

EDUCATION **Doctor of Business Administration in Marketing** 2017
Walden University – 4.0 GPA
Dissertation: "Integrating Consumer Feedback into Business Marketing Strategies"

Master of Science in Internet Marketing 2010
Full Sail University – 3.63 GPA

ORGANIZATIONAL **Instructor of Marketing AI and Digital and Social Media** Jan 2022 – Current
EXPERIENCE TEXAS CHRISTIAN UNIVERSITY

- Present a structured approach to marketing AI and automation, principles of marketing, and digital and social media marketing. Teaching strategies to help students comprehend the needs of businesses and consumers.

Editorial Contributor – Marketing AI and Automation Jul 2023 – Jan 2025
FORBES

- Wrote column around innovation, marketing automation, and artificial intelligence, exploring their implications on the realms of business, marketing, and current events.

Marketing AI and Automation Consultant May 2005 – Current
DREC CONSULTING

- Professional advisor of business, marketing, sales, AI automation, and organization growth.
- Lead and manage team of internal and outsourced professionals to execute strategies.
- Oversee sales, marketing, strategies, budgets, operations, and organizational plans.
- Develop, analyze, report, and monitor strategic operational and marketing opportunities.

Logistics Strategy and Operations Management August 2003 – July 2011
UNITED STATES AIR FORCE & RESERVES

- Prepared and analyzed management and financial reports, budgets, and forecasts.
- Maintained records and audits to ensure accurate records of stock and inventory.
- Coached and mentored direct reports with training and quality management activities. Prepared performance reports, presentations, and training courseware for Logistics Team.

SERVICE **TCU Koehler Center**
EXPERIENCE *Faculty Advisory Board Member* – Help guide strategic planning and enhance professional development programming for TCU faculty across disciplines. Current

Neeley External Relations
Social Media Advisory Committee – Provide guidance on digital engagement, content policies, and platform best practices to enhance Neeley's presence. Current

TCU Sales Center
Head of Marketing – Oversee center and client marketing and brand awareness 2023
Operations Advisor – Provide operational and growth strategy support 2023

TCU Office of Inclusive Excellence
Marketing Advisor – Develop marketing strategy and train internal team 2025
Inclusive Excellence Committee Member 2025
Accounting Career Awareness Program (ACAP) faculty 2022

TCU Veterans in Business & Entrepreneurship
Faculty Advisor – Provide operational and growth strategy support 2025

PROFESSIONAL CERTIFICATIONS	Cornell University	
	Sales Growth Certification	Current
	Google	
	Google Analytics Certified	Current
	Display & Video 360 Certified	Current
	Ads Search Certified	Current
	Google My Business Certified	Current
	Campaign Manager Certified	Current
	Mobile Experience Certified	Current
	Shopping Ads Certified	Current
	Microsoft	
	Microsoft Advertising Certified Professional	Current
	Hootsuite	
	Social Media Marketing Certification	Current
	HubSpot	
	Inbound Marketing Certified	Current
	Digital Marketing Certified	Current

MEMBERSHIPS/ AWARDS	American Marketing Association (AMA)	2021 – Current
	Teaching Excellence Award (KGSM)	Nov 2021 Session
	Delta Mu Delta	2017 – Current
	Golden Key International	2017 – Current

COMMUNITY	TCU - JPMorgan Chase Inclusive Excellence Mentoring Program	Current
	Service Corps of Retired Executives	2019
	Young Men's Christian Association	2019
	Alpha Academy of Ft. Worth Texas	2019
	Jack and Jill of America	2018

INTELLECTUAL CONTRIBUTIONS	Books:	
	Act Like a Business. Think Like a Customer. Managing Your Business Using Loyalty, Relationships, and Engagement.	
	Think Like a Marketer. Act Like a Machine. Business Growth and Success Using Relationships, Marketing and Automation	
	Podcast:	
	Act Like a Machine. Dives into the dynamic world of business, marketing, AI and automation. Each episode offers a deep dive into how cutting-edge growth marketing and AI technologies are reshaping the landscape of modern business.	
	Course Development:	
	Marketing AI and Automation – Texas Christian University	
	Foundations of Selling – Texas Christian University	
	Digital and Social Media – Texas Christian University	
	Marketing Communication – Texas Christian University	
	Act like a Business: Subject – Business Planning and Management	
	Introvert Selling: Subject – Marketing Research	
	Relationship Marketing: Subject – Strategic Marketing	
	Automated Income: Subject – Digital Marketing and Business Automation	