

MASUDI E. STOLARD, DBA

mstolard@gmail.com

EDUCATION

Certificate, Diversity, Equity, and Inclusion in the Workplace June 2021
University of South Florida, Tampa, FL

Doctor of Business Administration, Business Intelligence October 2020
Capella University, Minneapolis, MN

Master of Business Administration, Marketing Concentration August 2013
Graduate Certificate in Brand & Customer Management
Georgia State University, Atlanta, GA

Bachelor of Business Administration, Business Management August 2009
St. Edward's University, Austin, TX

ACADEMIC EXPERIENCE

Dillard University, New Orleans, LA
Eben Hardie Jr. Endowed Professor in Business
College of Business

Assistant Professor of Marketing Fall 2022-Present

- **MKT-470, Strategic Marketing Management:** Providing students with advanced marketing knowledge, concepts, developing and implementing marketing and branding strategies.
- **MKT-418, International Marketing:** Exploring and understanding the marketing process and strategies implemented by organizations who seek to penetrate foreign markets.
- **MKT-415, Advertising & Promotions Management:** Focus on methods and techniques for preparing, placing, and implementing marketing/advertising strategies.
- **MKT-414, Marketing Research:** Offers an examination of how to gather, interpret, and better understand decision making tools based on research.
- **MKT-315, Consumer Behavior:** Examination and understanding of customer motivations, purchase behavior, and decision-making units, including internal and external factors that explain how and why we behave as consumers, to implement more effective marketing campaigns and strategies.
- **MKT-213, Principles of Marketing:** This course gives student's an introductory overview of marketing, marketing research, consumer behavior, and the developing, implementation, and execution of marketing strategies.

Saint Peter's University, Jersey City, NJ
Frank J. Guarini School of Business
Data Science Institute

Adjunct Faculty Fall 2021-Present

- **DS-680, Marketing Analytics and Operations Research:** The examination and the interpretation of gathered data so businesses and organizations can identify browsing and purchasing consumer patterns.
- **DS-660, Business Analytics, MBA:** Identifying trends, patterns, and root causes in order to make the best business decision. Created the Course Curriculum and relevant case studies. Evaluating strengths and weaknesses of student's research. Providing clear guidelines and critiques to improve quantitative and qualitative research and presentation. Applications: Microsoft Excel, Tableau.

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Eastern Gateway Community College, Steubenville, Ohio

School of Engineering and Information Technology

Internet and Interactive Digital Media Design

Adjunct Faculty

Fall 2021-Present

- IDM 121, Interactive Media Programming: Computer programming to enhance logic and program design.
- IDM 203, Digital Animation: Editing and creation of digital animations.

University of Phoenix, Arlington, Texas

Academic Counselor/Coach

2019-2021

- Generated analytical evaluation based on student's grades, reports, academic progression, and overall work.
- Built a consistent rapport and collaboration with students and other departments.
- Created academic strategies to include time management plans, priority settings, and more effective communication skills through coaching and advising methods.

BUSINESS EXPERIENCE

MICROSOFT, Austin, Texas

Harte Hanks Resource Management

O365 Exchange Technical Support Engineer

2017- 2018

- Directed and coordinated technical course of action and project execution based on the gathered data and clients desired direction.
- Provided Microsoft Office Exchange Server Support for Commercial, Government, and Non-Profit entities.
- Created value based training methods to improve the areas of problem-solving, decision making, and overall work performance for new employees and team members.
- Managed communication between various teams, leads, managers, and clients
- Prepared action plans and strategies based on the gathered data and analytics from server environments.

CENTER FOR MEDICARE AND MEDICAID SERVICES, Falls Church, VA

Quality Technology, Inc.

Application System Support

2013 – 2016

- Managed team of up to 100+ agents. 125+ pc and desktop systems.
- Trained over 200+ employees. Evaluated team KPI and work productivity analytics to implement strategic adjustments.
- Analyzed internal operations to evaluate department and staff performance. Evaluated training methods.
- Directed, planned, and implemented new onboard training methods that helped increase the ability of new employee contribution and overall work performance by 40%.
- Participated in recruitment, onboarding, staff improvement related activities.

YP (YELLOW PAGES), Atlanta, GA

Digital Marketing Manager

2013

- Directed and coordinated a team of designers, writers, proofreaders, and sales representatives.
- Oversaw the management, consulting, progression, and schedule compliance of 150-200 Direct Marketing accounts.
- Developed marketing, advertising, and business-related strategies to achieve critical business requirements for our respective client organizations.
- Directed project personnel to mine for specific data patterns so executable strategy adjustments could be created and implemented.; Evaluated the effectiveness of the adjustments.
- Work with advertisers, Regional and Area Sales Managers on the creation, development, and execution of brand strategies and direct marketing campaigns.
- Salesforce: CRM, Data and Web Analytics, Call Tracking, Email; Microsoft Word, Excel, Power Point, Outlook.

MITCHIE'S GALLERY, Austin, TX

Marketing Communications Manager

2004 – 2010

- Directed and coordinated marketing, analytics, and communication efforts for the Art Gallery.
- Coordinated foundation fundraiser events with a staff of up to 15 people and assisted in launching The Mitchie Mitchell non-profit Foundation.

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- Oversaw the development of marketing collateral such as newsletters, flyers, media kits, brochures, web ads, print ads, direct mail, and email blasts in support of integrated marketing campaigns.
 - Directed brand and organizational strategies, PR, media relations, social media activities, and gallery events.
 - Increased customer subscription database by 1100% (500 to 5500 persons) over four-year period.
 - Created & implementing strategic marketing initiatives that including an ecommerce platform and electronically stored organizational data.

AUSTIN COMMUNITY COLLEGE, Austin, Texas

Student Life/Clerk

2008-2009

- Authored student life marketing initiatives and programs to increase student support and community involvement.
- Administered effective marketing plans, contracts, budgets, staffing solutions, training schematics, and time management schedule.
- Presented proposals to all the ACC Student Life Department Coordinators.
- Produced a viable and executable campaign for several programs:
 - Diversity Pageant to target students and community-based projects.
 - Student Life Video, whose purpose is to promote campus life during student enrollment and orientation.
 - Father's Day Appreciation project.

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PRESENTATIONS

Stolard, M. (2021). Success strategies: repositioning yourself as the expert. [Keynote Speaker]. *Success Fest '21*. August 25-28, 2021.

Stolard, M. (2021). Strategies to finding your niche and drive your influence. [Workshop Presenter]. *Success Fest '21*. August 25-28, 2021.

Stolard, M. (2021). Qualitative study on the interpretation of sentiment analysis on small businesses. [Paper presentation]. *The Qualitative Report*. Tampa, FL. <https://www.nova.edu/academic-affairs/tqr-annual-conference/Conference%20Presentations.html>.

Stolard, M. (2019). Vault: Career intelligence. Professional Development Workshop. University of Phoenix-Arlington Campus, October 2, Arlington, Texas.

Stolard, M. (2017). SBSLC Conference. Texas A&M University, January 21, College Station, Texas.

Stolard, M. (2017). STEAM Conference. Georgetown Day School, March 3, Washington, D.C.

Stolard, M. (2017). Career Day. Hornsby-Dunlap Elementary School, March 9, Del Valle, Texas.

Stolard, M. (2017). Professional Development Workshop. International Institute of Business Analysis. March 17, Austin, Texas.

Stolard, M. (2017). Business, Branding, and Balance. [Panelist] Non-Traditional Students Organization. Paul Quinn College, Dallas, Texas.

PUBLICATIONS

10 tangible tips to balance working full-time & going to college. *Rasmussen College*. (2018, November).

Retrieved from https://rescue.ceoblognation.com/2018/09/28/20-entrepreneurs-explain-how-they-use-social-media-for-business/#attachment_23399.

20 entrepreneurs explain how they use social media for business. *CEO Blog Nation*. (2018, September).

Retrieved from <https://rescue.ceoblognation.com/2018/09/28/20-entrepreneurs-explain-how-they-use-social-media>

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for-business/#attachment_23399.

Stolard, M. (2020, November). Congressman John Robert Lewis, an American icon. *African American Council for Excellence (AACE) Newsletter*. University of Phoenix.

Stolard, M. (2020, November). Chadwick Boseman, a humanitarian. *African American Council for Excellence (AACE) Newsletter*. University of Phoenix.

Stolard, M. (2020). *Business intelligence: the influence of sentiment analysis on small businesses* (Doctoral dissertation, Capella University).

Stolard, M. (2019). *4 myths of starting a business*. Arlington, TX. MStolard.

Stolard, M. (2016). *The entrepreneur's preparation checklist*. Austin, TX. MStolard.

Stolard, M. (2015). *An introduction to entrepreneurship*. Ashburn, VA. MStolard.

PROJECT EXPERIENCE

- **Work Productivity:** Orchestrated a team of customer service representatives and programmers to develop an automated and more user-friendly Excel-based Productivity Tracking Report. This report was created using visual basic on the back end of Microsoft Excel. Quality Technology, Inc.
- **Business Communications:** Identified an organizational communication gap analysis which allowed me to diagnose several organizational issues. As a result, a detailed new internal & external communication plan was created. The new communication plan minimized leadership turnover, avoided duplication of efforts, eliminated non-value-added activities, effectively utilized existing resources, and ensured consistent messaging through a marketing automation tool. Client: Archdiocese of Atlanta, Atlanta, GA.
- **Marketing Communications:** Created a new and modern website to improve their web presence. The website was designed with the functionality to enable online donations. A marketing automation plan was created & implemented to enable direct marketing and consistent, viable communication with over 6,000 supporters. Client: African-American Men & Boys Harvest Foundation, Austin, TX.
- **Business Development:** Conducted an organizational audit, which identified strategic marketing gaps and funding opportunities. Generated a viable 5-year plan that included opportunities to address these specific gaps, secure funding, and ensure sustainability. Client: Channel Austin Public Access TV, Austin, TX.

TECHNICAL / COMPUTER SKILLS

- Blackboard, Blackboard Ultra, Adobe: Photoshop, InDesign, Illustrator, PageMaker, QuarkXPress, Microsoft Office Word, Excel, PowerPoint, SharePoint, Teams, Skype, Power BI, Tableau, Domo, Brand24, AWS Google Analytics, Website Data and Analytics Applications, Sprout Social, Hootsuite, MeetEdgar, Social Media Analytics and Reporting tools. Apple: MAC OS X+, iWork (Pages, Numbers, Keynote), iCloud, Adobe Connect, WebEx. CMS, WordPress, Joomla, Social Media Tools, AWS, Salesforce, Marketing Automation and CRM software. LinkedIn Learning (Lynda), Zoom, Google Docs, E-Learning Systems, Research Databases: Business Course Complete, Google Scholar, CQ Researcher, IBISWorld, Otter, LexisNexis/Nexis Uni, Power BI, RefWorks, Turnitin.com, SAS, and NVivo.

CORE COMPETENCIES

- Sentiment Analysis, Marketing, Business, Entrepreneurship, Business Intelligence, Positioning, and Information Technology

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PROFESSIONAL AFFILIATIONS

- Delta Mu Delta International Honor Society in Business.
- National Black MBA Association (NBMAA).
- Phi Beta Sigma Fraternity, Inc.
- Transforming Data with Intelligence (TDWI).