

Mrs. Heidi L. Dent

Western Carolina University
Marketing, Entrepreneurship, Sport Management, and Hospitality and Tourism
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Education

DBA, Jacksonville University, 2020.
Dissertation Title: Boomer Entrepreneurship: The New Retirement

MS, Florida International University, 2020.
Major: Marketing
Supporting Areas of Emphasis: Digital, branding, analytics

MBA, University of North Carolina at Pembroke, 2011.

BA, Mercer University, 1992.

Academic, Government, Military, and Professional Positions

Academic

Assistant Professor of Marketing, Western Carolina University. (July 2019 - Present).

Academic - Post-Secondary

Adjunct Faculty, Christian Brothers University. (August 2018 - October 2019).

Professional

Owner, Markestry (Pikle). (October 2015 - Present).

Vice President of Sales and Marketing, Gottlieb. (September 2018 - August 2019).

President/Owner, Hirease Inc. (April 2002 - October 2015).

TEACHING

Teaching Experience

Western Carolina University

MKT 195, Facebook Generation Mkt, 1 course.
MKT 201, Principles of Marketing, 5 courses.
MKT 360, Foundations of Internet Mrktng, 3 courses.
MKT 483, Internship in Marketing, 1 course.

Directed Student Learning

Internship Advisor, "Management and Marketing in Regional Casino." (January 2020 - April 2020).
Advised: Kyle Galloway

Internship Advisor, "Social Media Marketing For Retail With Social Cause." (January 2020 - April 2020).
Advised: Morgan Forbes-Robinson

Undergraduate Honors Project or Thesis, "Marketing Planning For Startup Food Truck Social Venture." (January 2020 - April 2020).
Advised: Christy Dillard

Undergraduate Honors Project or Thesis, "Marketing Planning For Startup Food Truck Social Venture." (January 2020 - April 2020).
Advised: Haley Multerer

Undergraduate Honors Project or Thesis, "Marketing Planning For Startup Food Truck Social Venture." (January 2020 - April 2020).
Advised: Rachel Cline

Undergraduate Honors Project or Thesis, "Marketing Planning For Startup Food Truck Social Venture." (January 2020 - April 2020).
Advised: Zoe Miller

Undergraduate Honors Project or Thesis, "Vegan Food Truck Venture in New York City," College of Education and Allied Professions. (September 6, 2019 - December 2019).
Advised: Kierra Hannon

Undergraduate Honors Project or Thesis, "Health Related Risks of Technology," School of Nursing. (September 9, 2019 - November 21, 2019).
Advised: Olivia Rich

RESEARCH

Published Intellectual Contributions

Other

Dent, H. L. (2020). *Founder Perceptions of Social Media and Brand Reputation* (pp. 9-10).
Appalachian Research in Business Symposium (ARBS).

Contracts, Grants and Sponsored Research

Grant

Dent, H. (Co-Principal), White, B. J. (Co-Principal), Grant, "Scholarship of Engagement Research for Sustainabilities: Marketing and Information Technology For More Sustainable Agritourism in Western North Carolina", Western Carolina College of Business Summer Research Grant, Western Carolina University, \$5,000.00. (expsub: April 12, 2000, start: April 26, 2020, end: August 2020).

Other Research/Scholarly Activity

"Understanding Consumer Perceptions Via Giphy" (Planning). (April 2020 - Present).
Image analysis of trending .gifs on the website giphy.com to gain insight into consumer sentiment.

"Boomer Entrepreneurship: The New Retirement" (On-Going). (August 2018 - May 2020).
Doctoral dissertation. Grounded theory research evaluating the motivations of baby boomer entrepreneurs. Research utilized Expectancy Theory (Vroom, 1965), effort-performance-outcome model influence on phenomena of boomer entrepreneurship.

SERVICE

University Service

Committee Member, Search Committee. (March 2020 - Present).

Committee Member, Campus Theme Steering Committee. (February 2020 - Present).

Public Service

Financial Literacy Volunteer, United Way of Northeast Florida, Jacksonville, FL. (February 2018 - Present).

Board Member, Learn To Read, Jacksonville, FL. (May 2018 - July 2018).