

Mary Kay (Mimi) Rickard

1601 Maple Street ♦ Carrollton, Georgia 30118 ♦ 678-839-5025 ♦ e-mail mrickard@westga.edu

EDUCATION

University of West Georgia, Carrollton, GA.

Accredited by the AACSB (American Assembly of Collegiate Schools of Business)

Graduated in December of 1998 with an MBA.

Graduated in June of 1997 with a BBA in Marketing.

EXPERIENCE

UNIVERSITY OF WEST GEORGIA, AUGUST, 2004 TO PRESENT

Carrollton, Ga.

Lecturer of Marketing: Department of Marketing and Real Estate. Responsible for teaching four classes in Marketing (Advertising, Retailing Management, and Principles of Marketing two sections).

Honors: Distinguished Teaching and Research Award for Fall of 2006 and 2008, respectively.

UNIVERSITY OF WEST GEORGIA, AUGUST, 2002 TO MAY, 2003 Carrollton, Ga.

Instructor of Marketing: Department of Marketing and Real Estate. Responsible for teaching four classes in Marketing (Advertising, Consumer Behavior, Market Research, and Retailing Management and Principles of Marketing two sections).

BASS & ASSOCIATES, SEPTEMBER, 2000 TO MAY, 2002

Carrollton, Ga.

Real Estate Appraiser: Responsible for appraising residential properties as well as some commercial property. Performed appraisals for the DOT highway expansion project.

STATE UNIVERSITY OF WEST GEORGIA, AUGUST, 1999 TO MAY, 2000

Carrollton, Ga.

Instructor of Marketing: Department of Marketing and Real Estate. Responsible for teaching four classes in Marketing (Advertising, Consumer Behavior, and Principles of Marketing two sections).

Honors: Distinguished Service Award for Fall of 1999.

STATE UNIVERSITY OF WEST GEORGIA, SEPTEMBER, 1997 TO DECEMBER, 1998 Carrollton, Ga.

Graduate Research Assistant: Department of Marketing and Real Estate. Developed a real estate database for the West Ga. area for a consulting firm. Created a Marketing Strategy Plan for West Georgia Farm Credit and research from publications related to marketing.

RED LOBSTER RESTAURANT JANUARY, 1991 TO JUNE, 1993 Douglasville, Ga. Trainer: Provided top quality customer service in an efficient, professional manner. Developed and implemented a 20 page comprehensive training manual for new employees with an emphasis on superior customer service. Trained and evaluated performance of all new employees.

LERNER'S OF NEW YORK OCTOBER, 1990 TO JANUARY, 1991

Union City, Ga.

Assistant Manager: Directed all store operations including promoting, merchandising, personnel, scheduling, corporate reporting, security, safety, customer satisfaction, and problem-solving.

PARADISE FOUND-HAWAII OCTOBER, 1984 TO MARCH, 1990 Honolulu, HI. Design Coordinator: Conducted and participated in mainland trade shows, including promoting the organization and the merchandise to customers and potential customers. Setting up and staffing booths as well as taking orders and doing whatever was necessary to promote a positive image of the company. Coordinated the development of new junior women's styles. Developed style concepts and ensured continuity in the development of themes and quality assurance. Developed new computer invoicing system for the wholesale operation. Managed the retail mail order division.

TEKVAR OFFICE SUPPLIES FEBRUARY, 1984 TO OCTOBER, 1984
Honolulu, HI.

Sales Associate: Performed outside sales of office supplies and specialty printing processes.
Canvassed the local area to develop new prospects; presented advantages of firms' goods and services.
Closed sales and rendered effective and memorable customer service.

Mega Travel June, 1980 to August, 1983
HONOLULU, HI.

Travel Desk Operator: Staffed and ran the travel desk at the Ilima Hotel in Waikiki. Promoted the tour organizations and the destinations.

JOURNAL ARTICLE

"INDIVIDUAL CHARACTERISTICS AND CREATIVITY IN THE CLASSROOM: EXPLORATORY INSIGHTS," JOURNAL OF MARKETING EDUCATION, 25 (AUGUST 2003), 143-149, WITH ROBERT H. HITE AND FAYE S. MCINTYRE.

"A STUDY OF BUSINESS EDUCATION RESEARCH OUTLETS." ACADEMY OF EDUCATIONAL LEADERSHIP JOURNAL, 12 (NUMBER 2, 2008). 69-85, WITH FAYE S. MCINTYRE AND JAMES E. MCINTYRE.

CONFERENCE PRESENTATION

"A Study of Business Education Research Outlets" (Abstract) International Literacy and Education Research Network Conference on Learning Proceedings, p. 88, with James E. McIntyre, Jr. and Mary Kay Rickard.

THE INTERNATIONAL ACADEMY OF BUSINESS AND PUBLIC ADMINISTRATION DISCIPLINES DALLAS, TEXAS MAY, 2005. PRESENTED AND SESSION DISCUSSANT. "THE EFFECTS OF SERVICE FAILURE AND SERVICE RECOVERY ON REPEAT PURCHASE INTENTIONS: A STUDY WITHIN A CONSUMER SETTING".

SERVICE

SUMMER 2004 – BUSINESS RESEARCH CLASS PUT TOGETHER A PROJECT FOR WEST GEORGIA SHOPPER LOOKING AT PEOPLES REPSONSES TO THE WAY CERTAIN ADVERTISEMENTS ARE DELIVERED AND HOW THEY FELT SPECIFICALLY ABOUT THE SHOPPER.

FALL 2004 – ADVERTISING CLASS PUT TOGETHER TWO ADVERTISING PLANS FOR FIRST GEORGIA BANK AND PRESENTED THEM TO THE MEMBERS OF THE BOARD.

SPRING 2005 – ADVERTISING CLASS DEVELOPED TWO ADVERTISING PLANS FOR MAIL & MORE.

FALL 2005 – ADVERTISING CLASS DEVELOPED A PROMOTIONAL PLAN FOR A NEW BUSINESS ON THE SQUARE IN CARROLLTON. THE IRISH BRED PUB. THE PRESENTED THE PROJECT TO THE OWNERS.

SPRING 2006 – ADVERTISING CLASS DEVELOPED AN ADVERTISING PLAN FOR EJESE URGENT CARE CENTER.

FALL 2006 – ADVERTISING CLASS DEVELOPED AND IMPLEMENTED A PROMOTIONAL PLAN FOR CARROLL COUNTY FOSTER PARENT ORGANIZATION.

SPRING 2007 – ADVERTISING CLASS PUT TOGETHER A "HOW TO MANUAL" FOR NON PROFIT ORGANIZATIONS TO BETTER PROMOTE THEMSELVES. THE CLASS HAD THE HONOR OF PRESENTING THEIR WORK AT A LUNCH AND LEARN FOR 60 DIFFERENT HEADS OF NON PROFIT ORGANIZATIONS FROM THREE DIFFERENT COUNTIES: HARALSON, HEARD, AND CARROLL.

FALL 2007 – ADVERTISING CLASSES PUT TOGETHER A PLAN FOR RACHEL'S WITH FOUNDATION, A NON PROFIT ORGANIZATION DESIGNED TO ASSIST HANDICAPPED PEOPLE USING HORSES AND THE LIL-T-POT A DAYCARE LOCATED IN CARROLLTON.

SPRING 2008 – ADVERTISING CLASSES PUT TOGETHER AN ADVERTISING PLAN FOR THE SUNSET HILLS COUNTRY CLUB AND A PATENTED TOOL CALLED THE MARKUT.

FALL 2008 – ADVERTISING CLASSES WORKED ON TWO DIFFERENT PROMOTIONAL PLANS FOR THE RICHARDS COLLEGE OF BUSINESS AT THE UNIVERSITY OF WEST GEORGIA PER THE REQUEST OF DEAN FAYE S. MCINTYRE.

SPRING 2009 – ADVERTISING CLASS WORKED WITH THE GEORGIA AGRICULTURAL LAND TRUST TO BUILD AWARENESS ABOUT THEIR CAUSE. THEY PUT TOGETHER A COMPREHENSIVE PLAN TO HELP THE CAUSE AND PRESENTED IT TO THE EXECUTIVE

DIRECTOR AND THE PRESIDENT OF THE ORGANIZATION.

SUMMER 2008 – ESCORTED 23 STUDENTS ON THE STUDY ABROAD PROGRAM TO LONDON, ENGLAND

SPRING 2009 – ESCORTED 12 STUDENTS ON A STUDY ABROAD TRIP, BUSINESS IN CHINA. VISITED FIVE CITIES IN 10 DAYS AND NUMEROUS BUSINESSES AND FACTORIES.

SUMMER 2009 – ESCORTED 12 STUDENTS ON THE STUDY ABROAD PROGRAM TO LONDON, ENGLAND

SPRING 2010 – ACCOMPANIED 12 STUDENTS TO CHINA VISITING THREE CITIES: BEIJING, SHANGHAI, AND HONG KONG

SUMMER 2010 – ACCOMPANIED THE ANNUAL STUDY ABROAD PROGRAM TO LONDON, ENGLAND

BUSINESS OWNER:

MY HUSBAND AND I OWNED MAIL & MORE, A RETAIL SHIPPING AND PRINTING OUTLET FROM OCTOBER OF 2004 UNTIL OCTOBER OF 2008.

WE ALSO OWNED A BUSINESS CALLED SIGNS FOR LESS, A RETAIL AND WHOLESALE SIGN MAKING BUSINESS.

Skills

Windows XP, Microsoft Office Suite (Word, Powerpoint, Excel, Access, Internet Explorer, Outlook), Marketing Plus, SPSS (Statistical Products and Service Solutions), Netscape, Novell Perfect Office Suite