

EVELYN KWAN GREEN

118 LAMAR AVENUE, HATTIESBURG, MISSISSIPPI 39402

601.467.0473

evelyn.green@usm.edu

PROFILE

- Skilled marketing professional with administrative, management, college-level instruction, and faculty development experience.
- Masters in instructional technology and business administration.
- Twenty years of work experience in a Mississippi institution of higher learning.
- Strong background in hospitality management, marketing, campus recreation marketing, sales, public relations, training, and grants administration.
- Experienced in online course development and delivery, faculty/staff instructional technology development training, strategic marketing planning, start-up operations, customer service training, fiscal and inventory management, town-and-gown relationship building, and event and project management.
- Trilingual capabilities: English, Cantonese, and Bahasa Malaysia.

EDUCATION

Master of Science, Instructional Technology

The University of Southern Mississippi August, 2006

Capstone project

WebCT Online Tutorial: A Faculty Guide to Basic Online Course Development and Maintenance. Completed and passed on April 21, 2006.

Master of Business Administration

The University of Southern Mississippi August, 1992

Emphasis: Marketing

Bachelor of Science, Hotel and Restaurant Administration, Summa Cum Laude

The University of Southern Mississippi May, 1987

Minor: Personnel Management

Note: Currently a doctoral student in the International Development (economic development focus) program at The University of Southern Mississippi.

EXPERIENCE

Instructor

Aug. 2006-present

Tourism Management, College of Business

The University of Southern Mississippi, Hattiesburg, Mississippi

Teach upper-level tourism management courses:

- TM 445 - Hospitality Cost Controls
 - TM 442 - Hospitality Marketing
 - TM 378 - Casino/Resort Operations Management I (online)
 - TM 377 - E-Commerce in the Tourism Industry
 - TM 375 - Beverage Management
 - TM 368 - Hotel Management I
 - TM 342 - Hospitality Human Resource Management
 - TM 340 - Dimensions of Tourism (online)
-
- (All traditional classes include an online course supplement)

Instructional Technologies Trainer

Jan. 2005-Aug. 2006

*Learning Enhancement Center**The University of Southern Mississippi, Hattiesburg, Mississippi*

- Develop training materials and provide instructional technologies training to faculty and staff.
- Software proficiency:
 - Webcasts and podcasts (Garageband, Audacity, iTunes)
 - Live Classroom and Voice Tools (Wimba)
 - Presentation software (PowerPoint, Camtasia Studio, SnagIt)
 - Web-authoring software (Dreamweaver, Netscape Composer)
 - Web course management software (Blackboard CE6)
 - Graphic software (Photoshop CS2)
 - Hypermedia software (Windows Movie Maker, Toolbook II, ULead Video Editor 9, Windows Movie Maker, Microsoft Producer, Photostory 3 for Windows, ULead COOL 360, Sound Forge 8.0, etc.)
 - Office software (Microsoft Office Professional Suite)
 - Spreadsheet software (Excel)

Title III-A Project Director/Marketing and Fiscal Manager

Oct. 2003-Dec. 2004

*Learning Enhancement Center**The University of Southern Mississippi, Hattiesburg, Mississippi*

- Project director for a five-year, \$1.78 million, U.S. Department of Education, Title III-A Strengthening Institution grant on classroom technology acquisition and faculty development in technology integration in the teaching and learning environment.

Instructional Media Unit Director/Title III-A Project Director

July 2002-Sept. 2003

*Office of Technology Resources**The University of Southern Mississippi, Hattiesburg, Mississippi*

- Unit director for the university's instructional media resources department and project director of a U.S. Department of Education Title III-A Strengthening of Institution grant.
- Unit areas included instructional equipment services and loaner pool, campus lab coordination, graphic services, interactive video networking, and Center for Education and Learning Technologies.

Associate Director, Recreational Sports

July 1998-June 2002

Assistant Director, Recreational Sports

Nov. 1992-June 1998

*Division of Recreational Sports**The University of Southern Mississippi, Hattiesburg, Mississippi*

- Director of marketing, sales, public relations, and facility reservations for a \$7.3m campus recreation, fitness, and wellness complex.

Adjunct Instructor

Aug. 1992-May, 1996

*Hospitality Management and Freshman Leadership programs**The University of Southern Mississippi, Hattiesburg, Mississippi*

- Taught university level courses on Introduction to Hospitality Industry, Front Office Management, Convention Management, Beverage Management, and freshman leadership.

Program Specialist

Nov. 1991-Oct. 1992

*Office of Drug Education**The University of Southern Mississippi, Hattiesburg, Mississippi*

- Planned and coordinated logistics for a ten-state, 13-cities southwest regional Department of Education drug prevention grant program.

Information Specialist

Nov. 1988-Oct. 1991

Office of Research & Sponsored Programs

The University of Southern Mississippi, Hattiesburg, Mississippi

- Responsible for maintaining a faculty research interest and related grants information database.

Program Coordinator

Apr. 1988-Oct. 1988

Division of Lifelong Learning, Noncredit Programs

The University of Southern Mississippi, Hattiesburg, MS 39406

- Responsible for coordinating noncredit workshops, camps, and summer programs.

Manager, Budget Inn, Hammond, Louisiana

Sept. 1987-Nov. 1987

Resident Manager, Holiday Inn-Airport Lakes, Miami, Florida

Aug. 1986-Aug. 1987

Inn Serve Corporation, Meridian, Mississippi

- Managed the 104-room bed and breakfast inn in Hammond, Louisiana.
- Managed the Front Office and assisted the General Manager in the daily operations of the 300-room, high-rise Holiday Inn property in Miami, Florida.

Sales Executive

1981-1983

Kuala Lumpur Hilton International, Kuala Lumpur, Malaysia

- Solicited and managed corporate accounts for rooms and banquet sales.

Senior Sales Representative

1979-1981

VISA Merchant Establishment Division, Standard-Chartered Bank, Kuala Lumpur, Malaysia

- Implemented start-up of new credit card division for the bank. Recruited, trained, and supervised sales staff.

Sales Representative

1978-1979

VISA Card Department, Bank of America, Kuala Lumpur Malaysia

- Solicited merchant establishments and trained establishment staff.

Manager

1976-1978

Scene One Boutique and "Clothes" Boutique, Kuala Lumpur, Malaysia

- Managed the daily operation and sales of high-end ladies fashion boutique.

COMMUNITY SERVICE, PROFESSIONAL AFFILIATIONS , & AWARDS

American Hotel & Lodging Educational Institute

- Instructor, Bar & Beverage Management, Dec. 2007
- Instructor, Managing Front Office Operations, Dec. 2006

Anheuser-Busch

- Learn-2-Serve certification, Nov. 2007

Hattiesburg American, a Gannett newspaper

- Community Columnist, 2006
- Online Editorial Board, May, 2004-2005
- Editorial Board, Jan - Jun, 1999

Hattiesburg Arts Council

- Board of Directors, 2006-2008
- Webmaster

Hattiesburg Convention and Visitors Bureau/City of Hattiesburg

- Chair, Hospitality Committee for Pre-Olympics Training in Hattiesburg, 1996
- Facility Coordinator, Great Pine Belt Trade Exposition, 1994-2001
- Co-Chair, Mayor's Youth Conference, 1994-1998

Junior Achievement of Mississippi, Inc.

- Consultant, 2000

National Intramural-Recreational Sports Association (NIRSA)

- National Service Award, 2000
- Judge, Creative Excellence Award competition, 2004
- Consultant, Marketing Special Interest Committee 1999-2000
- Chair, Marketing Special Interest Committee, 1998-1999
- Program Co-Chair, Planning Committee, NIRSA Region II/Mississippi Recreation and Parks Association Annual Conference, Biloxi, Mississippi, 1997

Prentice-Hall

- Reviewer, *Casino Management Essentials Series*, a five-book series dealing with casino management and operations.

Sales and Marketing Executives International

Certified Marketing Executive (CME) certification, 1996

United Way of Southeast Mississippi, Hattiesburg, Mississippi

- Board of Directors, 1994-2000
- Funds Distribution Committee, 1994-1998

The University of Southern Mississippi

Activities

- Delta Tau Delta Fraternity, Faculty Advisor, 2008
- College of Business Web site developer, 2007-2008
- Member, College of Business Technology Committee
- Member, College of Business Scholarship Committee
- Member, College of Business Facility Committee
- Member, University Committee for Athletic Minority Equality, 2006-2008
- Secretary, Instructional Technology Student Association, 2005-2006
- Member, Founders Society, USM Foundation, since 1998
- Staff Development Committee, Division of Student Affairs, 1999-2000
- Interviewer, Freshman Leadership & Scholarship Award Program, 1994-2002
- International Food Service Executives Association (IFSEA) Club, Secretary, 1985

Awards

- College of Business, Department of Tourism Management, *The Cutting Edge* award for innovative teaching, April 28, 2007
- Recreational Sports Alumnus of the Year Award, 2001
- Staff Excellence Award, 1999-2000
- Outstanding Staff Member of the Year, University Staff Council, 1996-1997
- Distinguished Sales and Marketing Executive Award, Sales and Marketing Executives International (SMEI) Hattiesburg Chapter, 1996

- Regional and State Award for 1991-92 Student Paper Contest on Total Quality Management, American Production and Inventory Control Society (APICS)
- Outstanding Senior, Hotel & Restaurant Administration, 1987
- Outstanding Junior, Hotel & Restaurant Administration, 1986
- Delta, Delta, Delta Scholarship, 1984, 1985
- Outstanding Freshman in History Award, 1983

Honors

- University Honors College
- Alpha Mu Alpha (American Marketing Association Honor Society)
- National Dean's List, 1986
- President's and Dean's List
- Golden Key National Honor Society
- Phi Kappa Phi

U.S. Department of Education

- Federal Grant Reviewer, Title III-A Strengthening Institution Grant competition

PUBLICATIONS AND PRESENTATIONS

Publications:

Book Chapter

Green, E. and Hill, A. (2007). Campus recreation marketing. In National Intramural-Recreational Sports Association (Ed.), *Campus Recreation: Essentials for the Professional*. Champaign, IL: Human Kinetics.

Articles

Green, E., Gonsoulin, S. and Nordin, C. (Eds.). (1997). Proceedings from 48th NIRSA Annual Conference: *Marketing, Sales, and Public Relations: Your Winning Trifecta*. Corvallis, OR: National Intramural-Recreational Sports Association.

Green, E., and Gonsoulin, S. (Eds.). (1996). Proceedings from 47th NIRSA Annual Conference: *Expectations of the Marketing Professional: Do's and Don'ts*. Corvallis, OR: National Intramural-Recreational Sports Association.

Green, E., and Gonsoulin, S. (Eds.). (1995). Proceedings from 46th NIRSA Annual Conference: *Marketing Professional: Can Your Operation Be Successful Without One*. Corvallis, OR: National Intramural-Recreational Sports Association.

Presentations:

Green, E. and Thornton, A. *Live Classroom: From Implementation to Value beyond Instruction*, Wimba Connect 2008 Users' Conference, Orlando, Florida, 2008

Green, E. *Virtual Technology: Value beyond Instruction*, Creating Futures through Technology Conference and Trade Show, Biloxi, Mississippi, 2008

Reidenbach, E. and Green, E. *A Value Driven Marketing Plan in Progress: The Southern Miss Experience*, 53rd NIRSA Annual National Conference, San Antonio, Texas, 2002

Reidenbach, E., Green, E., and Burton, R. *It's Marketing Magic: How to Plan a Value Driven Program*, NIRSA Marketing Symposium, Las Vegas, Nevada, 2000

Green, E., Miller, J., and Cook, J. *The Price is Right: How to Create a Successful Sponsorship Proposal* (a preconference workshop), 51st NIRSA Annual Conference, Providence, Rhode Island, 2000

Green, E., and Hudson, N. Marketing: *It's Providence for Fitness and Wellness Programs*, 51st NIRSA Annual Conference, Providence, Rhode Island, 2000

Green, E. *Marketing, Sales and Public Relations: Finding the Right Fit*, NIRSA Mississippi State Workshop, Starkville, Mississippi, 2000

Green, E., Miller, J., and Cook, J. *Marketing Up Close and Personal: Learn to Make Cows Fly* (a preconference workshop), 50th NIRSA Annual Conference, Milwaukee, Wisconsin, 1999

Green, E. *Chart Your Destiny: Create a Marketing Plan*, 49th NIRSA Annual Conference, Salt Lake City, Utah, 1998

Green, E., Gonsoulin, S. and Nordin, C. *Marketing, Sales, and Public Relations: Your Winning Trifecta*, 48th NIRSA Annual Conference, Louisville, Kentucky, 1997

Green, E., and Gonsoulin, S. *Expectations of the Marketing Professional: Do's and Don'ts*, 47th NIRSA Annual Conference, Kansas City, Missouri, 1996

Green, E., and Gonsoulin, S. *Marketing Professional: Can Your Operation Be Successful Without One*, 46th NIRSA Annual Conference, Albuquerque, New Mexico, 1995

Market Research Projects:

Bishop, D., Johnson, J., and Green, E. The University of Southern Mississippi Faculty Technology Survey, a faculty satisfaction and needs assessment on campus informational technology analysis, 2003

Green, E., Bishop, D., and Johnson, J. The University of Southern Mississippi Highly Visible Undergraduate Classroom (HVUC) Survey, a faculty satisfaction and needs assessment on classroom technology analysis, 2003

Green, E., and Beedle, J. The University of Southern Mississippi, With Payne, I Gain Survey , a recreation and wellness complex customer satisfaction and needs assessment analysis, 2000

REFERENCES

Sid Gonsoulin

Associate Vice President of Student Affairs
The University of Southern Mississippi
118 College Drive, Box 5155
Hattiesburg, MS 39406-5155
601.266.5767
sidney.gonsoulin@usm.edu

Dr. Steve Yuen

Professor, Instructional Technology
The University of Southern Mississippi
118 College Drive, Box 5036
Hattiesburg, MS 39406-5036
601.266.4446
steve.yuen@usm.edu

Dr. Tony Henthorne

Chair and Professor, Tourism Management
The University of Southern Mississippi
118 College Drive, Box 5176
Hattiesburg, MS 39406-5176
601.266.4635
tony.henthorne@usm.edu