

Bobbie Rathjens, M.S.

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RESEARCH INTERESTS

Marketing, branding, computer-mediated communication, social media, online reviews, organizational communication, and technology.

EDUCATION

Michigan State University, Department of Communication 2021 - 2025 (expected)
Ph.D. Student: Communication & The School of Hospitality Business
Advisors: Drs. Brandon Van Der Heide & Lu Zhang

Michigan State University, Eli Broad College of Business 2018 - 2019
M.S., Marketing Research

PUBLICATIONS

Rathjens, B., Van Der Heide, B., Earle, K., Ulusoy, E., Pham, D., Mason, A. J., Zhang, Y., & Bredland, A. (under review). Responding to negative online reviews: the effect of the responsive manager. *Computers in Human Behavior*.

Wei, W., Zhang, L., **Rathjens, B.**, & McGinley, S. (under review). Electronic consumer-to-consumer interaction (eCCL) 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*.

ACADEMIC CONFERENCES

Rathjens, B., Van Der Heide, B., Earle, K., Ulusoy, E., Pham, D., Mason, A. J., Zhang, Y., & Bredland, A. (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. (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. (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.

TEACHING EXPERIENCE

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

PROFESSIONAL EXPERIENCE

Michigan State University, Research & Teaching Assistant 2021 - 2025

Conducting qualitative interviews; recruiting participants for studies; scheduling and conducting studies; maintaining data; assisting with data analysis; conducting research; grading student assignments; assisting with classroom activities.

Boyne Highlands Resort, Director of Marketing 2016 - 2021

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, Senior Account Manager & Marketing Strategist 2015 - 2016

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., Social Media Strategist & Consultant 2014 - 2015

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, Corporate Social Media Strategist / Marketing Specialist 2011 - 2014

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

JBR Graphics, Web Designer, Developer & Owner 2003 - 2012

Counseled clients on online marketing strategies; content writing; graphic design; serviced 200 clients; designed and coded websites; entrepreneur.

PROFESSIONAL CONFERENCES

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.

SERVICE & VOLUNTEERING

Workshop: Crafting Your Personal Brand as a Graduate Student, Presenter 2022
Michigan State University, Department of Communication
East Lansing, MI

Workshop: How to Build Your Graduate Student Website, Presenter 2022
Michigan State University, Department of Communication
East Lansing, MI

AGSCOM (Assoc for Graduate Students in Communication), Social Events Chair 2021 - 2022
Michigan State University, Department of Communication
East Lansing, MI

Harbor Springs Area Chamber of Commerce, Board Member & Secretary 2018 - 2021
Representing Boyne Highlands Resort
Harbor Springs, MI

Patient & Family Advocacy Board, Board Member 2017 - 2019
McLaren Northern Michigan
Petoskey, MI

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

Keep Charlevoix Beautiful, Inc., Board Member & Secretary 2007 - 2009
Charlevoix, MI

Charlevoix Circle of Arts, Board Member 2007 - 2008
Charlevoix, MI