

Ms. Julie Michelle Abdinoor

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PROFILE

Experienced academic and industry professional dedicated to helping students and business leaders master the marketing arena. Proficient with national and international brands, local services, and startups. Passionate about ethical communications, sustainable business practices, and innovative technology that helps people and the planet.

EDUCATION

Purdue University, West Lafayette, Indiana

- **Doctor of Philosophy in Technology, expected graduation 2024**

- Independent Interdisciplinary Program

*Research topic: Exploring Immersive Virtual Reality Consumer Adoption and Women's Wellbeing
Committee: George Takahashi, Stephanie Masta, Stephen Elliott, Victor Chen (Chair)*

- **Master of Science in Management, 1998 (MBA)**

Marketing and Strategic Management Concentrations

- **Bachelor of Arts in Communication, 1992**

Advertising Major; English, Art & Design Minors

ACADEMIC EXPERIENCE

Clinical Assistant Professor, 2024-Present

Division of Consumer Science, White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management, College of Health and Human Sciences, Purdue University

- CSR 344 Negotiations
- CSR 415 Sales Management
- CSR 300 Retail Internship
- CSR 307 Sales Internship

Graduate Assistant, 2020- 2024

Marketing Department, Daniels School of Business, Purdue University

- Instructor for MGMT 32400 Marketing Management (Fall 2023 Semester)
 - Integrated business and engineering students

Department of Technology, Leadership & Innovation, Purdue University

- Instructor and assistant for TLI 11200 Foundations of Organizational Leadership
- Created Department Academic Program Review
- VR lab assistant for HRD research projects and created CRAVRE website
- Designed CRAVRE poster, FEMA Emergency Management Higher Education Symposium, June 2021

Lecturer, 2018 - 2020

Marketing Department, Neeley School of Business, Texas Christian University

- Full-time instructor of undergraduate and graduate courses.
 - MARK 70970 Digital Marketing
 - MARK 70380 Social Media & Content Marketing
 - MARK 30243 Customer Insights
 - MARK 30153 Marketing Management
- Assisted with the launch and managed events of the Sales and Customer Insights Center

Adjunct Faculty, 2018

Department of Marketing and Logistics, College of Business, University of North Texas

- Instructed undergraduate classes.
 - MKTG 4330 Strategic Brand Management
 - MKTG 3660 Advertising Management

Part-time Lecturer, 2017

Thomas University China Programs partnership with South China University of Technology

- Instructed undergraduate business students in Guangzhou, Guangdong, China.
 - BUS 363 Sales Management
 - BUS 360 Principles of Marketing

Adjunct Instructor, 2015-2018

School of Arts and Sciences, Midway University

- Created and taught online courses for undergraduate students.
 - MCO 450 Media Planning/Buying
 - MCO 405 Internal Brand Communications
 - MCO 320 Global Brand Management
 - MCO 315 Consumer Behavior
 - MCO 301 Public Relations
 - MCO 220 Advertising Principles
 - MCO 201 Integrated Marketing Communications

Adjunct Instructor, 2015-2018

School of Online & Continuing Education, Southern New Hampshire University

- Taught online courses for undergraduate students.
 - MKT 455 Social Media Marketing Campaigns
 - MKT 355 Social Media Marketing Strategy
 - MKT 229 Integrated Marketing Communications
 - MKT 113 Introduction to Marketing

Adjunct Instructor, 2014-2015

Temerlin Advertising Institute, Southern Methodist University

- Taught consumer behavior graduate and undergraduate courses.
 - ADV 4317 Consumer Behavior
 - ADV 6317 Theories of Persuasion

PUBLICATIONS & PRESENTATIONS

Abdinoor, J. & Chen, Y. "What Makes First Steps Users Rave About Virtual Reality? Explorative Qualitative Studies of Consumers First VR Experiences." ACM CHI 2023 Conference. July 2023.

Abdinoor, J. & Chen, Y. "Exploring Virtual Reality and Mothers' Well-Being." Purdue Polytechnic Research Impact Areas Spring 2023 Symposium. March 2023.

Abdinoor, J., Stankovic, M., & Frey, G. "Cyber Resilience Adaptive Virtual Reality Experiences." Purdue Polytechnic Research Symposium. February 2021.

INDUSTRY EXPERIENCE

Owner, Abby Marketing, Dallas, TX, 2012 – 2018

Marketing research and consulting for local businesses focused on low-cost, high-impact marketing plans—creator and manager of top-rated hospitality business for 10+ years. Dallas chapter lead for six years for a national non-profit community association. Grew membership from 20 to 500 within six months. Organized and led monthly gatherings in local venues and hosted the annual conference.

Global Web Marketing Manager, Mary Kay, Inc. Dallas, TX, 2011– 2012

Managed global digital projects and creative assets for an international cosmetics company with a direct selling business model. Trained staff on digital promotion tools. Provided digital expertise for international markets, including new e-commerce platform, new product launches, site content, and company promotional events.

Manager of Marketing & Partnerships, Zale Corp., Irving, TX, 2004 – 2011

Strategic management of digital marketing programs for seven brands: Zales, Zales Outlets, Bailey Banks & Biddle, Gordons, Peoples, Mappins, and Piercing Pagoda. Responsible for driving traffic and sales with a small budget and a high ROI. Managed several cross-functional teams and consistently increased revenue and subscriber list. Spearheaded email acquisition initiatives, including POS incentive programs, signage, sweepstakes, and partnerships. Developed online affiliate and affinity partnership programs, including gift cards. Department lead for collaborating in-store and online promotions.

Director, Marketing Events, Match.com, Richardson, TX, 2004

Strategic planning and P&L responsibility for national events - Match Live and Match Travel. Managed national field sales team. Directed national sponsorships and created strategic partnerships.

Marketing Strategist, Beckett.com, Dallas, TX, 2002 – 2004

Managed e-commerce initiatives for sports collectibles marketplace. Developed new business initiatives, including product promotions, communication initiatives, and awareness and revenue-generating programs. Spearheaded traditional and non-traditional tactics. Developed and managed strategic marketing programs, including email marketing, online promotions, SEO, and print advertising for monthly publications. Created online merchandising and promotions which increased sales by 70% over the previous year. Managed several e-commerce clients and their product lines.

Director of New Media Marketing, Blockbuster, Dallas, TX, 2000 – 2001

Managed \$10 million marketing budget and responsible for ROI on all initiatives for Blockbuster.com. Led cross-functional teams and developed revenue objectives, strategies, and innovative communications programs for the launch of Games on Demand. Identified market potential and R&D capabilities and developed sales channel for Video on Demand. Led strategic partnerships and created digital media strategies for Blockbuster Online Rental. Directed advertising initiatives and affiliates, including management of agency partners. Met site traffic goal by year-end, maximized return on partnerships, including a 500% increase in CTR, and 400% increase in impressions by year-end. Met email acquisition goal for the year and lowered cost per email.

Marketing Director, iCelebrate.com, Irving, TX, 1999 – 2000

Reported directly to the president as head of marketing for an Internet startup in the seasonal home decor, gifts, and collectibles category. Researched, defined, and scoped market potential for e-commerce business plan. Developed iCelebrate brand and identified key customer groups for targeted communications. Created marketing strategies and programs to launch a presence in the marketplace, build brand awareness and meet sales objectives. Developed advertising strategy and plan including television, radio, magazine, newspaper, online, email, direct mail, event marketing, and catalog. Spearheaded business-to-business sales via strategic partnerships. Managed media planning, allocation, buying, and tracking. Managed \$4 million marketing budget, tracked results, and assessed ROI on all marketing activities. Hired and managed team and several agencies. Successfully retained key customers and grew customer base utilizing creative storefronts, product promotions, and new sales channels. Generated close to \$1 million in the first quarter of business. Lowered cost per customer acquisition by bundling media buys and leveraging key partnerships. Created an online storefront that generated \$50K in revenue in one month.

Supervisor, Marketing Communications, GTE Directories, Dallas, TX, 1998 – 1999

Responsible for managing, implementing, tracking, and analyzing national advertising and promotion plans for SuperPages.com. Areas included creative development, media, promotions, direct marketing, and PR. Developed a national campaign from initial strategy to creative production within six weeks and designed an intranet site for communicating the campaign internally. Managed the strategic direction, creative development, media planning, and implementation of the SuperPages/AOL partnership marketing communications plan.

Assistant to the Director, MPO, Krannert School of MGMT, Purdue, 1996 - 1998

Coordinated recruiting activities and developed marketing programs for increasing new business. Organized and managed the annual job fair and hosted company-sponsored events.

Intern Marketing Department, Prisunic, Paris, France, Summer 1997

Reported to the CEO and Marketing Director in a major consumer goods retail chain (Groupe Pinault-Printemps-Redoute). Consulted on marketing techniques, including creating an e-commerce plan, merchandising, and preferred customer programs.

Account Executive, Griffith & Coe Advertising, Hagerstown, MD, 1994 - 1996

Managed marketing and advertising for both consumer and business-to-business accounts.

Account Executive, Tassani & Paglia, Chicago, IL, 1992 - 1994

Managed the creative and strategic development of accounts, including Arthur Andersen, Cellular One, Caterpillar, Clintec Nutrition Company, Echo Bakeware, and National Westminster Bank.

ADDITIONAL EXPERIENCE

- Publications Department Intern, **C-SPAN**, Washington, DC 1991
- Creative Department Intern, **Weitzman/Livingston**, Bethesda, MD 1991
- Advertising Specialist, **Long & Foster Real Estate**, Frederick, MD 1989 – 90

CERTIFICATIONS

- Certificate in Qualitative Research
 - Purdue University, Expected Summer 2024
- CITI Responsible Conduct of Research (RCR) Training, February 2021
- CITI Social Behavioral Research Investigators and Key Personnel, February 2021
- ADDIE for Instructional Design Certificate
 - International Society for Educational Technology, January 2021
- Cambridge CELTA – Certificate in English Language Teaching to Adults
 - The University of Texas at Austin, July 2015

AWARDS & HONORS

- 2023 Meta Research PhD Fellowship Finalist
- 2023 Purdue Polytechnic Research Poster Winner
- People’s Choice Award CRAVRE poster, FEMA Symposium 2021
- Rock Starz Award, Zale Corporation 2010
- ADDY Award, Greater Frederick American Advertising Federation 1995
- Dean’s List, Semester Honors, Purdue University 1992
- Helen Smith Art Scholarship 1990
- Senatorial Scholarship 1987