoha, O.J., and A. C. Dixon. "Factors Determining the Location of Technology Based Businesses in Northern Louisiana"
 Annual Academic Conference of the Society of Business, Industry, and Economics.
 April 2008, San Destin, FL

ARTICLE

"Communication skills, Confidence vital"
 Clarion Ledger's Mississippi Women in Business Issue.
 October 2004, Jackson, MS

PUBLICATION

“Computer Proficiency Among The University of the Western Cape Students”
 Olu Olu Institute Consortium for Teaching and Learning Business 2000 International Conference.
 September 2000, Shreveport, LA

RESEARCH INTERESTS

Consumer Behavior, International Business

GRANT WRITING ACTIVITIES

Assisted Dr. Donna Williams on Student Retention Grant	2010-2011
Assisted Dr. Rory Bedford on H1N1 Prevention Grant	2009-2010

UNIVERSITY SERVICE

National Urban League Black Executive Exchange Program (BEEP) Campus Liaison	2006-Current
Career Planning and Placement Aide	2008-Current
ACT 15 Retention Program	2008-2009
Faculty Appreciation Banquet Committee	2005-2006

COLLEGE OF BUSINESS SERVICE

Committees/Projects

Student Affairs Committee	2010-Current
Admissions and Retention Committee	2010-Current
Intellectual Contributions Committee	2011-2013
Dell Partnership Project	2010-2011
Library Committee	2009-2013
Faculty Search Committee	2009-2013
High School Day Recruitment Events	2006-2013
Alumni Homecoming Breakfast Committee	2006-2007 & 2009-2010
New Student Orientation Committee	2006-2007
MBA Forum Project	2006

Student Organization Involvement

Faculty Rep for Lady Softball Team	2011-Current
American Marketing Association (AMA) Advisor	2008-Current
Tabasco Internship Part-time Advisor	2008-Current
Phi Beta Lambda International Business Fraternity (PBL) Part-time Advisor	2008-Current
Delta Sigma Theta Sorority, Inc. Advisory Council Member	2008-2012
National Association of Black Accountants (NABA) Part-time Advisor	2008-2013
Faculty Rep for Lady Tigers Volleyball Team	2006-Current
Delta Mu Delta Business Administration International Honor Society Advisor	2004-2006 & 2007-2009

PROFESSIONAL AFFILIATIONS

American Marketing Association (Member)

HONORS/ACHIEVEMENTS

- Honored by GSU and the College of Business with an award for Achievement in Service 2014
- Received 100% on all assignments in Quality Matters Online Training Course 2014
- Honored by the Student Athletic Council as Teacher of the Month 2013
- Presented about classroom technology use at GSU university-wide faculty meeting 2013
- Mock interviewed students for PBL Professional Development Session 2012-2014
- Spoke at Zeta Phi Beta Professional Seminar 2012
- Spoke at Entrepreneurial Summer Camp 2011
- Chosen as Best Speaker by student attendees 2011
- Judged websites for AMA's Collegiate International Conference competition 2011-2013
- Recognized as a Tabasco 'Teacher of the Month' 2011
- Organized efforts for AMA to win GSU SGA Exemplary Community Service Award 2010-2011
- Aided with planning to help AMA obtain a Regional Conference Grant 2010-2011
- Judged case studies for AMA's Collegiate International Conference competition 2010
- Selected as a Ph.D. Project Conference Participant 2003