

Courtney Cothren

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Education

- EdD, Educational Leadership & Policy Analysis
Coursework beginning May 2019 **University of Missouri**
Columbia, MO
- Master of Business Administration **Stephens College**
Columbia, MO
- BS: Fashion Marketing/Management
Summa cum Laude **Stephens College**
Columbia, MO
- Semester Abroad **London College of Fashion**
London, England

Academic Experience

- August 2016 – Present **University of Missouri**
Assistant Teaching Professor, Robert J. Trulaske, Sr. College of Business
 - Undergraduate Marketing Courses Taught: Consumer Behavior, Procurement Processes and Analytics, Marketing Management, Retail Marketing, Integrated Marketing Communications and Personal Selling
 - Executive MBA Course Taught: Advanced Marketing Management
 - Hybrid Courses Taught: Consumer Behavior and Professional Development Program Practicum
 - Fully Online Course Taught: Consumer Behavior
 - Curriculum Design: created the course Procurement Processes and Analytics. Course development entailed working with industry partners to identify content areas of importance, writing a self-published textbook and creating all assessment tools, lectures, and videos.
- January 2016 – December 2017 **LIM College**
Subject Matter Expert and Adjunct Instructor, Master of Professional Studies Program
 - Developed all course content for the Retail Merchandise Management online course for the Master of Professional Studies program in Fashion Merchandising and Retail Management
 - Delivered the course material in eight-week sessions in an online format
- May 2006 – August 2016 **Stephens College**
Assistant Professor, School of Design
 - Undergraduate Courses Taught: Fashion Perspectives, Merchandising Math, Fashion Retail Management, Problem Solving for Fashion Marketing/Management, Applied Fashion Marketing/Management Project, Fashion Industry Internship, Post-Internship Seminar, Current Issues in the Fashion Industry, Fashion Tours: MAGIC Las Vegas and Fashion Tours: Dallas Career Day
 - Regularly advised twenty-five to thirty students and achieved a 100% positive evaluation rating on advisee evaluations
 - Used both Canvas and Blackboard platforms to design and deliver course materials in traditional residential, online and blended formats

- June – July 2012 **University of Missouri**
Adjunct Professor, Robert J. Trulaske, Sr. College of Business
 - Undergraduate Course Taught: BUS4250: Retail Marketing
- 2009 – 2014 **Stephens College**
Assessment Coordinator, School of Fashion and Design
 - Managed the overall assessment process for School of Fashion and Design, including faculty training of assessment methods, collecting and evaluating assessment data, setting benchmarks and action plans and meeting with faculty to implement curriculum changes in response to information.
 - Trained on TracDat assessment software, updated assessment process for all fashion programs on TracDat
 - Aligned all undergraduate courses taught with school mission, goals and learning outcomes, established a course design method to integrate outcomes into course design, presented to full faculty at fall conference

Awards

- Trulaske College of Business
 - Recipient of the Raymond F. and Mary A. O'Brien Teaching Award, 2019
 - Named Honorary Coach by the Mizzou women's basketball team, 2019
- Stephens College
 - Recipient of the Century Candle Award, 2014
 - Recipient of the Distinguished Teaching Award, 2011

Service

- University of Missouri Committee Member
 - Online Course and Program Quality Taskforce, 2018-present
- Trulaske College of Business, Marketing Committee Member & Service
 - Undergraduate Curriculum Committee, 2016-present
 - External Relations Committee, 2017-present
 - Problems in Marketing instructor, 2016-present
 - DECA event participant, 2017
- Stephens College: Faculty Governance & Special Committees Member
 - Professional Development Committee, Secretary, 2013 - 2014
 - Assessment Task Force, 2012 – 2014
 - Advising Committee Co-Chair, 2010 – 2013
 - President's Task Force for Retention, Student Services Committee, 2011
 - Strategic Planning Committee: Doing Business, 2009 - 2010
 - Planning and Budget Committee, 2007 – 2010
- Student Activities Sponsor
 - Mortar Board, Senior Honor Society, 2006 - 2012

Scholarly Activities

- Co-presented "Zoom Up Your Classroom" at Teaching Renewal Week, University of Missouri, 2019
- Reviewed *Marketing Management, 15th Edition* Philip T. Kotler and Kevin Keller for Pearson Publishing, 2018
- Reviewed *Mathematics for Retail Buying, 8th Edition* by Bette K. Tepper and Marla Greene for Fairchild Publishing, 2016

- Selected to orally present the juried abstract, *The Market Day Simulation: Collaboration Through Experience*, during the International Textile and Apparel Association national conference in 2015
- Selected to present the juried abstract, *Assessing the Internship Experience: Practical Application of Knowledge to Support Program Learning Outcomes*, during the International Textile and Apparel Association national conference in 2013
- Invited to serve as an external reviewer of the Marist College Fashion Program in 2012. Conducted a two day on-site visit with a faculty member from Albright College and submitted a final report to the Vice President of Academic Affairs with recommendations for the program
- Selected to present the juried abstract, *Integration and alignment of fashion and design course outcomes, teaching strategies, and assessment with learning outcomes*, during the International Textile and Apparel Association national conference in 2011
- Created the presentation, *Integration and alignment of fashion and design course outcomes, teaching strategies, and assessment with learning outcomes*, which was given by the Stephens College VPAA at the NCA Higher Learning Commission Assessment Workshop in 2010
- Published case study *Credit Problems and Order Nightmares* in the text *Concepts and Cases in Retail and Merchandise Management*, 2009
- Revision reviewer, *Mathematics for Retail Buying 7th ed.*, Fairchild, 2014
- Concept reviewer, *The Guide to Gigs in Fashion*, Pearson, 2011
- Chapter reviewer, *Fashion: Innovation and Global Marketing*, Pearson, 2010

Professional Experience

- September – November 2017 **Cothren Consulting** Columbia, MO
Retail Consultant
 - Created presentation for local retail store to advise on retail metrics and strategies for growth
 - Helped create financial plans for MORE Spirited Gifts store opening
- October 2006 – 2016 **Morrison & Caldwell** Santa Fe, NM
Retail Consultant
 - Worked with luxury retail clients to create detailed merchandising plans and procure merchandise for store openings and expansions
 - Completed open to buys, updated plans and revised sales and inventory projections on a monthly basis
 - Created visual displays on-site, inventoried and tagged merchandise and organized back room stock
 - Created detailed presentation books for company executives and employees for all sourced products
 - Helped to train store buyers through creation of standard operating procedure manuals and forms for tracking merchandise
 - Responsible for merchandise procurement process, including purchase order writing, tracking, and vendor communication for over \$500,000 of retail merchandise
 - Had shared decision making responsibility for choosing an online POS system for retailers. Skilled in both Shopkeep and Mindbody systems and trained store personnel prior to opening on systems

- Responsible for remote entry and management of merchandise via online POS system
 - Conceived and managed a payables process that linked vendor invoices and wire transfer data to the AP department of client and facilitated all payments and communications with vendor base of over 115 resources
 - Created detailed SKU plans, line presentation sheets and accounting documents for product development clients
 - Visited factories and trade shows to source merchandise for both wholesale and retail clients
 - Helped Tucker's Point Hotel and Spa to achieve sales per square foot of \$875 in 2010 fiscal year
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- December 2003 – May 2006 **Harold's** Dallas, TX
Men's Sportswear Buyer and Merchandise Planner
 - Purchased and maintained inventory for men's sportswear division in 34 stores
 - Prepared budgets, monthly open to buys, and managed markdown plans for same departments
 - Tracked entire private label assortment from design/inception through fit, photosamples, pre-production, and shipping
 - Managed an assistant buyer and allocator
 - Negotiated discounts and pricing with vendors to achieve high IMU goals
 - Directed visual team in preparing floor sets to maximize sales through presentation of goods
 - Created visual stories for catalog and web shoots through selection and styling of garments
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- October 2003 – Dec. 2003 **Harold's** Dallas, TX
Associate Buyer, Men's Furnishings
 - Created and maintained models for basic programs of goods
 - Implemented and ran a Cole Haan shoe contest to increase sales
 - Built the shoe business by adding 5 new stores and creating a special order program
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- May 2002 – October 2003 **Harold's** Dallas, TX
Assistant Buyer, Ladies Accessories and Ladies Tops
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- June 2000 – May 2002 **Neiman Marcus** Dallas, TX
Assistant Buyer, Fashion Accessories
 - Completed the Neiman Marcus Executive Development Program
 - Communicated to management and stores to ensure profitable sell through
 - Controlled proper flow of receipts through accuracy of orders and communication to vendors and distribution centers
 - Assisted buyer in monthly projections and developing plans and goals to ensure profitable financial results
 - Wrote orders for 34 stores and managed receipts to open to buy

- January – April 1999 **Bryan Morel PR** London
Public Relations Intern
 - Merchandised designer collections
 - Assisted in fashion show seat planning
 - Assisted in inventory and booking of showroom samples

Volunteer Work

- Montgomery City Public Library Board, 2010 – 2018
 - Secretary, 2013 - 2018
- Immaculate Conception School Board, 2014 – 2016
 - President, 2015 - 2016
 - Secretary, 2014 - 2015
- Birthright of Montgomery City, Newsletter Author, 2014
- Immaculate Conception Parish
 - Eucharistic Minister, 2009 - Present
 - Classroom and fundraiser volunteer, 2013 - 2019
 - School Event Décor Coordinator, 2014 – 2015
 - Sesquicentennial Planning Committee, 2010 - 2011
 - Mother Daughter Banquet Fashion Show Coordinator, 2010 – 2012

References

- Available Upon Request