

# Shelly J. Nicholas

59 MARIAL ROSE DR. • PORTSMOUTH, RI 02871  
860.916.9531 • [SHELLY.NICHOLAS@SALVE.EDU](mailto:SHELLY.NICHOLAS@SALVE.EDU)

## EDUCATION

### University of Connecticut

Master of Business Administration

Storrs, CT

May 2008

### Fordham University

Bachelor of Science in Business Administration

Bronx, NY

Dean's List 2003-2005

## CERTIFICATION

### New York University, Tisch School of the Arts

Certificate in the Business of Entertainment

New York, NY

January 2026

## EXPERIENCE

### Salve Regina University

Lecturer, Marketing

Newport, RI

08/24-Present

- Design and deliver Entrepreneurial Marketing, Consumer Behavior, Principles of Marketing, and Management courses for students that cover core terminology and foundational concepts in small, interactive classes averaging 25 students
- Created special topics course titled Taylor Swift: Marketing Mastermind which explored the strategic decisions behind creating an internationally acclaimed billion-dollar brand
- Provide academic advising to undergraduate students in the form of individual meetings to discuss professional goals, academic planning around degree requirements, and the registration process
- Advisor: American Marketing Association Collegiate Chapter
  - Work closely with e-board members to prepare student-oriented professional development and networking opportunities, preparing students to compete in national AMA competitions, and serving as liaison to national AMA headquarters and Salve's administration
  - Supported attendance at 2025 and 2026 International Collegiate Competition by assisting with fundraising and team preparation to compete in Digital Marketing, Design Lab, Perfect Pitch, Sales, Marketing Strategy, and Case Competition
- Refreshed Jean and David W. Wallace Department of Business and Economics Mission and Vision as Mission and Vision Working Group member
- Assisted with the development of faculty and student-oriented programs and policies as a member of Salve's AI Education and Pedagogy Working Group
- Taught MGT499- Directed Study: Marketing SRU Hockey Teams for three students to support the creation and implementation of strategic marketing plans to support Salve's men's and women's hockey programs during Fall 2025
- Built and facilitated I2V: Ideation to Venture a Summer Compass Program offering an average of 10 students experiential entrepreneurial education, resources, and support to create a new venture during Summer 2025 and Summer 2026

### LIM College

Adjunct Professor

Manhattan, NY

01/11-09/26

- Create an interactive and innovative learning environment for 24 students in person and online for courses including: Social Media & Mobile Marketing, Interactive and Internet Marketing, Digital Marketing I and II, Licensing, Entrepreneurship, Starting Your Own Business and e-Commerce
- Compiled and analyzed college performance data as a working group member for Middle States Commission on Higher Education reaccreditation self-study for Standard III: Design and Delivery of the Student Learning Experience
- Served as Subject Matter Expert in areas of entrepreneurship and marketing and developed course content and material for Social Media Marketing, Starting Your Own Business, Entrepreneurship, Interactive & Internet Marketing, Digital Marketing I, and Digital Marketing II
  - Developed study abroad course titled Digital Marketing and Electronic Commerce for students from Royal Melbourne Institute of Technology (RMIT) – Delivered Summers 2015, 2016

- Community of Academic Partnerships program participant during Spring 2017 – partnered with another adjunct faculty member to gain new perspectives on classroom pedagogy and teaching styles through classroom audits and formal feedback sessions
- Presenter at 7<sup>th</sup> Annual Teaching and Learning Conference titled “The Power of Rubrics: A Roadmap to Objective and Efficient Grading”
- Presenter at 1<sup>st</sup> Annual Teaching and Learning Conference titled “Experiential Education Opportunities in the Digital Marketing Classroom”
- Certifications Earned: Online Teaching Training Certification and Hybrid and Online Course Design Institute Certification
- Advisor: Entrepreneurship Club

Office of Learning and Innovation Faculty Liaison

08/22-05/24

- Mentor new faculty while communicating college policies and teaching and learning priorities
- Provide guidance on best practices for using educational technologies such as the LMS (Canvas), VoiceThread, Zoom, etc.
- Developed online course review process and system. Review 10 or more online courses per semester while offering faculty recommendation to improve student engagement and teaching effectiveness
- Review online courses in advance of the beginning of each semester to ensure course organization and content meet college specifications
- Facilitate faculty forums offering professors an opportunity to connect, build community, and share best practices

**Pretty Knotty LLC**

Portsmouth, RI

Owner and President

04/12-12/23

- Creator of FIT TIES – patented performance hair ties for athletes and active users
- Responsible for understanding target market needs, assisting with product development process, branding, packaging, web design, marketing, wholesale business development, and fulfillment
- Created comprehensive marketing plan to bring the product to market in spring 2017 securing local and national press coverage as well as professional athlete partnerships

**Center for Women & Enterprise**

Providence, RI

Instructor

02/15-5/18

- Taught perspective entrepreneurs courses including social media marketing and business planning
- Offered individualized assistance through speed mentoring events and one-on-one coaching

**Roger Williams University**

Bristol, RI

Adjunct Professor

08/15-5/18

- Taught Social Media Marketing, Marketing Principles, and Enterprise, a course designed to introduce students to the fundamentals of business through entrepreneurship
- Open Educational Resource planning committee member for Enterprise’s OER material development project
- Served as faculty mentor for the Middle Eastern Partnership Initiative during Summer 2016
- Certification Earned: Online Teaching Training Certification

**Year Up/Community College of Rhode Island**

Providence, RI

Business Communications Instructor

01/13-7/15

- Taught 80 Business Communications students per year, who were dually enrolled in Year Up and the Community College of Rhode Island
- Developed new syllabus containing 84 new, unique lesson plans covering topics including professionalism, business writing, public speaking, presentations, general business, and social media
- Selected as site Brand Steward to manage local marketing, media relations, and brand compliance
  - Coordinated local media coverage and social media marketing in support of national 60 Minutes feature

**Entrepreneurs’ Organization/New York Stock Exchange**

Alexandria, VA

Marketing Project Manager

04/12-01/13

- Managed EO’s partnership with the New York Stock Exchange through the Big StartUp initiative
- Coordinated 9 national business events, with a budget of \$1M to drive local economic development
- Responsible for developing and executing marketing, public relations, and social media campaigns

**Seedco/NYC Dept. of Small Business Services**

Manhattan, NY

Senior Account Manager

12/09-01/12

- As the team lead for the Business Launch Team, designed business development strategies, initiated new community-based partnerships, and provided direct customer service support
- Technical assistance facilitated 45 businesses launched and \$1.75 million in approved financing
- Assisted with course content development for workshops, providing training to over 1,200 clients
- Developed and implemented strategic marketing plan for 2010 and 2011

**Yoga Direct**

Hartford, CT

Online Marketing Manager

11/08-05/09

- Developed and implemented strategic marketing plans for 11 online retail sites
- Maintained Content Management Systems for 7 sites
- Increased sales conversion rate by 1.4% due to SEO, development and implementation of CRM strategy, targeted D2C communications, and promotions

**Connecticut Center for Entrepreneurship & Innovation**

Storrs, CT

Graduate Assistant

01/08-05/08

- Designed and implemented a multi-faceted marketing plan, including 5 major events held in conjunction with a University of Connecticut competition called The Husky Innovation Challenge
- Managed business development activities such as obtaining sponsors and fundraising

**Atlantic Records**

Manhattan, NY

International Marketing Intern and Connecticut Market Leader

05/07-05/08

- Assisted with creation and implementation of international marketing plans for artists including James Blunt, John Butler Trio, Pretty Ricky, T.I., Twista, and Yung Joc
- Recruited and managed a street marketing team consisting of 8 members statewide
- Implemented domestic marketing plans for artists including Matchbox 20, Kid Rock, Gym Class Heroes, Paramore, Lupe Fiasco, and others

**Morgan Stanley**

Manhattan, NY

Analyst

11/05-8/06

- Maintained and balanced general ledger
- Audited firm payments maintaining compliance with government regulations and private agencies
- Arranged and completed financial transactions for legal settlements and other court decisions

**National Football League**

Manhattan, NY

Assistant to the Director of Purchasing

1/05-11/05

- Assisted with analyzing and negotiating Canon camera contract
- Handled logistics for purchasing backup IT and video equipment for the New Orleans Saints during Hurricane Katrina disaster relief
- Implemented vendor diversification to transact with minority and women owned small businesses

**PUBLICATIONS**

- Nicholas, S., (2026). Strategic Genius or Ethical Blindspot? Album Versioning in the Tortured Poets Department Era. In *Sage Business Cases*. SAGE Publications, Ltd., <https://doi.org/10.4135/9798348846367>

**AFFILIATIONS**

- American Marketing Association Collegiate Competition Judge
  - 2025 Digital Marketing and Undergraduate Research
  - 2026 Annual Reports, Website, Digital Marketing, and Undergraduate Research
- Babson College Entrepreneurship Research Conference's research proposal Reviewer - 2025
- Peer Reviewer for Journal of Educators Online
- Peer Reviewer for Bloomsbury Publishing
  - *The Fundamentals of Digital Fashion Marketing* by Clare Harris
  - *Social Media for Fashion Marketing* by Wendy K. Bendon
- Member – Inc. Magazine Military Entrepreneurs Program
- Semi-Finalist – 2017 Cox Get Started RI Competition
- Presenter

- 2017 Going PRO Conference at Roger Williams University
- 2017 Teaching and Learning Conference at LIM College
- 2024 Teaching and Learning Conference at LIM College
- Mentor at Year Up Providence
- 2<sup>nd</sup> Place – 2013 Rhode Island Elevator Pitch Contest
- Co-Chair of The Manhattan Chamber of Commerce Education Committee- 2011-2012