

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

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

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

Advisors: Drs. Brandon Van Der Heide & Lu Zhang

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

Michigan State University, Eli Broad College of Business **2018 – 2019**

M.S., Marketing Research

PUBLICATIONS

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*.

CONFERENCES

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 108th 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 108th 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 108th 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 paper 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.

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

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

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