

**Bobbie Rathjens**  
College of Communication Arts & Sciences  
Michigan State University  
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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”*

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## PUBLICATIONS (UNDER REVIEW)

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

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## CONFERENCE PROCEEDINGS

Zhang, L., Wei, W., **Rathjens, B.**, & Zheng, Y. (2022, March 16-18). *Message Appeal and Narrators: Examine the Effect of Pet Influencers on Consumers*. [Conference presentation]. Academy of Business Research Spring 2022 Conference, New Orleans, LA, United States.

**Rathjens, B.** (2018, August 19-22). *Targeting, Measuring, & Optimizing in a Data-Driven Marketing Landscape*. [Conference presentation]. Midwest Ski Area Association Summer Meetings & Trade Show 2018, Harbor Springs, MI, United States.

**Rathjens, B.** & Larcenaire, G. (2015, August 11-14). *Social Media Fundraising for an Autism Center*. [Conference presentation]. Mental Health Corporations of America Summer 2015 Conference, San Diego, CA, United States.

**Rathjens, B.** & Dettling, K. (2014, October 25-27). *Autism & Social Media: Platforms in Healthcare*. [Conference presentation]. Michigan Association of CMH Boards 2014 Fall Conference, Traverse City, MI, United States.

## TEACHING EXPERIENCE

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Teaching Assistant for HB 489 (Hospitality Business Strategy)

Instructor for JRL 433 (Social Media Applications)

Instructor for M 200 (Introduction to Marketing)

Instructor for CIS 111 (Web Development 1: HTML and CSS)

## PROFESSIONAL EXPERIENCE

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### **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

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

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

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

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