

Bobbie Rathjens, M.S.

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RESEARCH INTERESTS

Hospitality business, marketing, branding, communication, social media, and technology.

EDUCATION

Michigan State University, Department of Communication 2025 (expected)

Ph.D. Student, Department of Communication

Research & Teaching Assistant, The School of Hospitality Business

Advisors: Drs. Brandon Van Der Heide & Lu Zhang

Michigan State University, Eli Broad College of Business

2019

M.S., Marketing Research

SUBMITTED PUBLICATIONS

Yang, W., Zhang, L., Wei, W., Yoo, M., & **Rathjens, B.** (2022). *Title withheld*. Manuscript submitted for publication.

Rathjens, B., Van Der Heide, B., Earle, K., Ulusoy, E., Pham, D., Mason, A. J., Zhang, Y., & Bredland, A. (2022). *Title withheld*. Manuscript submitted for publication.

Wei, W., Zhang, L., **Rathjens, B.**, & McGinley, S. (2022). *Title withheld*. Manuscript submitted for publication.

Zhang, L., Wei, W., **Rathjens, B.**, & Zheng, Y. (2022). *Title withheld*. Manuscript submitted for publication.

ACADEMIC CONFERENCES

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 accepted 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 accepted 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

Instructor of Record (online), COM 100: Human Communication
Teaching Assistant, HB: 489 Hospitality Business Strategy
Instructor of Record (online), JRL: 433 Social Media Applications
Instructor of Record (in-person), M 200: Introduction to Marketing
Instructor of Record (hybrid), CIS 111: Web Development 1: HTML & CSS

TEACHING CERTIFICATION

QM: Quality Matters Applying the Rubric (APPQMR)

A faculty-centered, peer review process that teaches instructors how to create and certify the quality of their online and hybrid course content to ensure the best educational experience possible.

SCHOLARSHIPS & AWARDS

Kasavana & Schmidgal Research Grant, \$4,000 The School of Hospitality Business at Michigan State University	2022
Banks Brown Graduate Scholarship, \$5,000 AHLA (American Hotel & Lodging Association) Foundation	2022
Graduate Scholarship, \$1,000 Pythian Sisters of Ohio	2021

INDUSTRY EXPERIENCE

- As **director of marketing** at a ski resort, I created a new ski lift product called The Happiness Card. Going into its third year, the Happiness Card continued to be a tremendous success from a ski visitation and revenue-driving standpoint. During my time, I increased season pass revenue by 22%, paid skier visits by 24%, lift ticket revenue by 9%, dinner theatre revenue by 16%, and advance purchased dining ticket revenue by 71%.
- As a **social media strategist**, I wrote and executed the strategy for the first-ever Twitter surgery event at the health system I was employed at. The Twitter event was an educational documentary that was aired with cardiothoracic surgeons answering questions on Twitter in real-time. The documentary that was utilized in the event still resides on YouTube and has over 85k+ views.
- While employed at a consultancy as a **healthcare social media strategist**, I wrote and executed an autism school fundraiser which generated over \$75k. The fundraiser was created to cover the costs of technology and equipment for the school's non-verbal autistic children to assist them in speaking.
- As a **senior account manager and strategist** at a marketing and branding agency, I was responsible for creating new brands and marketing materials with the goal of lead generation for addiction treatment facilities.
- As a **small business owner**, I started a web design shop that served over 200 clients at its peak. Responsible for designing, coding, and publishing websites for a wide array of clientele in many different industries. Completed all sales and marketing for the company as well.

INDUSTRY 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
Michigan State University, Department of Communication
East Lansing, MI

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

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

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

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

Keep Charlevoix Beautiful, Inc., Board Member & Secretary
Charlevoix, MI

Charlevoix Circle of Arts, Board Member
Charlevoix, MI