

Bobbie Rathjens

College of Communication Arts & Sciences

Michigan State University

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East Lansing, MI 48824

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EDUCATION

Michigan State University, Department of Communication **Aug 2021 – present**

Ph.D. Student, Joint Program: Communication & The School of Hospitality Business

Research interests: computer-mediated communication (social media), negative online reviews, expectation violations, marketing, technology, organizational communication

Michigan State University, Eli Broad College of Business

Jun 2018 – Dec 2019

M.S., Marketing Research

Hospitality Research Projects: “Young Americans Dinner Theatre Attendance Factors” and “Analysis of Relationship Between Weather Related Factors and Paid Skier Visits”

PUBLICATIONS (IN REVIEW)

Wei, W., Zhang, L., **Rathjens, B.**, & McGinley, S. (in review). Electronic consumer-to-consumer interaction (eCCI) post a service failure: The psychological power of need for approval. *Journal of Hospitality & Tourism Research*.

Zhang, L., Wei, W., **Rathjens, B.**, & Zheng, Y.* (in review). Pet influencers on social media: The joint effect of message appeal and narrator. *Journal of Hospitality Management*.

TEACHING EXPERIENCE

Grading Assistant for HB 489 (Hospitality Business Strategy), *Ph.D. Student*

Instructor for JRL 433 (Social Media Applications) *Online Adjunct*

Instructor for OAS 252 (Microsoft Office for Windows) *Online Adjunct*

Instructor for M 200 (Introduction to Marketing) *In-Person Adjunct*

Instructor for CIS 100 (Introduction to Computers) *In-Person Adjunct*

Instructor for CIS 111 (Web Development 1: HTML and CSS) *In-Person Adjunct*

PROFESSIONAL EXPERIENCE

Michigan State University

Aug 2021 – present

Research Assistant, The School of Hospitality Business

Conducting qualitative interviews, recruiting participants for studies; scheduling and conducting studies; maintaining data; assisting with data analysis; conducting research.

Boyne Highlands Resort**Nov 2016 – Aug 2021***Director of Marketing*

Responsible for planning and implementing short and long term marketing programs; developing and executing strategic marketing plans and strategies; overseeing advertising and promotional activities including digital, print and email; supervision and mentoring of marketing department staff. Increased season pass revenue by 22%; increased paid skier visits by 24%; increased lift ticket revenue by 9%; increased dinner theatre revenue by 16%; increased advance purchased dining ticket revenue by 71%.

Active Marketing**Sep 2015 – Nov 2016***Senior Account Manager & Marketing Strategist*

Created new brand identities for clients; led marketing strategy, scheduled and assigned work across internal and external production teams; ensured work was completed on-time and on-budget and reported results to clients; mentoring of account managers and coordinators.

Afia, Inc.**Apr 2014 – Sep 2015***Social Media Strategist & Consultant*

Launched brand new social media service line; speaker at several live speaking engagements; planned and launched a successful \$75k social media donation initiative for an autism school.

McLaren Health Care**Apr 2011 – Apr 2014***Corporate Social Media Strategist & Marketing Specialist*

Authored, planned and launched the first Twitter surgery event in McLaren Health Care history.

JBR Graphics**Jan 2003 – Jun 2012***Web Designer, Developer & Owner*

Serviced 200 clients, designed and coded websites.

SERVICE

AGSCOM (Association for Graduate Students in Communication), Social Events Chair

Michigan State University, Department of Communication

East Lansing, MI, 2021 – present

Board Member, Secretary: Harbor Springs Area Chamber of Commerce

Travel & Tourism Industry

Harbor Springs, MI, 2018 – 2021

Board Member: Patient & Family Advocacy Board

Healthcare Industry

McLaren Northern Michigan

Petoskey, MI, 2017 – 2019

Panelist: “Targeting, Measuring & Optimizing in a Data Driven Marketing Landscape”

Travel & Tourism Industry

Midwest Ski Area Association Summer Meetings & Trade Show

Harbor Springs, MI, Aug 2018

Volunteer, Director of Communications: Social Media Club
World's Largest Community of Social Media Professionals
International/Virtual, 2015

Speaker/Presenter: "Social Media Fundraising for an Autism Center"
Behavioral Health Industry (subset of Healthcare)
MHCA – Mental Health Corporations of America
San Diego, CA, Aug 2015

Speaker/Presenter: "Online Reputation Management for Healthcare"
Behavioral Health Industry (subset of Healthcare)
Ann Arbor, MI, Afia, Inc., Mar 2015

Speaker/Presenter: "Autism & Social Media: Platforms in Healthcare"
Behavioral Health Industry (subset of Healthcare)
Michigan Association of CMH Boards, 2014 Fall Conference
Traverse City, MI, Oct 2014

Board Member, Secretary: Keep Charlevoix Beautiful, Inc.
Travel & Tourism Industry
Charlevoix, MI, 2007 – 2009