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Assistant Professor, Marketing
Department of Business & Economics
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EDUCATION

Ph.D. Business Administration / Marketing (AACSB) University of Rhode Island, College of Business Administration, Kingston, RI	2019
M.S. Technology Commercialization (AACSB) Northeastern University, College of Professional Studies, Boston, MA	2011
B.A., Political Science Yale University, New Haven, CT	1998

FACULTY APPOINTMENTS / TEACHING EXPERIENCE

Salve Regina University, Newport, RI:

• Assistant Professor	2019-present
• Instructor	2015-2019
• Lecturer	2010-2015
• Adjunct	2006-2010

Courses Taught:

- Marketing Management (graduate level)
- Building Value Through Marketing (graduate level)
- Entrepreneurial Enterprise (graduate level)
- Healthcare Marketing (graduate level)
- Fundraising & Marketing for Nonprofit (graduate level)
- Marketing Strategies, Senior Marketing Capstone
- Strategic Business Planning, Departmental Senior Capstone
- Entrepreneurship
- Social Media Marketing
- Principles of Marketing
- Marketing Communications
- Consumer Behavior
- Professional Selling
- Sports Marketing
- Marketing for Entrepreneurs
- E-Business & E-Commerce
- Internet Marketing

Global Clientele

- Conducts group training webinars relating to areas of small business start-up and social media marketing implementation.
- Extensive work with the Rhode Island Small Business Development Center
- Social Media expertise, management and implementation

UNIVERSITY SERVICE & RECOGNITION

Salve Regina University:

- **Curriculum Committee**, Faculty Elected 2017-present
- **Nominations & Elections Committee**, Faculty Elected 2017-present
- **Department of Business & Economics Core Task Force** 2019-present
- **Program Coordinator**, Business Administration 2018-2019
- **Program Coordinator**, Marketing 2015-2018
- **Chair**, Department of Business Studies & Economics 2016-2017
- **Co-Chair**, Department of Business Studies & Economics 2016
- **Assistant Chair**, Department of Business Studies & Economics 2015-2016
- **5 Years of Service**, Recognition 2016
- **Chapter Advisor**, Sigma Beta Delta International Business Honor Society 2013-present
- **Departmental Liaison**, Marketing / Global Business & Economics 2013-present
- **University Mission Committee**, Appointed 2013-2019
- **Thunderbolt Team**, Appointed by Provost 2015-2016
- **Women and Gender Studies Working Group** 2013-2015
Received faculty approval to create a new minor
- **Business Studies and Economics Department Task Force** 2012-2013
- **Sigma Beta Delta Leadership Award** 2012
- **Keynote Speaker**, Business Studies & Economics Award Ceremony 2012

CERTIFICATIONS

- **“Peer Reviewer” Certification**, Quality Matters 2015
- **“Applying the QM Rubric” Certification**, Quality Matters 2014

PUBLICATIONS

- Bonoff, J. (2019). Changing Consumer Experiences and Behaviors & the Role of the Marketer within Mobile Environments. 2019
- Reyes, I., Dholakia, N., & Bonoff, J. K. (2014). Disconnected/connected On the “look” and the “gaze” of cell phones. *Marketing Theory*, 1470593114558535. 2015
- Dholakia, N., Reyes, I., & Bonoff, J. (2014). Mobile media: from legato to staccato, isochronal consumptionscapes. *Consumption Markets & Culture*, 10-24. 2014

OTHER PUBLICATIONS & FEATURES

Bonoff, Jennifer K. (2014). Faculty Reflection. In <i>The Catholic Intellectual Tradition: Salve Regina University Faculty Reflections</i> , The Office of Mission Integration, p. 6.	2014
Zwick, D. (2013). Abstracts from the 2013 Macromarketing Conference. <i>Journal of Macromarketing</i> , 33(4), 395-409.	2013
<i>100% Marketing: 100 Concrete Ways to Market Your Business Online and Offline</i> . eBook.	2004
Inc. Magazine, August 2004. <i>The Ultimate Valuation Guide: What's Your Company Worth Now?</i> Featured the sale of first business, page 73.	2004
The Home Business Association, <i>The Right Move</i> . Featured in the Infomercial; offered book, <i>Zero To Six Figures</i> , in hard copy and CD form	2004
<i>Zero To Six Figures</i> , ISBN: 0-9743848-0-1	2003

NEW COURSE DEVELOPMENT

MGT 530: Building Value through Marketing , Graduate-Level Contracted by Salve Regina University to develop online interactive graduate course	2018, 2014
HCA 505: Healthcare Marketing , Graduate-Level Contracted by Salve Regina University to develop online interactive graduate course	2018, 2015
MGT 524: Entrepreneurial Enterprise , Graduate-Level Contracted by Salve Regina University to develop online interactive graduate course	2018, 2015
Grant-Funded Networked Curriculum Pilot Course Contracted by Salve Regina University to develop hybrid course for grant-funded (Davis Education Foundation) innovative pedagogy initiative that combines online learning, flipped classroom, and experiential learning (networked curriculum). Also taught 6 of the 9 credits in the Fall Semester.	2015
MGT 550: Non-profit Management , Graduate-Level Contracted by Salve Regina University to revise online interactive graduate course	2015
MGT 399: Sptpc: Social Media Marketing , Undergraduate-Level Created a course for Salve Regina University which investigates the foundations of social media marketing, an in-depth approach to the study of the four zones of social media (Social Community, Social Publishing, Social Entertainment, and Social Commerce), and the study of how to measure the impact and effectiveness of social media marketing strategies. Overall, students learned to understand social media (along with its challenges) and its relation to the overall marketing strategy.	2017, 2013
ISM 307: E-Business / E-Commerce , Undergraduate-Level Created a course for Salve which investigates all aspects of electronic commerce.	2011

CONFERENCE WORK

Reviewer for the Global Interdisciplinary Green Cities Conference 2020 at the University of Augsburg, Augsburg, Germany, June 23-27 2020

Ian Reyes, Nikhilesh Dholakia, Jennifer Bonoff, "50 shades of mobile: The fetishism of mobile devices in contemporary consumptionscapes." 38th Annual Macromarketing Conference 2013

Jennifer Bonoff, "Mobile Technology Devices and Public Spaces: Contradictory Contemporary Consumptionscapes." 38th Annual Macromarketing Conference (accepted, not presented)

Jennifer Bonoff, "The Mobile Device: A Cultural Object and Marketing Phenomenon." 2013 Annual Meeting of the Northeast Decision Sciences Institute (accepted, not presented)

SELECT INDUSTRY EXPERIENCE

Owner and President of The Home Business People, Inc. (THBP) 2002-present

- **Build Your Digital Brand (DBA)** is a personal branding and digital marketing service that helps individuals stand out and be memorable by building them a custom branded digital presence designed to attract opportunities and be visible online when the time is right.
- **The Home Business People, Inc.** is the premier International provider of custom capture websites, website hosting, and digital services, branding, social media marketing and training for the Direct Marketing industry
 - Responsible for product development, design, marketing, staff management, webinar development
 - Has assisted over 5,000 customers worldwide since 2002
 - Multi-million dollar revenues to date
 - Manages both full-time employees and independent contractors

Owner and President of New View Design, Inc. 1999-2002

- Started as a sole proprietorship in June 1999. Incorporated in 2001
- Offered website design and hosting services; generated and sold business opportunity leads; launched an email autoresponder system; authored an Internet marketing training course
- After a successful 18-month launch period, sold the Internet-related assets including the websites, domain names, online training courses and services of New View Design to KMT Media in March 2002.

BOARDS

Board of Trustees Member, The Pennfield School, Portsmouth, RI 2011-2012

Member, Salve Regina University Business Studies and Economics Advisory Board 2004

Young Alumni Board Member, Yale Association of Rhode Island 2002-2007

PERSONAL STATEMENT

We are in the midst of a pivotal time where digital technology is playing a more pronounced role in daily life. In such a fast-paced and evolving world, I have the wonderful privilege and responsibility to educate students to harness the full potential of the new digital environment, while simultaneously maintaining a focus on personal integrity and social justice.

As a business owner and entrepreneur for the last 18 years, my business background also plays an essential role in my preparedness to educate and research at the highest level.

I bring energy and enthusiasm into the classroom while infusing real-world examples and experience into the material. I have a true passion for teaching, research, and innovation, and a unique connection to the students.