

CURRICULUM VITAE

Areas of Expertise

- Curriculum/Program Development
- Training/Staff Development
- Public Relations & Communication
- Services Marketing
- Guest Experience Management
- Marketing/Sales/Retail Merchandising
- Operational Cost Analysis & Control
- Market Analysis
- Social Media Marketing
- Organizational Leadership
- Profit Margin Expansion
- Contract Negotiations

Education

University of West Florida
Pensacola, FL

Doctor of Education (Ed.D.) – Curriculum & Instruction: Performance Technology
Anticipated Graduation Date: December 2021

Education Specialist (Ed.S.) – Curriculum and Instruction: Instructional Technology and Design

Anticipated Graduation Date: December 2018

Strayer University – Jack Welch Management Institute
Cleveland, OH

Master of Business Administration

Texas Tech University
Lubbock, TX

Bachelor of Science – Restaurant, Hotel, and Institutional Management

Vernon College
Vernon, TX

Associate in Applied Science – Drafting and Design Technology

Higher Education & Relevant Experience

SolBridge International School of Business; Daejeon, Republic of Korea 2/2018 – Present
Assistant Professor/Director of Career Development Center

- Bus 325 Operations Management
- Assist international students with writing resumes, cover and thank you letters
- Provide Resume and Cover Letter Review and Mock Interviews for international students

Southern Utah University; Cedar City, UT 1/2008 – 4/2014

Director of Marketing & Communication: University College 7/2012 – 4/2014

Director of Professional Development, Employer Relations and 7/2010 – 6/2012

New Media Technology Consultant

Assistant Director of Career Services

1/2008 – 6/2010

- Strategic development, implementation, and continual review of innovative marketing and communication strategies to promote programs and activities within University College
- Principal external representative responsible for building, fostering, and maintaining networks, contacts, and relationships with private and public sector organizations and corporations both off-campus and on-campus

Higher Education & Relevant Experience (cont.)

Southern Utah University; Cedar City, UT	1/2008 – 4/2014
Director of Marketing & Communication: University College	7/2012 – 4/2014
Director of Professional Development, Employer Relations and New Media Technology Consultant	7/2010 – 6/2012
Assistant Director of Career Services	1/2008 – 6/2010
<ul style="list-style-type: none">▪ Oversight of internal and external marketing, promotional material, and all social media channels for University College (Facebook, Twitter, LinkedIn, Google+, Quick Response Codes)▪ Formulated and launched Hire-A-T-Bird marketing campaign and corresponding Quick Response (QR) Codes▪ Lead the University's collaborative efforts toward achieving employment and internship goals▪ Managed daily operations of the Professional Development/Career Services department including staff supervision; budget development and management; and policy and procedure establishment and interpretation▪ Prepared annual reports for Professional Development/Career Services▪ Student records management within the context of federal, state and university regulations▪ Provided oversight for University College related website content and design▪ Provided oversight of the design and placement of advertising, promotional brochures and materials, to include securing marketing collateral gifts▪ Developed and coordinated University College marketing strategies, including internal marketing of programs and courses to existing and prospective Southern Utah University students▪ Maintained fiduciary responsibility▪ Fostered & maintained relationships with on-campus & off-campus agencies▪ Traveled to various workshops, meetings and conferences regionally and nationally▪ Managed and cross-trained team members and student workers▪ Assisted students to develop, refine, and implement an appropriate and realistic job search strategy▪ Served as a Career Coach, Advisor, and Counselor▪ Provided Resume and Cover Letter Review and Mock Interviews for students, faculty and staff▪ Maintained proper accountability and safe keeping of confidential student information▪ Worked closely with faculty, staff and alumni to foster better relationships▪ Provided primary leadership to plan, coordinate and execute multiple annual career fairs, MBA Consortium Career Fair and Graduate School Fair aligned with Graduate School Consortium▪ Recruited 4-6 new employers to recruit students at Southern Utah University each year▪ Recruited 3-5 new graduate schools to attend Southern Utah University graduate school fair each fall▪ Created and presented in-class workshops and seminars▪ Developed and conducted workshops for students including Internet Job Search, Federal and Government Job Search, Internship Orientation, SUU Hire A T-Bird and Optimal Resume▪ Coordinated campus recruitment throughout calendar year▪ Held forums and communicated internship opportunities with Deans, Department Heads, and Faculty as Chair of SUU Internship Committee▪ Generated reports by collecting and analyzing data from multitude of resources▪ Provided support to alumni activities▪ Facilitated student contests and prizes▪ Developed and implemented a Professional Social Networking course▪ Proficient at Ellucian's Banner ERP system and Nimble Customer Relations Management Software (CRM)▪ Generated reports by collecting and analyzing data from multitude of resources▪ Provided support to alumni activities	

Higher Education & Relevant Experience (cont.)

Southern Utah University; Cedar City, UT 1/2008 – 4/2014
Director of Marketing & Communication: University College 7/2012 – 4/2014
Director of Professional Development, Employer Relations and 7/2010 – 6/2012
New Media Technology Consultant
Assistant Director of Career Services 1/2008 – 6/2010

- Facilitated student contests and prizes
- Developed and implemented a Professional Social Networking course
- Proficient at Ellucian's Banner ERP system and Nimble Customer Relations Management Software (CRM)
- Created and marketed social media presence for SUU Professional Development
- Initiated and implemented Optimal Resume software campus wide
- Administrator of SUU Hire A T-Bird online job search board
- Gathered information and gained expertise on Career Services Offices (CSO) Research Software
- Performed the technological transition from a self-operated Web-based system using Adobe
- Executed SUU Hire A T-Bird data migration for CSO and T-Number migration for SUU students and alumni
- Trained SUU team members on CSO Research software
- Managed, updated and maintained Career Services website and coordinated computer support to ensure site compliance with SUU guidelines
- Managed, updated and maintained Career Services employer database using Microsoft Access
- Researched internships on employer websites and create links on our Career Services internship Web page via Contribute
- Developed and maintained an interactive webpage for employers highlighting student and program attributes
- Assisted students and graduates with career exploration, planning, and job search strategies
- Orchestrated and accompanied students and faculty on experiential learning and career related field trips
- Assisted students with developing career objectives, written and verbal communication skills, interviewing skills, and understanding social responsibility through service-learning and volunteerism
- Encouraged students to utilize assessment and evaluation tools to channel their educational career by presenting resources that enhance lifelong learning and provide future career direction
- Created, developed and submitted \$300,000 proposal for SUU College Advancement entitled *Employer Connections Initiative*
- Facilitated SUU centralized internship program campus wide
- Developed and advertised job postings
- Created and presented in-class workshops and seminars
- Interacted globally with Career Services peers to develop collaborative relationships leading to increased business contacts and shared information
- Coordinated campus recruitment throughout calendar year

University of Hawai'i; Honolulu, HI 4/2006 – 6/2007
Kapi'olani Community College

Career Services Manager: Job Placement Coordinator

- Fostered & maintained relationships with businesses on-campus & off-campus agencies
- Wrote Perkins Grant to fund Job Placement Coordinator position \$45,000
- Developed and administered training for faculty and staff on WorkKeys KeyTrain
- Planned, coordinated and executed Job Fair for Kapi'olani Community College students, alumni, and local community
- Knowledge of Perkins Grant reporting for 3p1 and 3p2
- Assisted students with writing skills including resumes, cover letters, and thank you letters
- Coordinated campus recruitment throughout calendar year
- Developed and advertised job postings
- Prepared students with interviewing skills

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Higher Education & Relevant Experience (cont.)

Teaching Experience

- SolBridge International School of Business; Daejeon, Republic of Korea 2/2019 – Present
Assistant Professor
- BUS 325 Operations Management
- Pensacola State College; Pensacola, FL 1/2017 – 5/2017
Adjunct Faculty 8/2014 – 12/2014
- HFT 2850C Management/Dining
 - HFT 1254 Lodging Operations
- Southern Utah University; Cedar City, UT 8/2012 – 4/2014
Adjunct Faculty
- UNIV 4920 Job Searching Using Social Media
 - UNIV 1020 Social Media and Branding Yourself
- Star of the Sea Early Learning Center; Honolulu, HI 2/2006 – 8/2006
Teacher's Aide
- Assisted and participated in activities to improve the physical, social, emotional, and intellectual development of children in schools and preschool centers
 - Prepared indoor and outdoor areas for learning and/or recreational activities
 - Supported children with intellectual, physical and behavioral difficulties with their academic studies
 - Assisted with the preparation of teaching aids, copying, and collating written & printed material

Invited Presentations

- Participant Speaker, Southern Utah University, Festival of Excellence: Google Tips and Tricks; 2013
- Invited Speaker, Southern Utah University, Strategic Services Marketing: Protecting Your Brand; 2013, 2012
- Invited Speaker, Southern Utah University, Strategic Management and Leadership: Introduction to Social Media and Networking; 2013, 2012, 2011
- Presenter and Participant, Utilizing Quick Response (QR) Codes to Engage Students via New Technology; Utah Association of Colleges and Employers Conference, Heber City, UT; 2011
- Invited Speaker and Trainer, Utilizing Quick Response (QR) Codes as a Marketing Tool; University of Utah, Salt Lake City, UT; 2011
- Invited Speaker, Southern Utah University, Marketing 3900: Product and Service Distribution; 2012, 2011
- Presenter and Participant, Utilizing Quick Response (QR) Codes as a Marketing Tool; Mountain Pacific Association of Colleges and Employers, Newport Beach, CA; 2010
- Invited Speaker, Southern Utah University, New Student Orientation Class; 2010, 2009, 2008
- Invited Speaker, Southern Utah University, University 1000: First Year Experience; 2010, 2009, 2008
- Invited Speaker, Southern Utah University, Professional Accountancy Club; 2012, 2011, 2010, 2009, 2008
- Purchasing Procedures and Cost Control; Summer 2005
- Invited Speaker, Texas Tech University, Introduction to Hospitality Management: Cost Control Procedures in the Restaurant Industry; Fall 2004, Spring 2005
- Invited Speaker, Texas Tech University, Human Science Seminar: Career Opportunities in the Hospitality Industry; Summer 2004
- Invited Speaker, Texas Tech University, Introduction to Hospitality Management: Effective Purchasing Procedures and Cost Control; Spring 2004

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Invited Presentations (Cont.)

- Invited Speaker, Southern Utah University, BA1000: Introduction to Business Careers; 2010, 2009, 2008
- Invited Speaker, Kapi'olani Community College, Occupational Therapy (OTA 117L): Writing an Effective Resume; Fall 2006
- Invited Speaker, Texas Tech University, Introduction to Beverage Management: Effective

Professional Experience

Intelligent Decision Systems, Inc.; Pensacola, FL

8/2017 –12/2018

Curriculum Designer

- Research, analyze, design, develop, evaluate, and deliver effective computer-based training and distance learning products for military and non-military organizations in varying formats, including instructor-led training (ILT) and Virtual ILT
- Curriculum/program creation and maintenance including content refresh work; coordination of guest speakers, virtual or augmented reality segments; instructor content scripting; and other program enhancements
- Modify content as required by participant feedback or client discovery
- Experience with Learning Management Systems: Angel, Blackboard, D2L, and Canvas
- Comprehension of instructional design principles, instructional development models, and adult learning theory (ADDIE)

CHCS Services/IGATE; Pensacola, FL

1/2015 – 10/2016

Deputy Manager of Operations (Client Engagement Manager)

- Managed \$5 Million sales territory as a healthcare customer-facing account manager
- Increased annual sales by \$500,000
- Grew annual revenue by \$300,000
- Expanded contribution margin to 41%, exceeding corporate goal of 18%
- Captured additional sales from existing clients by increasing utilization of supplemental CHCS Services portfolio products
- Employed conflict resolution skills to manage and mitigate disputes raised by clients
- Coordinated internal team member activities to ensure timely, seamless integration of products and services
- Implemented strategic communication techniques and measures to enhance client relations
- Effectively wrote, delivered and negotiated Statements of Work and Change Orders based on project requirements
- Created and delivered internal and external status reports; and at key project milestones, utilized KPIs to measure effectiveness of the engagement versus the baseline plan
- Travelled to client sites and trade shows

Advance America; Cedar City, UT

10/2007 – 01/2008

Center Manager

- Augmented customer base an average of 12% through corporate marketing strategies for Cedar City and surrounding areas
- Secured nine partnerships via leveraging networking techniques with local businesses
- Provided payday advances, money orders, and bill pay to approximately 150 approved customers a week which totaled \$250,000 per month management and administrative reporting techniques
- Instituted procedural controls at the facility level to assure proper management of corporate assets which included; cash management guidelines, accounts receivable collection policies, and inventory and cost maintenance controls
- Employed audits of daily, weekly, and monthly financials

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Professional Experience (cont.)

Advance America; Cedar City, UT

10/2007 – 01/2008

Center Manager

- Supervised and educated team members in effective customer service, security and risk

Tyson Foods, Incorporated; Springdale, AR 8/2005 – 2/2006

Foodservice Sales Representative: Oahu, Hawaii

- Increased sales \$150,000 across one year by instituting seven new product placements at three different foodservice distributors
- Created effective sales presentations and delivered to new or existing accounts and trained the sales team to conduct product demonstrations

Watson/SYSCO Food Services Company; Lubbock, TX 3/2002 – 7/2005

Marketing Associate

- Expanded customer base by 20% within a 3-year period
- Increased Sales by 57% within a 3-year period
- Maintained 100% customer retention rate
- Analyzed market conditions to target customers and penetrate accounts
- Called on accounts and developed proposals
- Consistently maintained accounts receivable in excess of 85%
- Trained sales team in collection techniques and administrative reporting requirements
- Organized and managed multi-unit contracts
- Initiated, developed, and conducted product and service presentations in accordance with current market trends
- Received bonuses and incentives for successful sales promotions

Pepsi Bottling Group; Lubbock, TX 8/2000 – 3/2002

Territory Sales Representative Manager – Large Format

3/2001 – 3/2002

Territory Coordinator Manager

8/2000 – 2/2001

- Hired and supervised 15 team members
- Responsible for budget – Large Format \$150,000
- Continuously trained team members on new products
- Increased Large Format Relations Sales by 82% (Wal-Mart)
- Called on accounts and developed proposals
- Trained sales team in administrative reporting requirements
- Initiated, developed, and conducted product and service presentations in accordance with current market trends
- Ensured facility compliance with established quality and performance standards as well as health and safety regulatory codes

Fort James Corporation – Dixie Foodservice; Norwalk, CT 8/1999 – 8/2000

Territory Manager: Houston, TX

- Increased Sales by 14% within a 1-year period
- Trained distributor sales team to conduct product demonstrations
- Received bonuses and incentives for successful sales promotions
- Called on accounts and developed proposals
- Created and implemented effective sales presentations for new and existing accounts
- Instituted procedural controls at the facility level to ensure proper management of corporate assets (i.e., cash management guidelines, accounts receivable collection policies, and inventory and cost maintenance controls)

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Professional Experience (cont.)

Fairfield Inn by Marriott; Dallas, TX
Front Desk Manager

4/1999 – 7/1999

- Recruited, selected and managed team of 6
- Responsible for Front Desk Operations budget \$75,000
- Instituted procedural controls at the facility level to ensure proper management of corporate assets (i.e., cash management guidelines, accounts receivable collection policies, and inventory and cost maintenance controls)
- Ensured facility compliance with established quality and performance standards as well as safety and security regulatory codes
- Employed team building approach in the development of individuals through extensive cross-training

Nobel/SYSCO Food Services Company; Albuquerque, NM

6/1995 – 3/1999

Marketing Associate

- Expanded customer base by 15% within a 3.5-year period
- Increased Sales by 33% within a 3.5-year period
- Maintained 100% customer retention rate
- Analyzed market conditions to target customers and penetrate accounts
- Called on accounts and developed proposals
- Consistently maintained accounts receivable in excess of 80%
- Organized and managed military contracts
- Initiated, developed, and conducted product and service presentations in accordance with current market trends
- Instituted procedural controls at the facility level to ensure proper management of corporate assets (i.e., cash management guidelines, accounts receivable collection policies, and inventory and cost maintenance controls)
- Received bonuses and incentives for successful sales promotions

Professional Service & Awards

- Listed in the Experts Directory at Southern Utah University; 2014, 2013
- Director of Communications, Mountain Pacific Association of Colleges and Employers; 2013, 2012
- Communication Committee Member, Mountain Pacific Association of Colleges and Employers; 2012
- Technology Committee Member, Mountain Pacific Association of Colleges and Employers; 2013, 2012, 2011
- Member, Mountain Pacific Association of Colleges and Employers (MPACE); 2013, 2012, 2011, 2010, 2009
- Member, National Association of Colleges and Employers (NACE); 2013, 2012, 2011, 2010, 2009
- Public Relations Liaison Committee Member, Southern Utah University; 2013, 2012
- Southern Utah University Mobile Technology Focus Group; 2012
- Co-Advisor, Southern Utah University Hospitality Management Guild; 2013, 2012, 2011
- Attended the International Hotel, Motel & Restaurant Show in New York, NY; 2011
- Member, Southern Utah University School of Business AACSB Accreditation Committee; 2011, 2010, 2009
- Member, Society for Human Resource Management (SHRM); 2011, 2010
- Chair, University College New Media Technology Steering Committee; 2012, 2011
- Liaison, University College Marketing and New Media Technology Committee; 2012, 2011
- Member, Southern Association of Colleges and Employers (SoACE); 2013, 2012, 2011
- Member, MBA Career Services Council; 2012, 2011

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Professional Service & Awards (cont.)

- Chair, Southern Utah University Internship Committee; 2011, 2010, 2009, 2008
- Nominee, Southern Utah University Outstanding Staff Award; 2009
- Member, Southern Utah University Athletic Council Student Well Being Committee;

- 2010, 2009, 2008
- Member, Order Sons of Italy in America; 2013, 2012, 2011, 2010, 2009
 - Member, Utah Association of Colleges and Employers (UACE); 2013, 2012, 2011, 2010, 2009
 - Certificate of Appreciation, Guest Speaker, Kapi'olani Community College; 2006
 - Award Recipient, Outstanding District, Watson/SYSCO Food Services Company; 2004
 - Award Recipient, Recognized for Ambition, Service, and Leadership as Founder and President of the Red Raider Chapter of Club Managers Association of America; 2004
 - Consumer Sensory Evaluation Panelist: Cantaloupe Sorbet, Texas Tech University; 2004
 - Award Recipient, Outstanding District, Watson/SYSCO Food Services Company; 2003
 - Award Recipient, Outstanding District, Watson/SYSCO Food Services Company; 2002
 - Award Recipient, Outstanding District, Nobel/SYSCO Food Services Company; 1996
 - Team Leader, New Mexico Arabian Horse Show, Nobel/SYSCO Food Services Company; 1995
 - Team Manager – 1st Annual Golf Tournament West Texas Chapter of CMAA; 1994
 - Founder and President, West Texas Red Raider Chapter of CMAA; 1993
 - Honoree, Who's Who Among American Junior Colleges; 1987
 - Selected Participant, Google Glass Explorer Program; 2015, 2014, 2013
 - Participant, Mapping with Google, Online Course hosted by Google; Certification; 2013
 - Participant, Training M3 Link Web-Based Business Intelligence Software (Hotel Revenue Management); 2013
 - Participant, Advanced Power Searching with Google, Online Course Hosted by Google; Certification; 2013
 - Participant, Northrop Grumman Open House, El Segundo, CA; 2012
 - Participant, Mountain Pacific Association of Colleges and Employers (MPACE) Annual Conference; 2012, 2011, 2010, 2009
 - Participant, National Association of Colleges and Employers (NACE) Annual Conference; 2013, 2012, 2011, 2010, 2009
 - Participant, Power Searching with Google, Online Course hosted by Google; 2012
 - Participant, Clifton StrengthsFinder Training 101 Workshop; Phoenix, AZ; 2011
 - Participant, Utah Association of Colleges and Employers (UACE) Annual Conference; 2011, 2008
 - Participant, Career Services Offices Research Annual Conference; Austin, TX; 2011, 2008
 - Advance America: Providing Great Customer Service; 2007
 - Advance America: Collection 101; 2007
 - Kapi'olani Community College: Training WorkKeys KeyTrain; 2006
 - SYSCO Food Services Company: Up-Selling Desserts to Maximize Profits; 2005
 - SYSCO Food Services Company: Coaching, Maximizing, and Support; 2005
 - SYSCO Food Services Company: SYSCO Interactive University and Training Seminars
 - Defensive Driving; 2002, 2003, 2004, 2005
 - Succeed with Cheese; 2004
 - Fry-On...and on and on; 2003
 - Appetizing Result\$; 2003
 - Ecolab Let's Talk Clean; 2003
 - Cut Steak; 2003
 - Institute of Profit Technology; 1997
 - Wisconsin Cheesecyclopedia; 1995
 - PADI Scuba Diving Certification: Dive Master; 2006
 - PADI Scuba Diving Specialty Certification: Deep Diver, Enriched Air Diver,
 - Equipment Specialist: Care and Maintenance, Manatee Awareness; 2003 – 2006
 - PADI Scuba Diving Certification: Open Water Diver, Advanced Open Water Diver, Rescue Diver; 2003. Dive Master; 2006