

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

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

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

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

**Michigan State University, Eli Broad College of Business** **2018 – 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

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**Rathjens, B. & Van Der Heide, B. (2022).** *Responding to negative online reviews: the effect of the responsive manager.* Manuscript in preparation.

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

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**Rathjens, B.**, Van Der Heide, B., Earle, K., Pham, D., Ulusoy, E., Mason, A. J., Zhang, Y., & Bredland, A. (March, 2022). *Responding to negative online reviews: the effect of the responsive manager.* [Paper submitted for presentation]. National Communication Association’s 108<sup>th</sup> Annual Conference. New Orleans, LA.

Pham, D., Van Der Heide, B, Zhang, Y., Earle, K., **Rathjens, B.**, Ulusoy, E., Mason, A. J., & Bredland, A. (March, 2022). *Testing the effects of providing feedback on perceiving selective self-presentations in computer-mediated communication.* [Paper submitted for presentation]. National Communication Association’s 108<sup>th</sup> Annual Conference. New Orleans, LA.

Van Der Heide, B., Mason, A. J., Earle, K., Ulusoy, E., Pham, D., **Rathjens, B.**, Zhang, Y., & Bredland, A. (March, 2022). *Does warranting theory function best outside of a truth-default state: Initial Experimental Evidence.* [Paper submitted for presentation]. National Communication Association’s 108<sup>th</sup> Annual Conference. New Orleans, LA.

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.

**Rathjens, B.** (2018, August 19-22). *Targeting, measuring, & optimizing in a data-driven marketing landscape*. [Panel speaker]. Midwest Ski Area Association 2018 Summer Meeting, Boyne Highlands Resort, Harbor Springs, MI.

**Rathjens, B.** & Larcenaire, G. (2015, August 11-14). *Using social media for large scale events and fundraising*. [Conference presentation]. Mental Health Corporations of America Summer 2015 Conference, San Diego, CA.

**Rathjens, B.** & Dettling, K. (2014, October 25-27). *Autism & social media: platforms in healthcare*. [Conference presentation]. Michigan Association of CMH Boards 2014 Fall Conference, Grand Traverse Resort, Traverse City, MI, United States.

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## TEACHING EXPERIENCE

Teaching Assistant for Hospitality Business Strategy  
Instructor for Social Media Applications  
Instructor for Introduction to Marketing  
Instructor for Web Development 1: HTML and CSS

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## PROFESSIONAL EXPERIENCE

**Michigan State University** **2021 – present**

*Research Assistant, The School of Hospitality Business*

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

**Boyne Highlands Resort** **2016 – 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** **2015 – 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.** **2014 – 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****2011 – 2014***Corporate Social Media Strategist & Marketing Specialist*

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

**JBR Graphics****2003 – 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