

Dr. S. Emory Hiott
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Education:	Doctorate of Business Administration Marketing Emphasis Gardner – Webb University	May 2023
	Master in Business Administration Charleston Southern University	May 2014
	Bachelor of Science Clemson University Major: Technical Marketing	May 2004

Work Experience:

Charleston Southern University: Assistant Professor of Marketing Charleston, SC	August 2018 - current
<ul style="list-style-type: none">• Instructed students in market research, consumer behavior, advertising, retail management, principles of marketing, professional selling, and the world of business• Selected as the Faculty Representative for the Student Advisory Council• Received high evaluation praises from both administration and students• Nominated to and served the Undergraduate Curriculum Committee and CSU Honors Committee	

Charleston Southern University: Adjunct Business Instructor Charleston, SC	August 2016 – May 2018
<ul style="list-style-type: none">• Instructed students in BUSI 105, The World of Business and BUSI 410, Marketing Research• Created quizzes, exams, and projects to help students understand key terms• Engaged students with lessons pertaining to real world business examples in hopes of inspiring a love for the business world	

South Carolina Baptist Convention: Education Catalyst Charleston, SC	July 2015 - August 2018
<ul style="list-style-type: none">• Created and marketed a new statewide initiative for the SCBC• Conducted and led trainings for church, business, and education leaders	

- Spoke at national events regarding the importance of education and how Christians can be involved to benefit low achieving students

First Baptist Church:

November 2008-August 2018

Minister to Children
Charleston, SC

- Taught and lead classes for both children and adults
- Developed, implemented, and marketed new and existing programs
- Managed over 40 volunteers and two to four employees on a weekly basis
- Coordinated church-wide activities and mission projects

Charleston Southern University:

March 2011- May 2014

Graduate Assistant to Dr. Tara Hulseley
College of Nursing and Allied Health
Charleston, SC

- Completed statistical analysis on surveys and demographics of students
- Aided professors and the Dean in various classroom and administrative tasks
- Met with prospective students to discuss the nursing program
- Created marketing research techniques to help assess student needs and Satisfaction

Mission Year:

September 2007-September 2008

Contract Urban Missionary
New Orleans, LA

- Managed financial and housing cases while counseling low-income persons
- Tutored middle school aged children in math with New Orleans Recovery School District
- Served over 1300 volunteer hours in my low-income urban community

Hawkes Learning Systems:

October 2006-August 2007

Marketing Coordinator
Charleston, SC

- Planned and coordinated events such as trade shows, trainings, and curriculum integrations
- Developed new advertising materials and performed market research
- Assisted business and math professors across the country with understanding the software and aiding them on how best to instruct students using our products

Glasspro:

March 2006-October 2006

Sales/Community Marketing Representative
Charleston/Myrtle Beach, SC

- Organized and assisted with special events, meetings, marketing promotions, and projects
- Maintained customer relationships with 300+ clients through daily visits and luncheons
- Tracked sales and marketing efforts with company database and controlled monthly inventory for two branches
- Researched market competitors to keep the company up to date when discussing insurance needs

Independent Insurance Representative:
Charleston, SC

October 2004- March 2006

- Marketed and sold policies from three different underwriters
- Researched sales leads and marketing trends
- Used marketing research to grow business accounts and aid other agents

Special Skills:

- Accelerated knowledge of Microsoft Office, Mac Office, Blackboard, ACT 2000 (Database management), Mainstreet (database, inventory control), and Raiser's Edge (non-profit fundraising) software
- Have led multiple mission trips all over the world, including a trip for both student groups and church groups
- Obtained my license to sell Life, Health, and Annuity Insurance

Publications:

- Gerdes, D. L., Embry, K., & Hiott, S. E. (2022). The podcasters' dilemma. *Southeast Case Research Journal*.
- Hiott, S.E., & Gerdes, D. L. (2022, October 20-22). Jesus and Artificial Intelligence: A Look into Marketing Ethics of AI Usage. [Paper presentation] Christian Business Faculty Association (CBFA) 2022: Cupbearers to Kings; Shawnee, Oklahoma.
- Hiott, S.E., & Gerdes, D.L. (2023, November 9-11). ChatGPT has entered the classroom; Are you Ready? [Paper presentation] Christian Business Faculty Association (CBFA) 2023: Truth and Grace; Lakewood, Colorado