

Bobbie Rathjens, M.S.

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RESEARCH INTERESTS

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

EDUCATION

Michigan State University, Department of Communication **2025**
Ph.D., Communication/Hospitality Business
Committee: Brandon Van Der Heide, Ph.D. (co-chair), Lu Zhang, Ph.D. (co-chair),
Monique Turner, Ph.D., & James Dearing, Ph.D.

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

MANUSCRIPTS UNDER REVIEW

Rathjens, B., Van Der Heide, B., Pham, D., Earle, K., Ulusoy, E., Mason, A. J., Zhang, Y., & Bredland, A. (2022). Title withheld. Manuscript revised and resubmitted to *Communication Reports*.

Yang, W., Zhang, L., Wei, W., Yoo, M., & **Rathjens, B.** (2022). Title withheld. Manuscript submitted for publication to *International Journal of Hospitality Management*.

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

Wei, W., Zhang, L., **Rathjens, B.**, & McGinley, S. (2022). Title withheld. Manuscript revised and resubmitted to *Journal of Hospitality & Tourism Research*.

Zhang, L., Wei, W., **Rathjens, B.**, & Zheng, Y. (2022). Title withheld. Manuscript revised and resubmitted to *International Journal of Hospitality Management*.

ACADEMIC CONFERENCES

(*presenter)

Rathjens, B.*, Zhang, L., & Cha, J. (2023). *Robots vs. humans in services: examining the role of process- vs. outcome-orientation*. [Paper submitted for presentation]. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Collins College of Hospitality Management at California State Polytechnic University, Pomona. Pomona, CA.

Rathjens, B.* & Zhang, L. (2022). *Does brand familiarity and ad disclosure matter? An investigation of social media influencers*. [Poster accepted for presentation]. 2022 Purdue Spirit of Hospitality Summit. White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management at Purdue University. West Lafayette, IN.

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), Human Communication
Teaching Assistant, Hospitality Business Strategy
Instructor of Record (online), Social Media Applications
Instructor of Record (in-person), Introduction to Marketing

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 & GRANTS

Kasavana & Schmidgal Research Grant, \$4,000

The School of Hospitality Business at Michigan State University

Banks Brown Graduate Scholarship, \$5,000

AHLA (American Hotel & Lodging Association) Foundation

INDUSTRY EXPERIENCE

Director of Marketing, *at a nationally recognized ski and golf resort.*

[Created profitable lift products](#). Increased season pass revenue by 22%, paid skier visits by 24%, lift ticket revenue by 9%, dinner theatre revenue by 16%, and advance purchase dining ticket revenue by 71%.

Corporate Social Media Strategist, *at a multi-state healthcare system.*

Wrote and executed the strategy for the [first-ever Twitter surgery event](#) in the health system's history. The documentary that was utilized in [the event still resides on YouTube](#) and has over 91k+ views.

Healthcare Social Media Strategist & Consultant, *at a small startup healthcare consultancy.*

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.

Senior Account Manager & Strategist, *at a marketing and branding agency.*

Responsible for creating new brands and marketing materials with the goal of lead generation for addiction treatment facilities. Mentored and managed account management staff.

Small Business Owner, *at a web design shop that served 200+ clients at its peak.*

Responsible for designing, coding, and publishing websites for a wide array of clientele in many different industries. Additionally, performed all sales and marketing tasks for the company.

INDUSTRY CONFERENCES

(*presenter)

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