

Melissa Clark
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EDUCATION

2015 Doctoral Degree, Florida State University. Major: Marketing & Sales

2005 MBA, Florida Gulf Coast University. Major: Marketing

2002 Bachelors, Stetson University. Major: Business Administration

PUBLISHED MANUSCRIPTS

Jeffrey P. Boichuk, Willy Bolander, Zachary R. Hall, Michael Ahearne, William J. Zahn, and Melissa (Nieves) Clark (2014), "Learned Helplessness among Newly Hired Salespeople and the Influence of Leadership," *Journal of Marketing* 78 (1), 95-111.

Hochstein, Bryan W., Leff Bonney, and Melissa Clark (2015), "Positive and Negative Social Reactions to Salesperson Deviance," *Journal of Marketing Theory and Practice* 23 (3), 303-320.

Bolander, Willy, William J. Zahn, Terry W. Loe, and Melissa Clark (2015), "Managing New Salespeople's Ethical Behaviors during Repetitive Failures: When Trying to Help Actually Hurts," *Journal of Business Ethics* (2015).

PROFESSIONAL PRESENTATIONS AND CONFERENCE ACTIVITIES

Clark (Nieves), Melissa, "Fake It Until You Make It: "Negative Effects of Status Consumption in Personal Selling Roles," 2011 Global Sales Science Institute, Milan, Italy

Bacile, Todd J. and Melissa (Nieves) Clark, "What is the Meaning of "Like" on Company Facebook Pages?" 2011 Society for Marketing Advances Conference, Memphis, TN

HONORS AND AWARDS

- Society for Marketing Advances Doctoral Consortium Fellow Orlando, FL, 2012
- Southeast Marketing Symposium Runner-up first annual Bill Bearden Research Award
- Outstanding Teaching award 2016-2017

TEACHING

- Personal Selling
- Marketing Research
- Marketing Strategy
- International Marketing
- Marketing Communications (Community Engagement Course)

SERVICE

Committee Membership and Ongoing Service Commitments:

- Faculty Advisor for Berry Professional Selling Team. We built this from the ground up starting August 2015 and took over 10 students to compete in 2 different International Sales Competitions.
- Council on Student Scholarship
- The only first year, non-tenured faculty on the Dean search for the CSOB
- Panelist for the “Graduate School: Faculty Tell All” event, hosted by the Career Center.
- Faculty Host for Etiquette dinner January 25, 2016
- Organized professional headshots for CSOB students to use in LinkedIn and other forums for professional visibility and career search (organized Fall and Spring sessions).
- Created and hosted a workshop for student enterprises to assist in sales and marketing efforts November 17, 2015
- Hosted a “Point of Purchase” workshop for student enterprises to assist in retail display efforts March 29, 2016
- Represented the Business school in the Faculty Olympics team for Mountain day.
- Supported student athletes by attending numerous athletic events including softball, diving, soccer, and football. Always brought either a great sign or a loud cheering voice.
- Attended virtually all of the non-required CSOB events to support the school and students (e.g. Beta Gamma Sigma induction April 15, 2016)

Service to the discipline

Reviewer for 2017 NCSM conference

INDUSTRY EXPERIENCE

- **Territory Sales Manager/Field Marketing Team**
Bayer Pharmaceuticals, 2005-2010
- **Marketing Manager**
PC Management, 2004-2005

- **Customer Relationship Manager**
Premium Management Services, 2002-2004
- **Marketing Specialist**
Practice Marketing Specialists, 2002
- **Account Sales and Customer Relations**
First Union (Now Wells Fargo), 1999-2000

