

Bobbie Rathjens
College of Communication Arts & Sciences
Michigan State University
404 Wilson Road
East Lansing, MI 48824
(231) 313-9175 rathjens@msu.edu bobbierathjens.com

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 (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*.

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

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

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

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