

# Shelly J. Nicholas

## EDUCATION

### University of Connecticut

Master of Business Administration

Storrs, CT

### Fordham University

Bachelor of Science in Business Administration

Bronx, NY  
Dean's List

## EXPERIENCE

### Salve Regina University

Lecturer, Marketing

Newport, RI  
08/24-Present

- Design and deliver Principles of Marketing and Management courses for students that cover core terminology and foundational concepts in small, interactive classes averaging 25 students
- 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 Club

### LIM College

Adjunct Professor

Manhattan, NY  
01/11-Present

- 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 08/15-5/18

- 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

**AFFILIATIONS**

- 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. Bondoni
- Member
  - American Marketing Association
  - 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)