

## **ALYSSA L. TAVORMINA, Ph.D.**

Department of Sport Management  
University of Florida  
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Gainesville, FL 32611  
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### **ACADEMIC APPOINTMENTS**

<b>Director, Online Sport Management Master's Program</b>	2014 - present
<b>Instructional Associate Professor</b>	2023 - present
<b>Instructional Assistant Professor</b>	2014 - 2023
University of Florida	Gainesville, FL
Department of Sport Management	
<b>Temporary Assistant Professor (Full-time Faculty)</b>	2013 - 2014
Kennesaw State University	Kennesaw, GA
Department of Exercise Science & Sport Management	
<b>Part-time Instructor (Graduate Program)</b>	June – July 2013
Georgia State University	Atlanta, GA
Department of Kinesiology and Health	
<b>Graduate Research Assistant</b>	2012 - 2013
<b>Graduate Teaching Assistant (Instructor)</b>	2009 - 2012
<b>Internship/Practicum Supervisor</b>	2011 - 2012
University of Georgia	Athens, GA
Department of Kinesiology	
<b>Visiting Instructor (Full-time Faculty)</b>	2008 - 2009
<b>Internship/Practicum Supervisor</b>	
University of North Florida	Jacksonville, FL
Department of Leadership, School Counseling, & Sport Management	
<b>Visiting Lecturer (Full-time Faculty)</b>	2005 - 2008
<b>Internship/Practicum Supervisor</b>	Gainesville, FL
University of Florida	
Department of Tourism, Recreation, & Sport Management	

### **EDUCATION**

Ph.D.	Kinesiology	University of Georgia, May 2013
	Major: Sport Management and Policy	
	Specialization: Marketing	
	Dissertation: The Empirical Validation of the Sport Brand Love Model in Professional Sports	
M.S.	Tourism, Recreation, and Sport Management	University of Florida, April 2005
	Major: Sport Management	

B.A. Business Administration  
Major: General Studies  
Specialization: Sport Management  
Minor: Economics

University of Florida, May 2003  
Cum Laude

## **TEACHING EXPERIENCE**

UNIVERSITY OF FLORIDA, GAINESVILLE, FL

*Program Director and Lecturer, July 2014-present*

Taught the following online and on-campus graduate and undergraduate courses:

### *Sport Marketing, SPM 5309*

This course was designed to introduce students to the application of the principles of marketing to the managed sport industry with emphasis on intercollegiate athletics, professional sport and multi-sport club operations. The function of the course was to provide students with an up-to-date understanding of marketing concepts as they are currently being applied in various sport management contexts; and it was intended to provide a foundation for those students who plan to do advanced study and work in marketing, consumer behavior and related fields.

### *Management and Leadership in Sport, SPM 6158*

This course was designed to explore the critical function of leadership in the management of sport organizations. Building from the academic foundations of industrial psychology, organizational behavior, and organizational theory, we consider the degree to which leadership is of strategic importance to organizational operations. The topics were approached from a variety of directions (including classical leadership theory, biographical studies, analyses of contemporary issues of leadership, philosophical debate, and personal experiences) and disciplines (both inside sport and out). In addition to gaining an advanced understanding of leadership theory and practice, student considered their own approaches to leading organizations.

### *Sport Mass Media, SPM 6905*

This course was designed to examine the various forms (print and electronic) of mass media in sport; the evolution of sport mass media; the relationship of sport and mass media; the modes of communication (i.e., press conferences, news releases, and interviews) sport managers use to communicate with mass media; the role of sports information specialists; sport administrators' management of public relation crises; and the laws and ethics that impact the relationship between sport managers and mass media.

### *Sport and Business Finance, SPM 4515*

This course was designed to familiarize students with the decision making with respect to financial considerations. The course included an in-depth analysis of the various tools, techniques, and other finance-related information students will need to understand and master in order to handle complex financial concerns in the workplace. This course examined how money helps drive sport and facility businesses and why those who can understand and apply financial management techniques will be more capable employees. While this class was geared toward some unique aspects of the sport industry, the skills acquired here will help with making decisions in any business platform.

*Administration of Sport and Physical Activity, SPM 4154*

This course was designed to familiarize students with the concepts of management, leadership and human resource management in the sport context. The study of sport included sporting goods manufacturers; fitness centers; recreation departments; broadcasting; Little League teams; and high school, NCAA, and professional leagues. The study of management followed the four functions of management (planning, organizing, leading, and controlling). Through various individual and group assignments, students gained knowledge and developed skills relevant to becoming an effective sport administrator. Emphasis was placed on learning leadership styles and concepts, as well as common human resource issues.

*Sport Ethics, SPM 5206*

This course was designed to encourage sport managers to think about the moral and ethical dilemmas typically encountered by managers in the sport industry. The course better acquainted and refine sport managers' understandings of sport relative to issues such as sportsmanship, violence, performance enhancing drugs, race, gender, and media. This better prepared students in this class to be agents of change within the sport industry to help it strengthen and prosper.

KENNESAW STATE UNIVERSITY, KENNESAW, GA

*Temporary Assistant Professor, August 2013-2014*

Taught the following undergraduate courses and implemented online components:

*Intro to Sport Management, SM 2100, Spring 2014*

The course was designed to provide current or future sport and/or exercise program administrators with an overview of the sport management discipline. The introduction was focused on the history of the sport management discipline, career opportunities, management principles, marketing, economics and finance, facility and event management, communications, and public relations. These principles were applied to various sport and exercise settings, such as interscholastic, intercollegiate, international and professional sport along with the health/fitness and community recreation industries.

*Leadership and Management of Sport Organizations, SM 3200, Fall 2013, Spring 2014*

This course was designed to familiarize students with the concepts of management, leadership and human resource management in the sport context. The study of sport included sporting goods manufacturers; fitness centers; recreation departments; broadcasting; Little League teams; and high school, NCAA, and professional leagues. The study of management followed the four functions of management (planning, organizing, leading, and controlling). Through various individual and group assignments, students gained knowledge and developed skills relevant to becoming an effective sport administrator. Emphasis was placed on learning leadership styles and concepts, as well as common human resource issues.

*History and Contemporary Aspects of Sport, SM 2200, Fall 2013, Spring 2014*

This course was designed to acquaint the student with the development of amateur and professional sport. Each area was presented with interpretations and analyses of why events occurred, the impact on the development of the discipline, and the future trends of sport. The contributions of individuals and society's impact on the various topics were also included.

*Sports Sociology and Psychology, SM 3100, Fall 2013*

This course was designed to acquaint the undergraduate student with the principles and applications of social issues and psychology within the sport industry. The course analyzed the sociological aspects of sport and look at how amateur/professional sport and sport business enterprises reflect societal values and issues in the arena of sport. Topics such as gender, disability, race and ethnicity, aggression, politics, religion, and class and social mobility, were studied.

GEORGIA STATE UNIVERSITY, ATLANTA, GA

*Part-time Instructor, June-July 2013*

Taught the following graduate course and implemented online components:

*Budget and Finance in Sport and Recreation, KH 6560, Summer 2013*

This course was designed to be an in-depth analysis of the various tools, techniques, and other finance-related information students will need to understand and master in order to handle complex financial concerns in the workplace. This course examined how money helps drive sport and facility businesses and why those who can understand and apply financial management techniques will be more capable employees.

UNIVERSITY OF GEORGIA, ATHENS, GA

*Graduate Research Assistant, August 2012-May 2012*

*Graduate Teaching Assistant (Instructor), August 2009-August 2012*

Taught the following undergraduate courses and implemented online components:

*Sport Finance, KINS4520, Spring 2012*

This course was designed to acquaint the undergraduate student with financial theories and practical application as they affect sport revenues and expenditures including both private and public economic influences. There was an emphasis on both traditional and innovative revenue acquisition methods available to sport organizations today. Along with conventional income sources such as tax support, municipal and corporate bonds, ticket sales, concessions and fund raising, students received exposure to more recent innovations related to licensing sport products, and corporate sponsorships.

*Sport Mass Media, KINS5210, Spring 2010*

This course was designed to examine the media experiences; the economic structure of media and sport; various forms (print and electronic) of the media and their representation of sport; theories and methodologies for exploring media and sport; the sport/media relationship, the issue of ideology and representation; and the negotiation between fact and fiction.

*Sport Business Practice, KINS3430, Fall 2009, Fall 2011*

This course was designed to provide current or future sport and/or exercise program administrators with an overview of the sport management discipline. The introduction was focused on the history of the sport management discipline, career opportunities, management principles, marketing, economics and finance, facility and event management, communications, and public relations. These principles were applied to various sport and exercise settings, such as interscholastic, intercollegiate, international and professional sport along with the health/fitness and community recreation industries.

*Beginning Tennis, PEDB 1350, Fall 2009, Spring 2010, Summer 2010, Fall 2010, Spring 2011, Summer 2011, Fall 2011, Spring 2012, Summer 2012*

*Ultimate Frisbee, PEDB 1280, Fall 2010, Spring 2011, Fall 2011, Spring 2012*

UNIVERSITY OF NORTH FLORIDA, JACKSONVILLE, FL

*Visiting Instructor, August 2008-June 2009*

Taught the following undergraduate courses and implemented online components:

*Sport Facility Management, SPM 3104, Summer 2009*

The course was designed to provide students with an introduction to the planning and management of sports facilities. Students benefited from the real-world examples and detailed assessments of the various facility management issues. Some of the facility management issues covered were facility design, facility planning, event administration, security planning, and risk management.

*Introduction to Sport Management, SPM 2000, Spring 2009*

The course was designed to provide current or future sport and/or exercise program administrators with an overview of the sport management discipline. The introduction was focused on the history of the sport management discipline, career opportunities, management principles, marketing, economics and finance, facility and event management, communications, and public relations. These principles were applied to various sport and exercise settings, such as interscholastic, intercollegiate, international and professional sport along with the health/fitness and community recreation industries.

*Sport Marketing, SPM 3306, Spring 2009*

The course was designed to introduce students to the application of basic principles of marketing to the managed sport industry with emphasis on intercollegiate athletics, professional sport and multi-sport club operations. The function of the course was to provide students with an up-to-date understanding of marketing concepts as they are currently being applied in various sport management contexts; and it was intended to provide a foundation for those students who plan to do advanced study and work in marketing, consumer behavior and related fields.

*Issues in Sport, SPM 3493, Fall 2008*

The course was designed to acquaint the undergraduate student with the principles and applications of social issues within the sport industry. The course analyzed the sociological aspects of sport and look at how amateur/professional sport and sport business enterprises reflect societal values and issues in the arena of sport. Topics such as gender, disability, race and ethnicity, aggression, politics, religion, and class and social mobility, were studied.

*Sport Finance, SPM 4464, Fall 2008*

The course was designed to acquaint the undergraduate student with financial theories and practical application as they affect sport revenues and expenditures including both private and public economic influences. There was an emphasis on both traditional and innovative revenue acquisition methods available to sport organizations today. Along with conventional income sources such as tax support, municipal and corporate bonds, ticket sales, concessions and fund raising, students received exposure to more recent innovations related to licensing sport products, and corporate sponsorships.

UNIVERSITY OF FLORIDA, GAINESVILLE, FL

*Visiting Lecturer, August 2005-August 2008*

*Adjunct Undergraduate Instructor, May 2005-June 2005*

Taught the following undergraduate courses and implemented online components:

*Women in Sports, PET 3254, Fall 2007, Spring 2008*

The course was designed to provide an understanding of the historical developments of the participation of women in sports, physiological and psychological considerations of female athletes, and sociological background of the participation and involvement of women in sport. Specific topics such as the marketing of women athletes and sports, media portrayal, and job opportunities for women in sports were discussed.

*History of Sport and Exercise Science, PET 3121, Fall 2005, Spring 2006, Summer 2006, Fall 2006, Spring 2007, Summer 2007, Fall 2007, Spring 2008, Summer 2008*

The course was designed to acquaint the student with the development of physical education, professional and amateur sport, the Olympic movement, and exercise and sport sciences. Each area was presented with interpretations and analyses of why events occurred, the impact on the development of the discipline, and the future trends of exercise and sport sciences. The contributions of individuals and society's impact on the various topics were also included.

*Sport and Society, PET 3251, Fall 2005, Spring 2006, Fall 2006, Spring 2007, Fall 2007, Spring 2008*

The course was designed to acquaint the undergraduate student with the principles and applications of social issues within the sport industry. The course analyzed the sociological aspects of sport and look at how amateur/professional sport and sport business enterprises reflect societal values and issues in the arena of sport. Topics such as gender, disability, race and ethnicity, aggression, politics, religion, and class and social mobility, were studied.

*Olympic History in Greece, Study Abroad Program, HLP4933/6935, Spring 2007*

The course was designed to expose students to the international community via a focus on the history of the ancient and modern Olympic Games. The course provided students with international perspectives and an understanding of cultural differences, which lead to an appreciation of and respect for other societies. The course illustrated the contributions of ethnic groups to global and American sport traditions. The students were also provided with some basic insight into the nature and value of historical inquiry and research.

*Introduction to Sport Management, PET 4471, Summer 2005*

The course was designed to provide current and future sports and or exercise program administrators with an overview of the sport management discipline. The introduction was focused on the history of the sport management, career opportunities, management principles, marketing, economics, finance, legal aspects of sport management, facility management, and event management. These principles were applied to various sport and exercise settings such as interscholastic, intercollegiate, international, and professional sport.

UNIVERSITY OF FLORIDA, GAINESVILLE, FL

*Graduate Teaching Assistant, August 2004- December 2004*

Assisted Dr. Charles Williams, Senior Associate Dean, with the graduate level course- Planning and Managing Sport and Fitness Facilities, PET6456.

- Managed course information and student grades via WebCT
- Graded quizzes, exams, and assignments

## RESEARCH INTERESTS

I have two core areas of research interest, (1) sport branding and (2) sport consumer behavior. Within sport branding, my focus lies in consumer attachment towards sport brands, such as college teams, professional teams, individual athletes, and international sports. With the cluttered entertainment marketplace, it is imperative that sport marketers are able to secure the highest levels of attachment between their brands and sport consumer to guarantee the longevity of the sport organization. This research is aimed to provide theoretical models to determine how brand love can be created and maintained for various types of sport organizations and explain the variance in post-consumption behaviors for these organizations. Additionally, the sport consumer behavior research can explain the factors that affect consumers' decisions to attend various types of sporting events.

## PUBLICATIONS

### JOURNAL MANUSCRIPTS

Cianfrone, B. A., Braunstein-Minkove, J. R., & **Tavormina, A. L.** (2018). Examining the sport daily deal: An assessment across industry segments. *International Journal of Sport Communication*, 11(4), 462-481.

**Tavormina, A. L.**, & Won, D. (2016). Promotional factors affecting potential college student consumer's decisions to attend Minor League Baseball games. *Event Management*, 20(4), 467-476.

**Tavormina, A. L.**, Byon, K. K, Baker, T. A., & Zhang, J. J. (2014). The conceptual development of the sport brand love model. *International Journal of Sport Management*, 15(3), 332-366.

**Tavormina, A. L.**, Byon, K. K, & Baker, T. A. (submitted). Empirical examination of the sport brand love model in professional sports. *Sport Management Review*.

**Tavormina, A. L.**, & Byon, K. K. (in progress, data analyzed). Empirical examination of the antecedents to sport brand love in professional sports.

**Tavormina, A. L.**, & Byon, K. K. (in progress, data analyzed). Examination of the moderating effects of sport type and gender on the sport brand love model in professional sports.

### BOOKS, CONTRIBUTING CHAPTERS, OR ENTRIES

Cianfrone, B. A., **Tavormina, A. L.**, & Lee, J. W. (accepted and slated for press in 2024). We luv sportzz: The branding of Chik-fil-A. In J. W. Lee (Ed.), *Branded: Branding in sport business* (3<sup>rd</sup> ed.). Carolina Academic Press. [Invited Chapter; National].

Cianfrone, B. A., **Tavormina, A. L.**, & Lee, J.W. (2021). Tebowmania: The paradox of the Tim Tebow brand. In J. W. Lee, B. A. Cianfrone, & E. A. Gregg (Eds.), *Branding in higher education: Every university tells a story* (pp. 231–240). Durham, NC: Carolina Academic Press. [Invited Chapter; National].

Cianfrone, B. A., **Tavormina, A. L.**, & Lee, J. W. (2018). We luv sportzz: The branding of Chik-fil-A. In J. W. Lee (Ed.), *Branded: Branding in sport business* (2<sup>nd</sup> ed.) (pp. 91–99). Durham, NC: Carolina Academic Press. *[Invited Chapter; National]*.

## **SCHOLARLY PRESENTATIONS**

### **INTERNATIONAL/NATIONAL RESEARCH CONFERENCES**

Braunstein-Minkove, J. R., Cianfrone, B. A., **Tavormina, A. L.**, & Rice, D. (2015, October). Exploring the Usage of Sport Daily Deals: A Market Analysis. Accepted (oral presentation) at the Sport Marketing Association Conference, Atlanta, GA.

**Tavormina, A. L.**, Byon, K. K., & Baker, T. A. (2014, May). Empirical examination of the sport brand love model in professional sports. Accepted (poster presentation) at the North American Society for Sport Management Conference, Pittsburgh, PA.

**Tavormina, A. L.**, Byon, K. K., Baker, T. A., & Zhang, J. J. (2013, October). Developing a conceptual framework of studying consumer brand attachment in sports: A review of literature. Accepted (poster presentation) at the Sport Marketing Association Conference, Albuquerque, NM.

**Tavormina, A. L.**, Byon, K. K., Zhang, J. J., & Baker, T. A. (2012, October). Developing a conceptual framework of studying consumer brand attachment in sports: A review of literature. Accepted (oral presentation) at the Sport Marketing Association Conference, Orlando, FL.

**Tavormina, A. L.**, Rich, G., Salge, C., & Yim, B. (2012, October). Pepsi and the Super Bowl XXLVII half time show. Presented (case study competition) at the Sport Marketing Association Conference, October 23-27, Orlando, FL. **1<sup>st</sup> Place Finish.**

**Ferguson, A. L.**, & Won, D. (2010, October). Promotional Factors Affecting Collegiate Students' Decision to Attend Minor League Baseball Games. Accepted (oral presentation) at the Sport Marketing Association Conference, New Orleans, LA.

### **UNIVERSITY RESEARCH CONFERENCES**

**Tavormina, A. L.** (2013, April). Confirmatory factor analysis of the sport brand love model in professional sports. Accepted (poster presentation) at the College of Education Graduate Student Research Conference, Athens, GA.

**Tavormina, A. L.** (2013, April). Moderating effects of gender on the sport brand love model in professional sports. Accepted (poster presentation) at the College of Education Global Educational Forum, Athens, GA.

## **OTHER PRESENTATIONS**

**Ferguson, A. L.** (2004, October). Performing facility inspections and implementing a workorder system for your facility. Presented to Planning and Managing Sport and Fitness Facilities Course (graduate). Department of Kinesiology, University of Florida, Gainesville, FL.

**Ferguson, A. L.**, Gonzalez, N.A., & Ford, A. (2003, December). An examination of visitor safety and satisfaction at Northside Park. Presented to Gainesville Recreation and Parks Board of Directors as part of a research project. Gainesville, FL.



## TRAVEL GRANTS

University of Georgia Department of Kinesiology Graduate Student Travel Grant: \$250

Status: ACCEPTED (June 2012)

**Tavormina, A. L.** (2012). Awarded to present at the annual conference of the Sport Marketing Association in Orlando, FL, October 2012.

University of Georgia College of Education Graduate Student Travel Grant: \$300

Status: ACCEPTED (June 2012)

**Tavormina, A. L.** (2012). Awarded to present at the annual conference of the Sport Marketing Association in Orlando, FL, October 2012.

University of Georgia Department of Kinesiology Graduate Student Travel Grant: \$250

Status: ACCEPTED (September 2010)

**Ferguson, A. L.** (2010). Awarded to present at the annual conference of the Sport Marketing Association in New Orleans, LA, October, 2010.

## ADMINISTRATION/SERVICE

UNIVERSITY OF FLORIDA, GAINESVILLE, FL

*Online Sport Management Master's Program Director, July 2014-Present*

- Advised 275+ students per year on academic and career paths.
- Served as the liaison with other stakeholders of the program.
- Supervised 5-10 practicum and internship students per semester.
- Managed course scheduling and course demand for 15+ courses per semester.
- Maintained program webpage with the most up-to-date information.
- Graduated 260+ non-thesis online master's students.

*University Information Technology Committee Member, University of Florida, 2022-Present*

*Online Sport Management Master's Program Strategic Plan Committee Member, Department of Sport Management, November 2020-Present*

*Graduate Studies Committee Member, Department of Sport Management, August 2019-Present*

*Graduate Comprehensive Exam Chair, Department of Sport Management, August 2019-Present*

*Residential Graduate Admissions Committee Member, Department of Sport Management, August 2019-Present*

*Online Graduate Admissions Committee Chair, Department of Sport Management, August 2019-Present*

*Sport Management Faculty Member Search Committee Member, Department of Sport Management, November 2020-February 2021*

*Graduate Comprehensive Exam Committee Member, Department of Tourism, Recreation, and Sport Management, August 2014-July 2019*

*Residential Graduate Admissions Committee Member, Department of Tourism, Recreation, and Sport Management, August 2014-July 2019*

*Online Graduate Admissions Committee Chair, Department of Tourism, Recreation, and Sport Management, August 2014-July 2019*

*APR Service Committee Member, Department of Sport Management, January 2020-May 2020*

*APR Service Committee Member, Department of Tourism, Recreation, and Sport Management, January 2018-May 2020*

*Sport Management Faculty Member Search Committee Member, Department of Tourism, Recreation, and Sport Management, January 2015-March 2018*

*APR Teaching Committee Chair, Department of Tourism, Recreation, and Sport Management, January 2017-April 2017*

*Lecturer APR Redevelopment Committee Member, Department of Tourism, Recreation, and Sport Management, April 2016-August 2016*

*APR Teaching Committee Member, Department of Tourism, Recreation, and Sport Management, January 2016-April 2016*

*Scholarship Committee Chair, College of Health and Human Performance, August 2016-July 2017*

*Scholarship Committee Member, College of Health and Human Performance, August 2015-July 2016*

*Graduation Marshal, Department of Tourism, Recreation, and Sport Management, Summer 2015, Fall 2016, Spring 2018, Fall 2019*

*Student Petitions Committee Chair, Department of Tourism, Recreation, and Sport Management, August 2014-2017*

#### UNIVERSITY OF GEORGIA, ATHENS, GA

*Sport Management and Policy Undergraduate Internship Supervisor, January 2011-May 2011*

- Advised and evaluated 5-6 undergraduate student interns each semester. Required students to express and evaluate their internship experiences from a sport management framework. Observed students at internship site.

*Sport Management and Policy Undergraduate Practicum Supervisor, January 2011-May 2011*

- Advised and evaluated 30-35 undergraduate practicum students each semester. Challenged students to express and evaluate their practicum experiences and ways to improve it.

UNIVERSITY OF NORTH FLORIDA, JACKSONVILLE, FL

*Sport Management Undergraduate Internship Supervisor, August 2008-May 2009*

- Advised and evaluated 2-3 undergraduate student interns each semester. Required students to express and evaluate their internship experiences from a sport management framework. Observed students at internship site.

*Sport Management Undergraduate Practicum Supervisor, August 2008-May 2009*

- Advised and evaluated 8-10 undergraduate practicum students each semester. Challenged students to express and evaluate their practicum experiences and ways to improve it.

*Sport Management Search Committee Member, Department of Leadership, Counseling, and Instructional Technology, August 2008-May 2009*

UNIVERSITY OF FLORIDA, GAINESVILLE, FL

*Gator Sport Management Club Faculty Advisor, August 2006-August 2008*

- Oversaw the executive board of the club and assisted the club in obtaining the desired goals. Challenged the club to develop new and creative ideas to enhance the value of the club for the students.

*Sport Management Undergraduate Internship Supervisor, August 2005-August 2008*

- Advised and evaluated 20-25 undergraduate student interns each semester. Required students to express and evaluate their internship experiences from a sport management framework.

*Sport Management Undergraduate Practicum Supervisor, August 2005-2008*

- Advised and evaluated undergraduate practicum students. Challenged students to express and evaluate their practicum experiences and ways to improve it.

*Student Internship Committee, Department of Tourism Recreation and Sport Management, August 2007-2008*

*Student Petitions Committee, Department of Tourism Recreation and Sport Management, August 2005-August 2007*

**AFFILIATIONS/ASSOCIATIONS**

- European Association for Sport Management, member, 2022
- North American Society for Sport Management, member 2008-2009, 2021-Present
- Sport Marketing Association, member, 2010-2011, 2012-2013, 2021-Present
- Women in North American Society for Sport Management (WIN), member, 2008-2009
- American Alliance for Health, Physical, Education, Recreation and Dance, member 2008-2009
- Sport Marketing Association-University of Florida Chapter, member, 2003-2004
- Sport Marketing Association National Conference, Gainesville, FL, November 2003
  - Represented the College of Health and Human Performance at the University of Florida and promoted the Sport Management program to prospective students
- University of Florida Recreational Sports Board of Directors member, 2003-2004

## **HONORS AND AWARDS**

- Mary Ella Lunday Soule Scholarship Award, Research Assistantship (\$14,695 stipend and tuition waiver), University of Georgia, *August 2012-May 2013*
- Nominated for the College of Health and Human Performance Teacher of the Year, University of Florida, *Fall 2007*
- Norma Leavitt Graduate Scholarship Recipient, University of Florida, *December 2004*
- University of Florida Presidential Recognition Award for Outstanding Students, *April 2003*
- Florida Bright Futures Merit Scholarship, 75% Tuition, *Fall 1998 to Spring 2003*

## **PROFESSIONAL DEVELOPMENT**

- Getting Started with AI: Integrating AI into Instruction, CTE, University of Florida, 2025
- Online Learning Consortium “Stress-Free Course Policies: Supporting Student Learning & Easing Anxiety Without the Extra Work”, 2025
- Byte Event “Adapting Assessments with AI in Mind”, UFIT, University of Florida, 2023
- Interface Teaching Conference “Reinventing Connections”, CTE, University of Florida, 2022
- Accessible Online Environments, CITT, University of Florida, 2022
- Technology to Improve Instructor Presence, CITT, University of Florida, 2022

## **RELATED EXPERIENCE**

### **ST. FRANCIS CATHOLIC HIGH SCHOOL, GAINESVILLE, FL**

*Athletic Director Intern, August 2004-May 2005*

- Aided in initial planning for athletic competitions for first year high school
- Supervisor at high school athletic competitions
- Created ad books and other graphic works for team programs
- Aided in the development of various athletic forms

### **COLLEGE OF HEALTH AND HUMAN PERFORMANCE DEAN’S OFFICE, GAINESVILLE, FL**

*Facility Management Graduate Assistant, January 2003-August 2005*

- *Facility Manager*- responsibilities included: managed the facility work-order system for the 140,000 square foot Florida Gym building, served as the project coordinator for numerous facility renovations, performed daily facility inspections, and created marketing posters to promote each department in the college
- *Web Design*- created and designed a college webpage for the 150<sup>th</sup> Anniversary of the University
- *Educational Research*- collected various College of Health and Human Performance statistics for the Senior Associate Dean to use in University wide presentations on the performance of the College; assisted in the development of sport and fitness published CD’s

COLLEGE OF HEALTH AND HUMAN PERFORMANCE SPECIAL EVENTS,  
GAINESVILLE, FL

*Facility Event Supervisor, January 2003- August 2005*

- Hired, trained, and created schedules for eleven facility staff for special events
- Supervised special events for the Florida Gym:
  - Basketball camps, basketball tournaments, volleyball camps, cheerleading camps, martial arts, and convocations

PARTY PLANNERS WEST, INC., SUPER BOWL XXXIX, JACKSONVILLE, FL

*NFL Experience Area Manager, January 29-30, February 3-5, 2005*

- Managed over 80 volunteers daily in the NFL Experience Kids' Zone

*NFL Tailgate Party Host Concierge, February 6, 2005*

- Acted as host concierge for 9,000 NFL invite only attendees at the NFL Tailgate Party

**RELATED ACTIVITIES**

- Participated in the 2010 Georgia Collegiate Softball Championship, *April 2010*
  - Member of the state champion team
- Participated in University of Georgia Intramurals, *Spring 2010, Summer 2010*
  - Member of the campus champion co-rec softball team
- Volunteered for various professional and amateur sporting events:
  - 36<sup>th</sup> Annual Mac Tools NHRA Gatornationals, *March 2005*
  - Southeastern Conference (SEC) Championship Football Game, *December 2004*
  - AAU National Track and Field Finals, *July 2004*
  - Florida Sunshine State Games, *July 2004*
  - University of Florida softball and gymnastics marketing support staff, *March 2004*
  - FHSAA Football Finals, *December 2003*
  - Ensynchro Age Group National Championships, *July 2003*
- Designed and presented a room renovation proposal for the Betty C. Stevens Reading Room in the Florida Gym to the College of Health and Human Performance Administrative Team and donor, *June 2004*
- College of Health and Human Performance Gator Golf Classic, *July 2004*
  - Assisted in acquiring hole sponsorships for golf tournament