

Christina L. L. Martin, Ph.D.

EDUCATIONAL RECORD

University Attended/Location	Degree	Major Emphasis	Date
The University of Southern Mississippi <i>Hattiesburg, MS</i>	Ph.D.	Administration & Teaching	08/2008
Mississippi State University <i>Starkville, MS</i>	M.S.	Sport Administration	12/2002
Mississippi State University <i>Starkville, MS</i>	B.S.	Fitness Management	08/2001

PROFESSIONAL EXPERIENCE

Employer	Title	Dates
Troy University School of Hospitality, Sport & Tourism Management	Director	2021-Present

***Description:** This position reports to the Dean of the Sorrell College of Business and requires oversight of all resources and operational aspects associated with the School of Hospitality, Sport and Tourism Management. The School of HSTM has 14 full-time faculty members and offers academic degree programs at all levels (B.S., M.S. and Ph.D.) and in online and traditional modalities: B.S. in HSTM, M.S. in Sport Management and Ph.D. in Sport Management.*

Troy University Sorrell College of Business	Assistant Dean	2020-2021
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***Description:** This position requires duties directed by the Dean and Senior Associate Dean, to include involvement on the strategic direction of the college. This position has primary oversight of the college's assessments related to all Southern Association of Colleges and Schools' Commission on Colleges (SACSCOC) reporting details including: data collection, data analysis, and data reporting. Assessment oversight responsibilities is for the following programs:*

- *B.S.B.A. Business Administration, Global Business Major*
- *B.S.B.A. Business Administration, Accounting Major*
- *B.S.B.A. Business Administration, Economics Major*
- *B.S. Hospitality, Sport & Tourism Management*
- *Master of Accountancy*
- *Master of Business Administration*
- *Master of Arts in Economics*

- *Master of Science in Human Resource Management*
- *Master of Science in Management*
- *Master of Science in Sport Management*
- *Ph.D. Sport Management*

Troy University **Full Professor** **2019-Present**
Hospitality, Sport & Tourism Management

Description: Awarded Promotion to Full Professor in Spring, 2019 – effective August, 2019. Promotion to full professor was awarded after teaching 11 years in higher education, with 10 years being at Troy University. My primary responsibilities were centered on serving the College of Health & Human Services in the administrative role of Assessment Coordinator while maintaining teaching and advisement assignments and seeking service endeavors at various levels. Additionally, during the past 10 years, I was able to successfully author 21 publications of which 17 were peer reviewed, and prepared 34 presentations of which 24 were international or national in scope.

Troy University **Associate Professor** **2014 -2019**
Hospitality, Sport & Tourism Management

Description: Awarded Tenure and Promotion in Spring, 2014 – effective August, 2014.

Troy University **Assistant Professor** **2008 -2014**

Description: This is a tenure-track, assistant professor position in the sport and fitness management discipline. Specific duties include teaching full-load graduate and undergraduate major courses. Additional expectations are required for research and service areas.

Troy University **Coordinator of Assessments** **2010–2020**
College of Health and Human Services

Description: This position requires oversight of the college’s assessments related to all Southern Association of Colleges and Schools’ Commission on Colleges (SACSCOC) reporting details including: data collection, data analysis, and data reporting.

- Department of Human Services & Social Work
 - B.S. Human Services
 - B.S. Social Work
 - M.S. Social Work
 - B.S. Applied Health Sciences
- Department of Kinesiology
 - B.S. Athletic Training
 - B.S. Exercise Science
 - B.S. Health Education
 - B.S. Physical Education
 - B.S. Health Promotion
 - M.S. Kinesiology
- School of Hospitality, Sport & Tourism Management
 - B.S. Hospitality, Sport & Tourism Management
 - M.S. Sport Management
 - Ph.D. Sport Management
- School of Nursing

**Mississippi State University
Sanderson Center**

Aerobics Instructor

1999-2002

Description: This position required teaching approximately four weekly group aerobics classes for MSU faculty and students. Additionally, the instructor was required to maintain CPR/First Aid and AFAA Group Fitness Certifications.

**Mississippi State University
Sanderson Center**

**Strength and Conditioning
Instructor**

1999-2001

Description: This was a 20 hour/week position which focused on prescribing exercise and conducting fitness assessments for multiple adult populations. Additionally, the instructor was required to maintain CPR/First Aid, AFAA Group Fitness and IFAA certifications.

TEACHING EXPERIENCE

Associate Professor/Sport and Fitness Management, Troy University,
August 2008 – Present

Courses	Majors
<i>Graduate classes</i>	
Pedagogy in Sport Management Education	Ph.D. Sport Management
Foundations in Sport Management	Sport Management
Practicum	Sport/Fitness Mgt/PE
Critical Issues in Sport and Fitness Management	Sport/Fitness Mgt/PE
Entrepreneurship	Sport/Fitness Mgt/PE
Legal Aspects in Sport and Fitness Management	Sport/Fitness Mgt/PE
Risk Management in Sport	Sport Management
<i>Undergraduate classes</i>	
Current Issues in Sport and Fitness Management	Sport/Fitness Management
Evaluation Procedures in Sport Management	Sport/Fitness Management
Event Management	Sport/Fitness Management
Sport Communication	Sport/Fitness Management
Sport Marketing	Sport/Fitness Management
Legal Aspects in Sport and Fitness Management	Sport/Fitness Management
Revenue Generation in HST	Hospitality/Sport/Tourism Management
Research Methods	Hospitality/Sport/Tourism Management
Introduction to HST	Hospitality/Sport/Tourism Management

Adjunct Professor, Belhaven University

January 2014 – March 2014, Summer 2014 & Fall 2015

Course	Majors
<i>Graduate classes</i>	

Introduction to Graduate Education
Current Issues in Sport

Graduate Students
Graduate Students

Doctoral Student/Human Performance and Recreation, The University of Southern Mississippi

August 2003 – August 2008

<u>Courses</u>	<u>Majors</u>	<u>Average Class Size</u>
<i>Undergraduate classes</i>		
Aerobics	Human Performance	25
Sport Economics	Sport Management	30
Sport Marketing	Sport Management	30
Wellness	All USM majors	100

Graduate Teaching Assistant/Health, Physical Education, Recreation and Dance, Mississippi State University

August 2001 – December 2002

<u>Courses</u>	<u>Majors</u>
<i>Undergraduate classes</i>	
Aerobics	Physical Education Undergraduate Majors
Badminton	Physical Education Undergraduate Majors
Tennis	Physical Education Undergraduate Majors

TEACHING EVALUATIONS

Average Teaching Evaluation Rating (Fall 2010 - Present) = 6.72/7.0
(7.0 is indicative of “strongly agreeing” with favorable teaching abilities)

Select Student Comments Regarding Teaching Abilities

- *Wonderful at interacting with her students and values students’ opinions. Wonderful teacher...will take every class that she teaches.*
- *Great class as usual. The book review was a bit much though. Dr. Martin = asset to Troy.*
- *I enjoyed this class tremendously. More focus is on sport and fitness management and very little on physical education. I would have liked to see more emphasis to education as well. Dr. Martin’s delivery of the material was top notch. She said in class one day that no one in graduate school receives perfect scores which I’m not so sure I understand. I have heard this from other professors as well. Is this common, or what?*
- *Dr. Martin is an excellent professor in the field of sport management. I had the pleasure of taking Dr. Martin this spring for graduate school law, and I was very pleased. Keep up the good work, Dr. Martin! I wish we had more professors like you here at Troy!! Go Trojans!*
- *Dr. Martin made sure that everyone understood the material that we were covering. She also kept the student interest up on whatever subject matter we were going over.*
- *Dr. Martin has been one of my favorite teachers at Troy. She is very understanding and helpful and she is also a wonderful teacher. I am very thankful to have her.*
- *This was an amazing class and I give full credit to the teacher! I thought the subject matter for this class was going to be boring when I first found out about it. Dr. Martin kept me interested every step of the way. Not only does she present in an enthusiastic and knowledgeable way, but she was passionate about what she taught and very organized. I loved the way she used the book for this class. Many classes require a book and pull from it, but Dr. Martin used the book very consistently and followed its specific order. Hats off to Dr. Martin, and good luck with your third pregnancy!*

- *Dr. Martin always has the students' needs first. She is always professional and her enthusiasm and knowledge in the subject matter, transferred to us students, and being able to learn the material better.*
- *One of the best professors at Troy University.*
- *My favorite teacher! Great teaching methods and preparation.*

SCHOLARSHIP AND CREATIVE ACTIVITY

PEER REVIEWED PUBLICATIONS

1. Cox, A., **Martin, C.L.L.**, Koo, W., & Carroll, M.S. (2021). Legal impacts of Title IX for transgendered student athletes. *Journal of Legal Aspects of Sport*, *SUBMITTED*.
2. Mathner, R.P., **Martin, C.L.L.**, & Rodenberg, R. (2019). Extending sports wagering studies. *Journal of Contemporary Athletics*, *13*(1), 23-38.
3. Waller, R. J., Martin, C.L.L. & Morgan, S. (2017). Is there a need for social workers in intercollegiate athletics? A conceptual study. *Journal of Issues in Intercollegiate Athletics*.
4. Miller, J.J., **Martin, C.L.L.**, & Spurlock, A. (2016). Cheerleading as a sport? Perceptions of intercollegiate athletic administrators. Accepted for publication in the *International Journal of Sport Management*, *17*, 294-313.
5. Dixon, A.W., Martinez, J.M., **Martin, C.L.L.** (2015). Employing social media as a marketing strategy in college sport: An examination of perceived effectiveness in accomplishing organizational objectives. *International Review on Public and Nonprofit Marketing*, *12*(2), 97-113.
6. Mathner, R., **Martin, C.L.L.**, Carroll, M.C., & Neal, T. (2014). Extending sports wagering studies outside of the student-athlete population: NCAA division I athletic trainers' gambling Behaviors. *Journal of Issues in Intercollegiate Athletics*, *7*, 431-444.
7. Pinzon, S. **Martin, C.L.L.**, Kim, M.K., & Martinez, J.M. (2014). An exploration of the impact and needs of brand identity campaigns within divisions of the National Collegiate Athletic Association (NCAA). *Journal of Contemporary Athletics*, *8*(4).
8. Bowers, A.G., **Martin, C.L.L.**, Miller, J.J., Wolfe, B., & Speed, N.M. (2013). I feel pressure: Exploring the phenomenon of body image formation in collegiate female athletes within the context of social comparison theory. *Journal of Coaching Education*. *6*(2), 78-100.
9. Mathner, R., **Martin, C.L.L.**, & Allen, J.T. (2013). NCAA division I athletic trainers: examining sport wagering behavior. *Journal of Contemporary Athletics*, *7*(3), 161-174.
10. Miller, J., Lee, K. & **Martin, C.L.L.** (2013). Prayer at interscholastic football games: An exploratory analysis. *Journal of Legal Aspects in Sport*, *23*, 91-106.
11. Bowers, A.G., Speed, N.M., Wolfe, B., Miller, J.J. & **Martin, C.L.L.** (2012). The impact

of print media on the thin ideal of collegiate female athletes. *Journal of Contemporary Athletics*, 7(4).

12. Sluder, J.B., Benson, A.A., **Martin, C.L.L.**, & Freeland, R. C. (2012). A southeast United States exploration of social media usage by school administrators in screening prospective and current teachers. *Journal of Technology Integration in the Classroom, Winter Issue*, 4(2).
13. **Martin, C.L.L.** Title IX: implications for women in sport and education. (2012). *Sport Management Education Journal*, 6(1), 69-70.
14. Mathner, R.P. & **Martin, C.L.L.** Sport Management Graduate and Undergraduate Students' Perceptions of Career Choices in Sport Management. (2012). *Sport Management Education Journal*, 6(1), 21-31.
15. **Martin, C.L.L.**, Speed, N.M., & Gould, T. (2012). Physical education content knowledge and physical activity behaviors: Examining a link between knowledge, activity and behaviors of Mississippi high school students. *MAHPERD Journal*, 1(1), 10-17.
16. Hall, S.A., Bowers, A.G., & **Martin, C.L.L.** (2011). An exploratory study of job satisfaction levels of athletic marketing directors at national collegiate athletic association (NCAA) division I-A institutions. *International Journal of Sport Management, Recreation and Tourism*, 6(1), 1-17.
17. **Martin, C.L.L.**, Miller, L., Elsisi, R., Bowers, A., & Hall, S. (2011). An analysis of collegiate athletic marketing strategies and evaluation processes. *Journal of Issues in Intercollegiate Athletics*, 4(1), 42-54.
18. Mathner, R.P., **Martin, C.L.L.**, & Tatum, S. (2010). The Effects of a sportsmanship education program on the behavior of college intramural sports participants. *Recreational Sports Journal*, 34(2), 119-128.
19. Miller, L.L., **Martin, C.L.L.**, & Martin, T.D. (April/May 2009). "The Activity Pyramid." *Healthy Childcare*, 12(3), 14-15.
20. **Martin, C.L.L.** & Martin, T.D.(February/March 2009). "Flexibility Exercise and the Childcare Provider." *Healthy Childcare*, 12(2), 14-15.

INVITED, EDITOR REVIEWED PUBLICATIONS

21. **Martin, C.L.L.** & Cockrell, R. Athletes as sponsors: the good, the bad, and the ugly. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.
22. **Martin, C.L.L.** Brand awareness. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.
23. **Martin, C.L.L.** Cheerleaders. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports*

Management and Marketing. Thousand Oaks, CA: SAGE Publications, Inc.

24. **Martin, C.L.L.** Image versus positioning. Swyane, L.E. & Dodds, M. (2011).
25. *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.

DOCTORAL DISSERTATION COMMITTEES

1. Shoffner, S. (Committee Member), Fall 2017, EFFECTS OF IMAGE FIT ON CSR AUTHENTICITY AND CONSUMERS' COGNITIVE, AFFECTIVE AND BEHAVIORAL OUTCOMES.
2. Vogt, S. (Committee Member), Fall 2018, MAJORING IN ELIGIBILITY? DEVELOPMENT OF THE STUDENT-ATHLETE CHOICE OF MAJOR SCALE
3. Donahue, P. (Committee Member), Fall 2018, CAREER TRANSITION EXPERIENCES OF FORMER NFL ATHLETES: THE INSTITUTIONAL INFLUENCE OF THE NATIONAL FOOTBALL LEAGUE
4. Tatum, S. (Chair), Fall 2018, INVESTIGATING THE EFFECTS OF SELF-DETERMINATION THEORY ON MOTIVATIONAL FACTORS FOR FEMALE COLLEGE STUDENTS' PARTICIPATION IN CAMPUS RECREATION ACTIVITIES
5. Price, B. (Committee Member), Summer 2020, INTERSCHOLASTIC ADMINISTRATORS' PERCEPTIONS OF SOCIAL MEDIA POLICIES FOR STUDENT ATHLETES.
6. Cox, A. (Chair), Fall 2020, IDENTITIES OF NCAA ATHLETIC DIRECTORS AND IMPACTS TO TRANSGENDER INCLUSION POLICIES FOR STUDENT ATHLETES
7. Nixon, W. (Committee Member), Fall 2020, THE DIFFERENCE IN COLLEGE CHOICE FACTORS BETWEEN PARENTS AND STUDENT-ATHLETES, AND THE EFFECTS OF PERSONAL FIT ON SCHOOL SELECTION
8. Vosen, Z. (Chair), Spring 2021, INTERCOLLEGIATE ATHLETIC ADMINISTRATORS' PERCEPTIONS OF CONSUMER-BASED BRAND EQUITY AND ALCOHOL SALES DECISIONS
9. Mayo, Z. (Chair), Spring 2021, EXAMINING STUDENT-ATHLETE COLLEGE CHOICE FACTORS: AN EXPLORATION OF FAMILY STRUCTURE DIFFERENCES
10. Chambers, M.B. (Committee Member), Spring 2021, ORGANIZATIONAL CAPACITY DOMAINS OF UNITED STATES OLYMPIC AND PARALYMPIC NATIONAL GOVERNING BODIES IN THE UNITED STATES: AN INTEGRATED REVIEW AND FRAMEWORK
11. Kozubal, J. (Committee Member), Spring 2021, CRYING FOUL: AN EXAMINATION OF ORGANIZATIONAL SAFETY CONSTRAINTS AS A BARRIER TO ATTENDANCE.
12. Curto, J. (Chair), Spring 2021, ARE DIVISION I COLLEGE FOOTBALL STADIUMS PREPARED FOR AN ACTIVE SHOOTER INCIDENT? A THEMATIC ANALYSIS OF PREPAREDNESS
13. Park, K. (Committee Member), Proposal Complete
14. Kramer, E. (Committee Member), Proposal Complete
15. Itri, R. (Committee Member), Proposal Complete
16. Wheelan, C. (Chair), Comprehensive Exams Complete
17. McCown, N. (Committee Member), Comprehensive Exams Complete
18. Brundidge, L. (Committee Member), Comprehensive Exams Complete
19. Ellis, S. (Chair), Comprehensive Exams Complete
20. Fletcher, W. (Committee Member), Comprehensive Exams Complete
21. Spindler, K. (Chair), Comprehensive Exams Complete
22. Davis, B. (Committee Member), Comprehensive Exams in Progress
23. Harris, A. (Committee Member), Comprehensive Exams in Progress
24. Holmes, T. (Committee Member), Comprehensive Exams Complete

- 25. Noe, L. (Chair)
- 26. Conkle, K (Chair)

GRANTS

- Martin, T. & Martin, C.L.L.** (2020). CHHS Baseball & Softball Renovations. Major League Baseball (MLB)-MLB Players' Association, \$1,022,996.
Status: In Review
- Vardaman, S. & Martin, C.L.L.** (2016). USA Football AED Grant Application. USA Football, \$500-\$2,500.
Status: Not funded
- Vardaman, S. & Martin, C.L.L.** (2016). Goshen High School Equipment Grant. USA Football, \$500-\$2,500.
Status: Not funded
- Martin, C.L.L.,** Madison, L.A. & Smith, D. (2016). Batting Cage Renovation Grant. Baseball Tomorrow Fund, \$40,000. Status: Funded
- Martin, C.L.L.** (2013). A National Study on Sports Wagering Behaviors Among NCAA Athletics Department Staff members. Presentation at the North American Society for Sport Management, Seattle, WA.
Status: \$250
- Martin, C.L.L.** (2011). Game Attendance Factors at a Division I University.
Presentation at the Sport Marketing Association Conference, Houston, TX. Funded through the Troy University Faculty Development Committee, \$750
Status: Funded
- Martin, C.L. L.** (2010). Media Bias in Sports Journalism. Presentation at the 12th Annual Florida State University Sport Management Conference, Tallahassee, FL. Funded through the Troy University Faculty Development Committee, \$250
Status: Funded
- Martin, C.L. L.** (2010). Case Analysis of Game Attendance Factors at a Rurally Located Division I University. Presentation at the Sport Marketing Association Conference, New Orleans, La. Funded through the Troy University Faculty Development Committee, \$750
Status: Funded
- Mathner, R. & Martin, C.L.L.** (2010). Troy University Faculty Development Grant:
Paper Presentation, \$375
Status: Funded
- Martin, C.L.L.** (2009). General Mills Champions for Healthy Kids: PROJECT ENERGY, \$10,000
Status: Not funded
- Rosser, S., McDaniel, L., Speed, N., Krebs, G., & Martin, C.L.L.** (2008-2009). Lamar County COPS Grant, \$5,000

Responsibilities: Responsible for statistical analysis and reports

Speed, N., **Martin, C.L.L.**, & Krebs, G. (2008) Carol M. White PEP Grant, \$300,000
Status: Not funded

Martin, C.L.L. (2007). The University of Southern Mississippi Doctoral Dissertation Grant, \$500
Status: Funded

McDaniel, L., Speed, N., Krebs, G., & **Martin, C.L.L.** (2007-2008). Carol M. White PEP Grant, \$21,999
Responsibilities: Responsible for statistical analysis and reports

McDaniel, L., Speed, N., Krebs, G., & **Martin, C.L.L.** (2007-2009) Project CARE, \$55,000
Responsibilities: Responsible for statistical analysis and reports

Speed, N. & **Martin, C.L.L.** (2007) Dubard School for Language Disorders, Motor Skill Development Venture Grant, \$5,000
Responsibilities: Responsible for statistical analysis

PUBLISHED PROCEEDINGS

International & National Peer Reviewed

Mathner, R.P., **Martin, C.L.L.** & Allen, J. (2012). A National Study on Sports Wagering Behaviors Among NCAA Athletics Department Staff members. *North American Society for Sport Management*, Seattle, WA. Published at: http://www.nassm.com/files/conf_abstracts/2012-172.pdf

Alderman, H., Abney, R., Schwarz, E., **Martin, C.L.L.**, Martin, V., & Stoldt, G.C. (2012). Preparing a Self-Study for COSMA Accreditation: Focus on Content and Format. *North American Society for Sport Management*, Seattle, WA. Published at: http://www.nassm.com/files/conf_abstracts/2012-221.pdf

Mathner, R.P. & **Martin, C.L.L.** (2010). A Thirteen-Year Comparison of Sport Management Graduate and Undergraduate Students. *North American Society for Sport Management*, Tampa, FL. Published at: http://www.nassm.com/files/conf_abstracts/2010-021.pdf

Martin, C.L.L., Gibson, A.K., Mathner, R.P., Miller, L.L., Green, F.E. (2009). An Exploratory Analysis on the Need for Standardized Exit Exams for Sport Management Undergraduate Students. *North American Society for Sport Management*, Columbia, SC. Published at: http://www.nassm.com/files/conf_abstracts/2009-216.pdf

PROFESSIONAL PRESENTATIONS

International & National Peer Reviewed

Ellis, S. & Martin, C.L.L. (2018). Creating a Culture of Caring: Are Intercollegiate Athletics Departments Encouraging Anonymous HIV Testing for Student-Athletes? *NASSS*, Vancouver, BC, Canada.

- Wilson-Madison, L., **Martin, C.L.L.** & Miller, J. (2017). An overview of doctoral hospitality management programs: A look at growth, faculty & development. *SECSA*, Miami, FL.
- Morgan, S., Miller, J., **Martin, C.L.L.** & Waller, R.J. (2017). Factors that influence eating attitudes of selected division 1 female student athletes. *Applied Sport Management Conference*, Baton Rouge, LA.
- Vansickle, J. & **Martin, C.L.L.** (2016). Keeping it simple! Best practices in student learning outcomes development and assessment. *Commission on Sport Management Accreditation*, Tampa, FL.
- Mathner, R.P., **Martin, C.L.L.**, Carroll, M.S. & Neal, T. (2015). Extending sports wagering studies outside of the student-athlete population: NCAA division I/II/III athletic trainers' gambling behaviors. *National Athletic Trainers' Association 66th Clinical Symposia & AT Expo*, St. Louis, MO.
- Miller, J., **Martin, C.L.L.** & Waller, J. (2015) A content analysis of child and spousal abuse U.S. and Canadian laws: Can they deter the professional athlete? Presented at the *2015 North American Society for Sport Management*, Ottawa, Ontario.
- Miller, J., **Martin, C.L.L.** (2015). But my daddy did it to me!: Analyzing the Adrian Peterson incident and state child abuse laws. Presented at the *2015 Sport and Recreational Law Association*, Charlotte, NC.
- Mathner, R.P., **Martin, C.L.L.** & Weber, B. (2014). Effective Risk Management Techniques to Address Gambling and Sports Wagering Behavior by NCAA Student-Athletes and Staff. Presented at the *2014 Sport and Recreational Law Association*, Orlando, FL.
- Dixon, A., Barrett, M., Martinez, J.M., & **Martin, C.L.L.** (2013). Social Media Marketing in Intercollegiate Athletics: Usage and Effectiveness. Presented at the *Sport Marketing Association Conference*, Albuquerque, NM.
- Miller, L.L., Wood, B.D., **Martin, C.L.L.** (2013). To Sell or Not to Sell: A Framework for Understanding the Influencing Factors on Sport Management Students' Intentions to Pursue a Job in Ticket Sales. Presented at the *Sport Marketing Association Conference*, Albuquerque, NM.
- Mathner, R.P. & **Martin, C.L.L.** (2012). A National Study on Sports Wagering Behavior Among NCAA Athletics Department Staff Members. Presented at the *2012 North American Society of Sport Management*, Seattle, WA.
- Alderman, H., Abney, R., Schwarz, E., **Martin, C.L.L.**, Martin, V., & Stoldt, C. (2012). Preparing a Self-Study for COSMA Accreditation: Focus on Content and Format. Presented at the *2012 North American Society of Sport Management*, Seattle, WA.
- Allen, J., Mathner, R. & **Martin, C.L.L.** (2012) NCAA Division I Athletic Trainers: Examining Sport Wagering Behavior, Presented at the *5th Annual Collegiate Sport Research Institute*, Chapel Hill, NC.
- Martin, C.L.L.**, Kim, M.K., & Elsis, R. (2011). Market Segmentation of Division I School Fans through Socio-Demographics and Consumption Level. Presented at the *Sport Entertainment Venues Tomorrow*

Conference, Columbia, SC.

Martin, C.L.L., Kim, M.K., Elsisi, R., & Miller, L. (2011). Game Attendance Factors at a Division I University. Presented at the *Sport Marketing Association Conference*, Houston, TX.

Mathner, R., & **Martin, C.L.L.** (2011). Examining the Prevalence and Scope of Sports Wagering Behaviors by Division I Collegiate Athletic Trainers. Presented at the *24th Annual Conference on Sport, Physical Activity, Recreation and Law*, Savannah, GA.

Martin, C.L.L., Miller, L., Elsisi, R., Green, F. (2010). Case Analysis of Game Attendance Factors for a Rurally Located Division I University. Presented at the *Sport Marketing Association Conference*, New Orleans, LA.

Elsisi, R., Green, F., **Martin, C.L.L.**, & Miller, L. (2010). Understanding Attendance Similarities and Differences of the Baseball Consumer: A Comparison of Minor League and Collegiate Baseball Attendees. Presented at the *Sport Entertainment Venues Tomorrow Conference*, Columbia, SC.

Mathner, R.P. & **Martin, C.L.L.** (2010). A Thirteen-Year Comparison of Sport Management Graduate and Undergraduate Students. *North American Society for Sport Management*, Tampa, FL.

Martin, C.L.L., Gibson, A.K., Mathner, R.P., Miller, L.L., Green, F.E. (2009). An Exploratory Analysis on the Need for Standardized Exit Exams for Sport Management Undergraduate Students. *North American Society for Sport Management*, Columbia, SC.

Martin, C.L.L., Miller, L., & Hall, S. (2007). An Examination of Division I Collegiate Athletic Marketing Directors' Awareness of Employed and Prospective Marketing Strategies. *Sport Marketing Association Conference*, Pittsburgh, PA.

Hall, S., Gibson, A., & **Martin, C.L.L.** (2007). Job Satisfaction of NCAA Division I Athletic Marketing Directors. *Sport Marketing Association Conference*, Pittsburgh, PA.

Martin, C.L.L., Gibson, A.K., & Duplantis, P. (2005). A Comparative Analysis of Gender Differences on Viewing Behaviors of Sports Media. *3rd Annual Conference on Girls' and Women's Physical Activity and Sport*, Louisiana State University, Shreveport, LA.

Furko, L., Glover, M., & **Martin, C.L.L.** (2004). What's In It for Me?: Student Perceptions Regarding Majors' Clubs. *Sport Marketing Association Conference*, Memphis, TN.

International & National Invited

Martin, C.L.L., Mathner, R.P. & Dixon, A.W. (2018). Alumni tracking: Innovations and improvements. Presentation to the *Commission on Sport Management Accreditation*. Invited National Webinar.

Andrew, D.P.S., Miller, J. Martin, C.L.L. (2013). The Trials and Tribulations of Online Doctoral Education in Sport Management. Presented at the *2013 American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD)*, Charlotte, NC.

Mathner, R., **Martin, C.L.L.** & Allen, J. (2011). Sports Wagering by NCAA Athletics Department Staff

Members: Are we keeping our eyes on the right ball? *National Association for Athletics Compliance*, Orlando, FL.

Martin, C.L.L. (2011). Commission on Sport Management Accreditation (COSMA) Training: Outcomes Assessment Piece for Troy University. *North American Society for Sport Management*, London, Ontario, Canada.

State & Local

Mathner, R.P. & **Martin, C.L.L.** (2017). Examining the prevalence and scope of sports wagering by high school student-athletes. Invited State Presentation to *Alabama Independent School Association Professional Development Day*. Montgomery, AL.

Miller, J.J., **Martin, C.L.L.**, Lee, K., & Gillentine, A. (2013). The Effects of Interscholastic Athletic Directors' Religious Values and Practices of Pre-Game Prayer. Presented at the *Southern Sport Management Conference*, Troy, AL.

Martin, C.L.L. (DEC, 2012). CHHS Assessment Efforts. Presented at the Troy University Institutional Effectiveness Committee meeting, Troy, AL.

Bowers, A., Wolfe, B., Speed, N.M., **Martin, C.L.L.**, & Miller, J. (2012). Feel Pressure: A Qualitative Examination of the Influences of the Female Athlete's Body Image. Presented at the Southern Sport Management Conference, Troy, AL.

Bailey, W., **Martin, C.L.L.**, Warren, I. (2012). Retention: YOU are the Key: Instructor Strategies for Retaining Students. Presented at the 2012 Troy University eColloquium hosted by Troy University.

Bailey, W., **Martin, C.L.L.**, Warren, I. (2012). Assessment 101. Presented at the 2012 Blackboard Symposium hosted by Troy University.

Bryan, T., **Martin, C.L.L.**, Martinez, J.M. (2010). Media Bias in Sports Journalism. Presented at the 12th Annual Florida State University Sport Management Conference, Tallahassee, FL.

Mathner, R.P., **Martin, C.L.L.**, Tatum, S., Chouti, D. (2010). The Effects of a Sportsmanship Education Program on the Behavior of College Intramural Participants. *Alabama Parks and Recreation*, Alabama.

Martin, C.L.L., Speed, N.M., Krebs, G., Gould, T., & Blom, L. (2009) Physical Education Content Knowledge and Physical Activity Behaviors of Mississippi High School Students. *Mississippi Alliance for Health Physical Education Recreation and Dance*, Biloxi, MS.

Speed, N., Krebs, G., **Martin, C.L.L.**, & McDaniel, L. (2008) Examining the Impacts of a Random Drug-Testing Program in South Mississippi. *Graduate Symposium*, The University of Southern Mississippi

Martin, C.L.L. (2007) Physical Education Content Knowledge and Physical Activity Behaviors of Mississippi High School Students: Results of a Dissertation Pilot Study. *College of Health*, The University of Southern Mississippi.

State & Local Invited

Martin, C.L.L. & Martin, T.D. (2010). Flexibility Exercise and the Childcare Provider.
Sensational Saturday Child Care Conference, Montgomery, AL.

Other Scholarly Contributions**Recognized Projects**

Curran, K., McGowan, J., Hicks, M.T. & Pierce, L. (2013-2014). Effects of Coaching Style on Team Success.
**Recipient of the College of Health and Human Services Undergraduate Research Award

Pinzon, S., **Martin, C.L.L.**, Kim, M. (2012-2013). An Exploration of the Impacts and Needs of Brand Identity Campaigns within Divisions of the National Collegiate Athletic Association (NCAA). Presented at the *Southern Sport Management Conference*, Troy, AL.
**SSMA 2nd Place Winner for oral research presentation
**Recipient of the Inaugural College of Health and Human Services Graduate Research Award

Mathner, R.P., **Martin, C.L.L.**, & Tatum, S. (2010). The Effects of a sportsmanship education program on the behavior of college intramural sports participants.
Recreational Sports Journal.

**Nominated as a 2010 Article of High Distinction

STUDENT-ADVISED RESEARCH**Graduate-Advised Presented and/or Published Projects**

Miller, J., Lee, K. & **Martin, C.L.L.** (2013). Prayer at interscholastic football games: An exploratory analysis. Accepted for publication in the *Journal of Legal Aspects in Sport*, 23, 91-106. Presented at the *Southern Sport Management Conference*, Troy, AL.

Pinzon, S., **Martin, C.L.L.**, Kim, M. (2012-2013). An exploration of the impacts and needs of brand identity campaigns within divisions of the national collegiate athletic association (NCAA). Published in the *Journal of Contemporary Athletics* 8(4), XX. Presented at the *Southern Sport Management Conference*, Troy, AL.

Martin, C.L.L. & Cockrell, R. Athletes as sponsors: the good, the bad, and the ugly. Swyane, L.E. & Dodds, M. (2011). *Encyclopedia of Sports Management and Marketing*. Thousand Oaks, CA: SAGE Publications, Inc.

Mathner, R.P., **Martin, C.L.L.**, & Tatum, S. (2010). The Effects of a sportsmanship education program on the behavior of college intramural sports participants. Published in the *Recreational Sports Journal*, 34(2), 119-128.

Bryan, T., **Martin, C.L.L.**, Martinez, J.M. (2010). Media bias in sports journalism. Presented at the 12th Annual Florida State University Sport Management Conference, Tallahassee, FL.

Martin, C.L.L., Miller, L., Elsis, R., Green, F. (2010). Case analysis of game attendance factors for a rurally located division I university. Presented at the *Sport Marketing Association Conference*, New Orleans, LA.

Elsisi, R., Green, F., **Martin, C.L.L.**, & Miller, L. (2010). Understanding attendance similarities and differences of the baseball consumer: A comparison of minor league and collegiate baseball attendees. Presented at the *Sport Entertainment Venues Tomorrow Conference*, Columbia, SC.

Graduate-Advised and Non-Presented Projects

Caldwell, A. (2015-2016). An analysis of the prevalence and severity of all-star cheerleading injuries.

Morgan, S. (2015-2016). Factors that influence eating attitudes and behaviors of division I female student athletes.

Kamilov, T. (2015-2016). Exploration of intercollegiate athletes' attitudes toward homosexual men and women.

Elizabeth Brown (2010-2011). An ethnographic look at the lives of college football players at a small Division-I Football Bowl Series university”.

Alewine, B. (2009-2010). The National Collegiate Athletic Association membership should strengthen existing academic eligibility standards for Division I student-athletes.

Elliott, B. (2009-2010). Native American names and symbols in sports.

Holloday, M. (2009-2010). Moneyball: Effects on ticket sales in the NHL.

Lee, K. (2009-2010). Prayer at interscholastic athletic events in the Southeastern U.S.

Matthews, S. (2009-2010). Perceived advantages and disadvantages of student-athletes and non student-athletes.

Schuler, B. (2009-2010). Current hydration practices of athletic trainers.

Walker, B. (2009-2010). Motivational impacts of music on sports performances.

Undergraduate-Advised and Non-Presented Projects

Curran, K., McGowan, J., Hicks, M.T. & Pierce, L. Effects of coaching style on team success.

Blue, T., Foster, A. & Punzel, D. An analysis of average attendance rates in college sports after facility upgrades.

Peinhardt, M., Brown, H., Strowd, J. & Turner, D. The effect of external factors on academic performance of college students: Athletes versus non-athletes.

SERVICE

PROFESSIONAL/NATIONAL SERVICE

<u>Organization</u>	<u>Title</u>	<u>Dates</u>
Alabama Baseball Coaches Association	Benefit Dinner, Miracle League	Spring 2021
Alabama Baseball Coaches Association	Coaches Conference	Spring 2021
Commission on Sport Management Accreditation	Mentor *Southeastern Louisiana State University *Result: Successful Accreditation	Fall 2021
Alabama Baseball Coaches Association	Coaches Conference	Spring 2020
Alabama Baseball Coaches Association	Benefit Dinner, Miracle League	Spring 2020
Commission on Sport Management Accreditation	Site Team, Chair East Stroudsburg University	Spring 2020
Commission on Sport Management Accreditation	Site Team, Chair Wilmington College	Fall 2018
Commission on Sport Management Accreditation	Site Team, Louisiana State University	Spring 2017
Commission on Sport Management Accreditation	Site Team, Chair Metropolitan State University	Fall 2016
<i>Journal of Issues in Intercollegiate Athletics</i>	Editorial Review Board	2/2016-1/2019
Commission on Sport Management Accreditation	Mentor *Lasell College *Result: Successful Accreditation	Fall 2014
Commission on Sport Management Accreditation	Site Team, Chair Endicott College	Fall 2014
Commission on Sport Management Accreditation	BOC/ BOD Nominating Committee	Spring 2012 Spring 2014
Commission on Sport Management Accreditation Contributed to <i>COSMA Insights Newsletter</i> (8)	Public Relations Committee	Spring 2012-Present

Commission on Sport Management Accreditation	Membership Committee	Fall 2011-Present
Commission on Sport Management Accreditation	Board of Commissioner Member (Nominated/Elected)	Summer 2011-Summer 2014
North American Society for Sport Management Contributed to <i>NASSM Newsletters</i> (8) and <i>Journal of Sport Management</i> Press Releases (2)	Public Relations Committee	2009-2012

Ad-hoc Reviewer Assignments

- Event Management Journal, Spring 2018*
- Event Management Journal, Spring 2017*
- Journal of Applied Sport Management, Spring 2015*
- Research Quarterly for Exercise and Sport, Spring 2015*
- Journal of Applied Sport Management, Spring 2014*
- International Journal of Sport Management and Marketing, Spring 2014*
- Event Management and International Journal, Spring 2013*
- Journal of Sport Administration and Supervision, Spring 2013*
- Sport Management Education Journal, February 2012*
- Journal of Sport Administration and Supervision, February 2012*
- International Journal of Sport Management and Marketing, May 2011.*
- Event Management and International Journal, January, 2011.*

Conference Involvement

Commission on Sport Management Accreditation, Organizing Committee	2016
Southern Sport Management Association Student Research Competition Reviewer	2014
North American Society for Sport Management Abstract Reviewer Teaching and Learning Fair	2013
Southern Sport Management Conference Student Presentation Judge	2012
Southern Sport Management Conference Organizing Committee	2011
Southern Sport Management Conference Student Presentation Judge	2011
Southern Sport Management Conference Organizing Committee	2010
Southern Sport Management Conference Student Presentation Judge	2010
Southern Sport Management Conference Organizing Committee	2009

TROY UNIVERSITY SERVICE

Member, QEP Intercultural Training	Appointed	2021-Present
Chair, Faculty Evaluations Work Group	SVC Appointment	2019
QEP Student Learning Outcomes Committee	Appointed	2019
IEC HOMER Meta-Assessment Committee	Appointed	2019
Team Leader, Strategy 4 Focus Group	SVC Appointment	2018
Workforce Ratio Work Group	SVC Appointment	2019
Eufaula Leadership Retreat Focus Group	Appointed	2018
Consortia Relationship Review Committee	Appointed Member	2017
Homecoming Interview Panel	Appointed Member	2016
Graduate Dissertation Guidelines Committee	Appointed Member	2015-2016
Recreational Facility Committee	Appointed Member	2015-Present
Graduate Academic Council	Chair, Elected	2013-Present
New Faculty Assessment Workshop	Presenter	2012
Assessment Coordinator Committee	Appointed Member	2012-Present
Assessment Technology Taskforce Sub-committee	Appointed Member	6/2011-2012
Assessment Technology Taskforce	Appointed Member	06/2011-2012
Graduate Academic Council	Elected Member	08/2011-Present
Personnel Advisory Committee	Appointed Member	06/2011-Present
Institutional Effectiveness Committee	Appointed Member	08/2010-Present
Troy University Cheerleading	Interview Judge	2010
Troy University Athletics	Ticket Taking	2009 Football

COLLEGE SERVICE

College of Health and Human Services	SWHS Director Search Committee Chair	2019
College of Health and Human Services	Enrollment & Retention Chair	2018-Present
College of Health and Human Services	College Review Committee Served as Voting Member Elected as Alternate	Fall 2015
College of Health and Human Services	Search Committee Chair For Associate Dean, CHHS	Spring 2011
College of Health and Human Services	Coordinator of Assessments	2010 – Present
College of Health and Human Services	Facility Committee Member	2009 - 2010

DEPARTMENTAL SERVICE

Tourism Management	Search Committee Chair	Spring 2021
HSTM 4450	2021 HSTM Summit Director	Spring 2021
HSTM 4450	12 th Annual Charity Golf Tournament, Director	Spring 2021
HSTM 4450	11 th Annual Charity Golf Tournament, Director	Spring 2019
HSTM 4450	Fun Fest, Director	Spring 2019
HSTM 4450	10 th Annual Charity Golf Tournament, Director	Spring 2018
HSTM 4450	Fun Fest, Director	Spring 2018
HSTM 4450	Banquet	Spring 2018
HSTM 4450	Summit	Spring 2018
Sport Management	COSMA Site Visit, Organizer	Spring 2018
Sport Management	COSMA Self Study, Author	Fall 2017

Sport Management	Search Committee Chair	Spring 2017
Sport Management	Search Committee	Spring 2015
Hospitality	Search Committee	Fall 2014
Troy University Ph.D. Proposal	Taskforce	2009-2014
Troy University Ph.D. Proposal	ACHE Co-Author	Spring 2014
Troy University Ph.D. Proposal	SACSCOC Co-Author	Spring 2014
Tourism	Search Committee	Spring 2015
Tourism	Search Committee	Spring 2014
KHP 1144 – Step Aerobics	Guest Instructor	Spring 2013
ETroy Hospitality	Search Committee	Spring 2013
Tourism	Search Committee	Spring 2013
Sport and Fitness Management	Search Committee	Fall 2012
KHP 1144 – Step Aerobics <i>**Teaching aerobics to departmental and non-departmental majors</i>	Instructor of Record	Spring 2012
Commission on Sport Management Accreditation (COSMA) <i>**Directing Troy University Sport Management accreditation initiative</i> <i>**Received COSMA accreditation in June 2011. Troy University became 1 of only 5 programs Internationally/Nationally to receive this high distinction.</i>	Faculty Director	2009-Present
School of Hospitality, Sport & Tourism Proposal Taskforce	Appointed Member	Spring 2012
NASCAR Kinetics	Faculty Advisor	Spring 2012
NASCAR Kinetics	Faculty Advisor	Fall 2011-Fall 2012
Ph.D. in SFM Proposal Taskforce	Appointed Member	Summer 2011-2014
Sport and Fitness Management	Search Committee Chair	Spring 2011
Sport and Fitness Management	Search Committee Chair	Fall 2010

Sport and Fitness Management	Search Committee	Spring 2010
Sport and Fitness Management	Undergraduate Curriculum Committee	2008 - Present
Sport and Fitness Management	Graduate Curriculum Committee	2008-Present
Kinesiology and Health Promotion Club	Faculty Advisor	2008 – Present
Attend University Previews (7)	Fall/Spring	2008-Present
Lead IMPACT Sessions (8)	Summer	2008-Present
Homecoming/Alumni Activities (3)	Fall	2008-Present
Departmental Banquets (2)	Spring	2010-Present
Honors Convocation	Spring	2009, 2011
Graduation Ceremonies (6)	Fall/Spring/Summer	2008-Present

COMMUNITY SERVICE

Hospitality, Sport & Tourism Management <i>*Gross total raised: \$16,183</i> <i>*Net total raised: \$7,505 for Common Ground Troy</i>	Professor	2021
Ariton Parks & Recreation Department	Cheerleading Coach	2018-Present
Xtreme Athletics <i>*Raised \$15,000 for Cheer & Gymnastics</i>	Fundraising Organizer	2017
Dixie Minor, 10 U Allstar Team <i>*Raised \$4,000 for Allstar Team</i>	Fundraising Organizer	2015
TEAM 24, 9-U Travel Baseball Team <i>*Raised \$6,000 for Spring Season</i>	Fundraising Director	2015
TES PTO Executive Member <i>*Was elected, but my son enrolled at another school.</i>	Vice-President, Elect	2013
TES PTO Executive Member	Nominating Committee	2013
Troy Elementary School 2 nd Annual TES 5K & Fun Run	Race Director	2013

**Raised \$2,300 for TES*

Troy Elementary School	PTO Executive Committee Fundraising	2012-2013
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TES PTO Executive Member	Nominating Committee	2012
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Troy Elementary School TES Inaugural 5K & Fun Run <i>*Raised \$2,500 for TES</i>	Race Director	2012
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Troy Elementary School	PTO Executive Committee Fundraising	2011-2012
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Kinesiology and Health Promotion Event Management <i>*Raised \$750 for Troy Miracle League</i> <i>Hosted Health Field Day for local children</i>	Professor	2010
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Kinesiology and Health Promotion Event Management <i>*Raised \$1,500 for Troy Miracle League</i> <i>*Raised \$2,500 for KHP Scholarship Fund</i> <i>Hosted Health Field Day for local children</i>	Professor	2009
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Special Olympics Mississippi State University	Event Coordinator - 4 Basketball (1), Volleyball (2) Track (1)	2001-2002
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OTHER

Sport Professionals' Organization for Research Training and Study	Public Relations Officer	2002
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PROFESSIONAL DEVELOPMENT

2021 AACSB Seminar: “Assurance of Learning”	February 2021
Quality Matters Certification	February 2021
2020 AACSB Webinar: “The Art of Principle Based Standards, 8-9”	November 2020
2020 AACSB Webinar: “The Art of Principle Based Standards, 4-7”	November 2020
2020 AACSB Webinar: “The Art of Principle Based Standards, 3”	November 2020
SANS Training	August 2018
CHHS Canvas Training	February 2017
2013 Compliance Assist Training	March 2013
2012 SACSCOC Webinar: “Preparing a Compelling Fifth-Year Report”	November 2012
2012 Institutional Review Board Recertification	February 2012
2011 IUPUI Assessment Institute Conference	November 2011
2012 SACSCOC Webinar: “Do you know what SACS Accreditors Really Expect in Assessment”	October 2011
Blackboard Assessment Technology Webinar	September 2011
Tracdat Webinar	August 2011
Compliance Assist Webinar	August 2011
COSMA Accreditation Training, NASSM	June 2011
Southern Sport Management Conference, Troy University	April 2011
State of Alabama Ethics Training, Troy University	March 2011
Digital Measures Training, Troy University	February 2011
Alabama Quality Award Workshop, Troy University	January 2011
Southern Sport Management Conference, Troy University	April 2010

Blackboard Training, Troy University	October 2009
Southern Sport Management Conference, Troy University	April 2009
Webinar – “Writing Grants”, Troy University	March 2009

GUEST LECTURES

Lecture: “Introduction to the HSTM Industry” – KHP 2251	April 2013
Lecture: “Introduction to the SFM Industry” – KHP 2251	February 2012
Lecture: “Introduction to the SFM Industry” – KHP 2251	March 2011

COMPUTER SKILLS

- Excel
- Microsoft Office
- SPSS
- Survey Monkey
- Compliance Assist

CERTIFICATIONS/MEMBERSHIPS

Commission on Sport Management Accreditation	Institutional Member	2009-Present
North American Society for Sport Management	Professional Member	2009-2012
Sport Marketing Association	Professional Member	2007- 2012
Mississippi Alliance for Health, Physical Education, Recreation and Dance	Professional Member	2009-2010
North American Society for Sport Management (NASSM)	Student Member	2001-2002
Sport Professionals' Organization for Research Training and Study	Student Member	2001
Mississippi Alliance for Health, Physical Education, Recreation, and Dance (MAHPERD)	Student Member	2001

OTHER EXPERIENCES & HONORS

Organization	Project Title	Dates
COSMA	Hall of Fame-Master Professor	2021
SunBelt Conference	Troy University	2020
Troy University	Faculty Member of the Year Invited as Guest of Honor Chancellor's Suite Battle of the Belt	2019
<i>Journal of Issues in Intercollegiate Athletics</i>	Nominated to ERB by Peers	2016
Troy University	Chancellor's Fellow Participant	2016
Troy University	Chancellor's Fellow Nominee	2015
Troy University	Algernon Sydney Sullivan Nominee	2015
Troy University	Chancellor's Fellow Nominee	2014
Belhaven University	Adjunct Instructor - Online	2014
The University of Southern Mississippi USM Sport Management Majors	Internship Night Coordinator	2007
The University of Southern Mississippi Sport Marketing Class	Eagle Tip-Off Fan Fest Course Instructor	2007
Mississippi State University Athletic Marketing	Bulldog Mini-Cheer Clinic Event Coordinator	2002
Mississippi State University Athletic Marketing	Spirit Group Reunion Sales Coordinator	2002
Mississippi State University Athletic Marketing	Spirit Groups Calendar Project/Sales Coordinator	2002
Mississippi State University Athletic Marketing	Spirit Groups Intern Cheer and Pom	2001-2002
Mississippi State University	Cheerleader	1998-2000
Pearl River Community College	Cheerleader	1997-1998