

# Simone L. Lee

University of West Georgia  
Lecturer, Richards College of Business  
Department of Marketing  
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## EDUCATION

MBA, Christian Brothers University, 2001

BS-Marketing, Christian Brothers University (Summa Cum Laude), 1998

## TEACHING EXPERIENCE

### Lecturer, Fall 2017-present

Department of Marketing, Richards College of Business University of West Georgia

### Limited-Term Instructor, Spring 2015-Fall 2017

Department of Marketing and Real Estate, Richards College of Business University of West Georgia

### Undergraduate Courses Taught

- **MKTG 3803: Principles of Marketing (Spring 2016-Summer 2023)**

This course is the study of marketing policies and practices in the flow of goods and services to the customer/consumer. This course serves as an introduction to the fundamental principles of marketing for undergraduate students who have no previous background in marketing. The topics covered include market analysis, product development, channels of distribution, promotion and pricing. It covers the concepts of marketing, the interrelationships of these basic concepts, and how they can be used to facilitate the process of value exchange.

- **MKTG 3839: Retail Management (Fall 2017-Spring 2021)**

This course is a study of administration and strategic planning in large and small retail firms. This course looks at the management of retail functions. The topics covered include stock planning, inventory control, markup and pricing, merchandising, retail promotion, store location, design and layout, information systems, legal and ethical issues, and international retailing. Experiential learning is key to this course.

- **MKTG 3810: Social Media & Online Marketing (Summer 2018/2019/2020, Fall 2021-present)**

This course takes an in-depth look at Internet social networks, social media platforms and online advertising to offer students an advantage in many positions involving marketing, consulting and brand management both on the buyer and seller side of social media. Topics include understanding applications such as Facebook, blogs, Twitter, Instagram, Pinterest, YouTube, etc.- and how to utilize Social Media Marketing on these platforms as a business. The emphasis of this course is on understanding consumers' social interactions, the various social media channels available to marketers, how to build social marketing strategies, and how to track their effectiveness.

- **ABED 3100: Business Communications (Fall 2022 & Fall 2023)**

This course is a study of written and oral business communication to develop process and theory skills including writing, speaking, listening, business meetings, teamwork, presentations, and cross-cultural

communication. Students write standard business letters and deliver oral and written presentations and reports. Management concepts of business ethics and problem analysis are integrated with communication process and theory.

- **RELE 3705/MKTG 3805: Real Estate Principles (Summer 2023)**

This course emphasizes the principles and fundamental concepts of real estate. Course provides basic information for the student preparing for a career in real estate, also helps the consumer learn how to select, finance, and maintain real property either for a home or for investment purposes.

- **Directed Student Learning**

MKTG 4886, Directed Individual/Independent Study, "Digital Marketing Internship," (Spring 2018).

MKTG 4886, Directed Individual/Independent Study, "Digital Marketing Internship," (Summer 2022).

## PRESENTATIONS

Lee, S. (2022, November 8). Alumni Entrepreneur panel Moderator, (Richards College of Business) Alumni Entrepreneur panel Moderator for Entrepreneurship week.

Sethna, B. N., & Lee, S. L. (2022, March 29). QPR Training for RCOB Faculty & Staff. In *QPR Training*. The University of West Georgia. QPR Training for RCOB Faculty and Staff (Note: There is no significance to the Author Order. Simone and I are equal co-presenters)

Sethna, B. N., & Lee, S. L. (2022, September 15). QPR Training for RCOB Faculty & Staff. In *QPR Training*. The University of West Georgia. QPR Training for RCOB Faculty and Staff (Note: There is no significance to the Author Order. Simone and I are equal co-presenters)

Lee, S. (2020, February 12). Classroom Innovation. *Dawnbreakers Rotary Club Meeting*. Discussing Classroom Innovation and PBL (project based learning) together with Michael Wahl of DriButts as it pertains to my Retail Management Class. (Real world applications). Included former student of the class- James Profit.

Lee, S. (2019, May 14). Presented a workshop on 'Incorporating Soft Skills into the Classroom'. *Innovations in Pedagogy Conference*. University of West Georgia. Showcasing various methodologies of small teaching to incorporate into the classroom to better prepare students/teach students soft skills needed for the workplace.

Lee, S. (2017, December 31). Graduation. In *Carroll County Leadership Academy*. Carroll County Chamber of Commerce. Graduation speech for Leadership Program. Selected among class to give the speech.

## OTHER TEACHING MATERIALS

Lee, S. L. (2023). Interview with Rett Harmon, Century 21 Novus

<https://youtu.be/QddmbTW0jgk>. In *Century 21 Novus*. <https://youtu.be/QddmbTW0jgk> Discussed Random to Real Estate with Owner of Century 21 Novus- Rett Harmon.

Lee, S. (2021). Project based classroom for Fair-Trade. <https://www.youtube.com/watch?v=jWLEElcUBuQ&t=2s> Worked with Michael Wahl and his business Rethread, the Do-Good Marketplace, and Dri-Butts.

## LICENSURES AND CERTIFICATIONS

- Certified QPR (Question. Persuade. Refer.) Trainer, University of West Georgia (July 16, 2021-present)
- Susan A. Mabry Citizens Academy; Inaugural Class, City of Carrollton (January-May 2022)
- Carroll County Leadership Academy, *Chamber of Commerce*. (January-May 9, 2017)
- Certificate from the Leader Development Institute, The University of West Georgia, (2014-17)
- Certificate in Executive Women's Leadership, *Kennesaw State University* (2015)

## PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Beta Gamma Sigma
- Women's Business Alliance, Carroll County Chamber of Commerce

## AWARDS AND HONORS

- Richards College of Business Service Award, Richards College of Business. (May 2, 2023)
- 10 Year Honor Pin, University of West Georgia. (April 27, 2023)
- Richards College of Business Annual Faculty Teaching Award: Teaching Innovations. (May 3, 2022)
- 25 Year Honor Certificate, Zeta Tau Alpha. (February 1, 2020)
- Richards College of Business Teaching Award, Richards College of Business. (May 14, 2018)
- Beta Gamma Sigma, BGS- RCOB Chapter. (April 18, 2018)
- Best of the West, University of West Georgia. (March 22, 2017)
- Richards College of Business Annual Support Staff Service Award. (Fall 2015)
- Best of the West, University of West Georgia. (December 3, 2015)
- Best of the West, University of West Georgia. (August 18, 2015)
- Best of the West, University of West Georgia. (March 11, 2015)

## CONSULTING

- Owner, Simone Lee Consulting (January 2019 - Present)
- Management/Marketing, Pathfinder Volleyball (January 2016 - Present)
- Management/Marketing, College Sports Made Simple (January 2013 - Present)
- Advisor, Southeastern Quilt and Textile Museum (2019-present)
- Fundraising/Special Events, Oak Grove Montessori (December 10, 2018 - January 12, 2019)

## FACULTY DEVELOPMENT ACTIVITIES ATTENDED

- Conference, Global Inclusion: Diversity Abroad Conference, Chicago, IL. (October 31-November 3, 2023).
- Workshop, "Civilian Response Course/Active Shooter Training" Carrollton, GA. (August 25, 2023).
- Workshop, "Teaching for Learning: Evidence-Based Approaches for Online and Blended Learning," Carrollton, GA. (August 18, 2023).
- Conference, "Innovations in Pedagogy," University of West Georgia, Carrollton, GA. (May 16, 2023).
- Webinar, "ChatGPT, Generative AI and the Future of Business Communication", online/ Featuring Dr. Peter Cardon. (May 11, 2023).

- Workshop, Power of the Purse by Community Foundation of West Georgia; featuring, Leslie Ann Tarabella, Carrollton, GA. (April 26, 2023).
- Attendee, Stone Center for Family Business, Entrepreneurship, and Innovation: Women Empowering Women featuring Stephanie Stuckey, Carrollton, GA. (March 31, 2023).
- Workshop, Stone Center for Family Business, Entrepreneurship, and Innovation- "BE YOUR OWN BOSS" with Krista Pitts Carrollton, GA. (November 8-11, 2022).
- Workshop, QPR Gate Keeper Training, Carrollton, GA. (September 15, 2022).
- Conference, "SBDC #Nofilter: Real and Raw Conversations with Women in Business" Conference, Carrollton, Georgia (September 14, 2022).
- 'Why Shakespeare?' Executive in Residence, Cultural Arts Center/Carrollton, GA. (Sept. 1, 2022)
- Conference, "Innovations in Pedagogy" University of West Georgia, Carrollton, GA. (May 18, 2022).
- Graduate, Inaugural Susan A. Mabry Citizens Academy- 5 week program , Carrollton, GA (February-March 2022).
- Workshop QPR Gate Keeper Training, Carrollton, GA. (March 29, 2022).
- Workshop, Faculty Research Lunch, (RCOB Faculty), Carrollton, GA. (February 11, 2022).
- Workshop QPR Gate Keeper Training, Carrollton, GA. (October 22, 2021).
- Conference, "Innovations in Pedagogy" University of West Georgia, Carrollton, GA. (May 18-19, 2021).
- Facilitator Training, QPR, University of West Georgia, Carrollton, GA. (July 16, 2021).
- Seminar, Women Empowering Women "Thriving in a New Normal," Carrollton, GA. (January 13, 2021).
- Webinar, "How to Save a Life: Suicide Prevention", online:Skillsoft.com. (November 19, 2020).
- Conference, Economic Forecast Breakfast, University of West Georgia, Carrollton, GA. (October 27, 2020).
- Attendee, Women Who Mean Business by the Atlanta Business Chronicle, online. (October 15, 2020).
- Workshop, "Innovations in Pedagogy," University of West Georgia, Carrollton, GA. (May 12, 2020).
- Self-Study Program, "Human Trafficking Awareness Training Intro and Modules 1-3," First Lady Marty Kemp and the GRACE Commission, in partnership with the Georgia Department of Administrative Services (DOAS), Carrollton, GA.. (February 20, 2020).
- Workshop, "Membership Lunch and Learn Workshop," West Metro Board of Realtors, Carrollton, GA. (February 20, 2020).
- Attended Conference, "Red Cube Creative Conference," Red Cube Creative and Carroll County Chamber of Commerce, Carrollton, GA. (February 5, 2020).

- Lunch with International Representatives, Richards College of Business, Carrollton, GA. (December 3, 2019).
- Continuing Education, "What Can Engagement in Games Teach Me About Engagement in My Courses?," Magna, online. (November 11, 2019).
- Seminar, "Faculty Research Seminar," Richards College of Business, Carrollton GA. (November 8, 2019).
- Seminar, "Implicit Bias Training," Richards College of Business, Carrollton, GA. (November 8, 2019).
- Faculty Research Lunch, Richards College of Business, Carrollton, GA. (October 29, 2019).
- Attended Conference, "Leadercast Women," Carroll EMC, Carrollton, GA. (October 12, 2018).
- Workshop, "Women Empowering Women," Richards College of Business, Carrollton, GA. (September 21, 2018).
- Workshop, "Designing Curriculum for Global Learning Webinar," The Office of Education Abroad, UWG, Carrollton, GA. (September 20, 2018).
- Attended Conference, "AMA Conference," AMA, Boston, MA. (August 9, 2018 - August 12, 2018).
- Workshop, "Innovations in Pedagogy," University of West Georgia, Carrollton, GA. (May 15, 2018).
- Workshop, "Faculty Development," Richards College of Business, Carrollton, GA. (May 14, 2018).
- Seminar, "Imprint Assessments Seminar," Chamber of Commerce, Carrollton, GA. (May 3, 2018).
- Workshop, "Fulbright Session," Office of Education Abroad- UWG, Carrollton, GA. (March 1, 2018).
- Workshop, "Women's Business Alliance," Chamber of Commerce, Carrollton, GA. (Monthly: January-December 2017).
- Seminar, "Faculty Research Lunch," Richards College of Business. Carrollton, GA. (October 27, 2017).
- 50th Anniversary Celebration of RCOB, "50th Anniversary Celebration of RCOB," Richards College of Business. Carrollton, GA. (October 17, 2017).
- Attended Conference, "Women Empowering Women," Richards College of Business, Carrollton, GA. (September 29, 2017).
- Attended Conference, "Diversity Abroad Conference," Diversity Abroad. Atlanta, GA. (March 2017).

- Attended Conference, "Media Relations," CASE Conference, Washington, DC. (January 14-16, 2015).
- Continuing Education, "Women's Executive Leadership," Kennesaw State University, Kennesaw, GA. (July 15-17, 2015).
- Attended Conference, "Digital Display," Digital Measures, Miami, FL. (2014).

## WORK EXPERIENCE

### Owner/President

Simone Lee Consulting, LLC/ Carrollton, GA/ 2019-present

- Help people/organizations with business start-up and strategic planning
- Organize and conduct leadership training and team building sessions for organizations and teams
- Conduct Soft Skill Presentations
- Help organizations with fundraising activities: grant writing, capital campaigns, donor solicitation, company sponsorships, event planning and creating signature events
- Train organizations on Social Media (especially with the use of Canva and other tools to improve their digital presence online)

### Director of External Services and Programs

*University of West Georgia / Carrollton, GA / 2012 – August 2017*

- Manage public relations, website, social media, ad campaigns, print material (newsletters, brochures, board materials, etc.), photo and video production for UWG- Richards College of Business- AACSB Accredited College
- Manage and approve all college promotional materials
- Implement {and develop} all college events from inception to conclusion: BB&T Lectures in Free Enterprise Series, Women Empowering Women Series, McCalman Executive Roundtable, Executive in Residence, Panel Speakers, Board of Advisor meetings, Faculty Research Days, Student Scholarship lunches, Big Night (Research), College Preview Days, SAS Analytics Summit, Student Fun Days, Honor Society dinners/presentation, etc.
- Logistics director of Georgia WebMBA
- Mentor and advise students (inbound and outbound) on study abroad
- Maintain and recruit international university partnerships (China, France, Germany)
- Assist visiting professors with visa requirements and orientation
- Created a summer program for inbound international students (revenue producing)
- UWG Inauguration Committee
- UWG Engage West! Leadership Team – Leadership Development Institute
- *Best of the West* Cross Divisional Recognition: March 2015; *Best of the West* Values Recognition: August 2015; *Best of the West* Strategic Imperative Recognition: December 2015;
- *Staff Award* Richards College of Business: August 2015

## **Business Consultant**

*Self Employed/Carrollton, GA / 2009 – 2012*

- Helped various organizations with strategic planning, fundraising, capital campaigns, special events planning, program development, marketing, grant writing, leadership training, volunteer recruiting/acknowledgement and motivation
- Organization allowing mention- Sweet Pea Project ([www.sweetpeaproject.org](http://www.sweetpeaproject.org))- guidance with transition into a 501(c)3

## **Office Manager**

*Oak Grove Montessori School/ Carrollton, GA / 2011 – 2012*

- Managed all aspects of purchasing, daily operations, marketing, communication and publications: newsletters, yearbook, website, yearly calendar
- Special events manager/fundraiser
- Created and maintained student databases, files and records
- Fundraisers in conjunction with PTA, generating \$80K net revenue

## **Director of Development**

*Oak Mountain Academy/ Carrollton, GA / 2008 – 2009*

- Fundraising, donor relations, development, grant writing and workshops
- Obtained \$1M endowment, private donations \$150K+, grants totaling \$50K+, managed and incorporated a SSO (Student Scholarship Organization) based on the GA Private School Tax
- Credit- resulting in \$200K+ for scholarships

## **Senior Development Officer**

*Lancaster General Hospital/ Lancaster, PA / 2007 – 2008*

- Fundraising, donor relations, development, grant writing- private donations \$150K+, grants \$200K+
- Special events: created and implemented two signature event fundraisers for the hospital: First year net revenue \$20K
- Created a Women's Giving Circle: 50 Charter Members
- New fund development and marketing
- Professional development presentations and workshops
- Managed staff

## **Executive Director**

*Leadership Lancaster/ Lancaster, PA / 2004 – 2006*

- Managed and developed curriculum for three adult leadership training programs
- Public Relations and marketing
- Fundraising, development, grant writing--Increased fundraising revenue by 50% within one year
- Recruited volunteers and program participants
- Created and led professional development presentations and workshops
- Managed a board of 23 individuals, including 13 committees, and supervised all staff

## **Community Relations Manager**

*Hospice of Lancaster County/ Lancaster, PA / 2003 – 2004*

- Managed all agency public relations (Internal and External)
- Managed agency advertising

- Managed and coordinated health fairs, expos, trade shows, etc.
- Recruited and trained new volunteers

### **Special Events/Volunteer Coordinator**

*St. Jude Children's Research Hospital (Target House) Memphis, TN / 2001 – 2002*

- Planned, managed, supervised and evaluated programs and events: celebrity appearances/events, corporate tours, house volunteer activities and programs
- Program developer and supervisor of volunteers
- Liaison between various departments within hospital, community, and all coordinating facilities

### **Student Affairs Program Coordinator**

*Christian Brothers University/ Memphis, TN / 1999– 2001*

- Service Learning Opportunities Coordinator for all student clubs and organizations
- Organized and implemented special events and programs
- Developed and delivered presentations on community responsibility and service
- Developed programming for university wide service learning initiative

### **AmeriCorps Volunteer**

*San Miguel School/ Providence , RI / 1998– 1999*

- 4<sup>th</sup> and 5<sup>th</sup> grade History, Science and Art teacher
- Created and organized signature *Miguel Medal*- Major Fundraising Event
- Marketing and PR coordinator

## **COMMITTEES**

- Member- Diversity, Equity, Inclusion, and Belonging (DEIB) Advisory group- Aug 2023 - Present, Richards College of Business
- Member- Scholarship Committee, Jan 2023 - Present ,Richards College of Business
- Chair, Subcommittee on International Programs (SCIP), Aug 2022 – Present, Richards College of Business
- Member- Office of Education Abroad Advisory Committee, Aug 2022 – Present, University of West Georgia
- Member-Undergraduate Programs Committee, Aug 2022 – Present, Richards College of Business
- Member- Ethics Sub-Committee of UPC Assessment Review, Aug 2022 – Present, Richards College of Business
- Member-Academic Affairs Fee Review Committee, Aug 2021 - Present , University of West Georgia
- Advisor- Beta Gamma Sigma, Aug 2019 - Dec 2022, Richards College of Business
- Member, RCOB Subcommittee on International Programs (SCIP), Aug 2012 – August 2022 , Richards College of Business



## SERVICE

### Service to University

College, Created (together with ITS) and maintain Where's Wolfie (2016-present):

[https://apps.westga.edu/uwgnavigator/#where\\_is\\_wolfie](https://apps.westga.edu/uwgnavigator/#where_is_wolfie)

College, Alumni Entrepreneur panel Moderator during Entrepreneurship week (Nov. 8, 2022)

Department, Fall Expo 2022, Volunteer. (Oct. 29, 2022)

College, Study Abroad Advisor for Richards College of Business (July 2017 - Present)

- Advise and mentor RCOB students who wish to study abroad for a semester or a year. Students are tracked while they are abroad and upon return.

College, Strategic Planning Committee for International Programs (2014-present)

College, Faculty Advisor to *Beta Gamma Sigma* (Fall 2019-Fall 2022)

University, Stakeholder Engagement- Discovery Session (September 15, 2020)

College, Chair, (July 11, 2019 – July 2020)

- Created a crowdfunding campaign for the RCOB Student Scholarship- International Experience Fund to raise money for International Student Travel. Created a postcard/graphic for mail and email campaign working with Development Office. Goal was \$1,000 and during this campaign, \$1,146.67 was collected.

Department, RCOB Department of Marketing and Real Estate, Lead, (May 2018 - Present)

- I took the lead on working with UCM (together with another member of the department) to redesign and work on new marketing materials for the department.

College, Assistant Dean's Office, (March 3, 2019 - March 5, 2019)

- Provided brainstorming and branding advice to the assistant dean, Monica Smith on how to market the business degree at the Newnan Campus. \*Business @ Newnan with enrichment activities.

Department, Study Abroad Fair, (September 18, 2018)

- Volunteered to spend a couple of hours at the Study Abroad Fair to promote our department Study Abroad Courses.

College, Study Abroad Faculty

- South Africa (March 2018)
- Vietnam (March 2019)
  - Travelled with Department of Management as a Marketing Faculty representative. Mentored students who travelled and served as an active chaperone.

## **Community Service**

Volunteer, Daughters of the American Revolution (April 2023)

- Regional Award Scholarship Review Committee, Regional Good Citizenship Award for the DAR (Daughters of the American Revolution)- Scholarship Review Committee

Volunteer, JoJo's Closet

- Organize collection of new items for JoJo's Closet. They support families that come into foster care and need clothing for the children.  
Summer of 2023- JoJo's Closet moved to the basement of Alice's House. Helped to organize and get this space ready for their July "grand" opening, which had been delayed due to COVID-19.

Volunteer, Carrollton City Schools (2019-present)

- Library, Sports, etc.

Volunteer, Thanksgiving Morning (2009-2022)

- "Giving Thanks" Volunteer videographer, Lunch Packer, and meal delivery to homes

Volunteer, Oak Mountain Academy- 2018-2020

- Marketing for Signature NEW fundraiser- logo, design, advertisement
- Representative for PTO Executive team

Volunteer, Tanner Medical Hospital

- Sewed and donated over 50 masks in March 2020 (Pandemic)

Volunteer, March-May 2020

- Every Wednesday packed 950 school lunches for Carrollton School Systems (City and County) during the Pandemic

Volunteer, the 'Great American Latch On' 2018 & 2019

Founding Board Member, Sweet Pea Project (2007-2011)

- <https://www.sweetpeaproject.org/board-of-directors>