

Samantha Voelker Galvan, MBA, PhD

Curriculum Vitae

www.SamanthaVGalvan.com

SVGalvan@ollusa.edu

EDUCATION

The University of Texas at San Antonio August 2022
PhD in Business Administration, Marketing

The University of Texas at San Antonio December 2013
MBA

Trinity University, San Antonio, TX May 2006
BA, International Studies and French
Courses taken in French at L'Institut Catholique de Paris and Université Paris Diderot

ACADEMIC EMPLOYMENT

Our Lady of the Lake University, San Antonio, TX August 2022 – Present
Assistant Professor of Marketing/Business Analytics
Program Head, Master of Science in Business Analytics

Trinity University, San Antonio, TX August 2021 – June 2022
Visiting Instructor of Marketing

RESEARCH

Research in Progress

1. “Drink But Don’t Drive: Spillover Effects of Ridesharing on Alcohol Sales and Drunk Driving Arrests”
Status: Revise and Resubmit at *Journal of Public Policy and Marketing*
2. “Workplace Gender Diversity and Financial Outcomes: Evidence from the Video Game Industry” with Richard T. Gretz
Target journal: *Journal of Marketing*
Status: editing and preparing for submission
3. “Review and meta-analysis of online advertising”
Target journal: *Journal of Marketing*
Status: manuscript in progress

CONFERENCE PRESENTATIONS

- 2019 American Marketing Association Summer Academic Conference – Chicago
“Workplace Gender Diversity and Financial Outcomes: Evidence from the Video Game Industry”
- 2020 American Marketing Association Summer Academic Conference – Virtual
“Do People Drink More Alcohol When Ridesharing is Available?”
- 2021 American Marketing Association Marketing and Public Policy Conference – Virtual
“Drink But Don’t Drive: Spillover Effects of Ridesharing on Alcohol Sales and Drunk Driving Arrests”

AWARDS

Doctoral Fellowship, UTSA	2016-2021
Virginia Tech Future Faculty Diversity Program	November 2018
AMA HigherED SIG Doctoral Student Grant	May 2020
AMA Foundation Valuing Diversity Scholarship	June 2020
Outstanding Graduate Teaching Assistant, UTSA Graduate School	April 2021
PhD Program Excellence Fund, UTSA	May 2021
AMA Marketing and Society SIG Doctoral Student Scholarship	May 2021

TEACHING

Teaching Experience

Advertising, Business Analytics, Digital Marketing, Integrated Marketing Communications, Marketing Research, Marketing Strategy, Principles of Marketing, Marketing Analytics, International Marketing, Business Ethics, Professional Communication, Hispanic Marketing

Undergraduate Teaching Experience – F2F

Advertising (course evaluation: 4.3/5)	Fall 2018
Advertising (course evaluation: 4.9/5)	Spring 2019
Advertising (no course evaluations due to pandemic)	Spring 2020
Principles of Marketing (course evaluation: 5/6)	Fall 2021
Integrated Marketing Communications (course evaluation: 5.7/6)	Fall 2021
Principles of Marketing (course evaluation: 5/6)	Spring 2022
Marketing & Business Research (course evaluations: 4.7/6 and 5.4/6)	Spring 2022
Hispanic Marketing (course evaluations: 2.95/3)	Fall 2022
Marketing Research (course evaluations: 2.97/3)	Fall 2023
Professional Business Ethics (course evaluations: 2.97/3)	Fall 2023

Graduate Teaching Experience – F2F

Marketing Strategies and Policies (course evaluations: 2.85/3)	Fall 2022
--	-----------

Undergraduate Teaching Experience – online

Advertising (course evaluation: 4.75/5)	Summer 2020
Principles of Marketing (course evaluation: 4.6/5)	Fall 2020
Advertising (course evaluation: 4.4/5)	Spring 2021
Principles of Marketing (course evaluation: 4.42/5)	Summer 2021
Advertising (course evaluation: 4.53/5)	Summer 2021
Business and Society (course evaluation: 2.92/3)	Summer 2023
Business Analytics (course evaluation: n/a)	Summer 2023

Graduate Teaching Experience – online

Marketing Analytics (course evaluation: n/a)	Fall 2022
Marketing Analytics (course evaluation: 2.97/3)	Fall 2023
Introduction to Business Analytics (course evaluation: 2.6/3)	Fall 2023

PROFESSIONAL EXPERIENCE

The PM Group February 2014 – August 2016

Account Executive

- Oversaw the creation of 45+ TV spots from storyboarding to uploading completed spots.
- Facilitated new partnership between Spurs Sports and Entertainment and Rudy's BBQ in which Rudy's became a new vendor inside the AT&T Center.
- Managed large promotions between IHOP and major theme parks, including Six Flags Fiesta Texas, Schlitterbahn, and SeaWorld San Antonio.
- Clients: Planet Fitness (both corporate and franchisees), IHOP, San Antonio Shoemakers, Rudy's BBQ and A&E Air Conditioning

The University of Texas at San Antonio June 2012 – December 2013

Graduate Associate for the Center for Student Professional Development

- Coordinated career and professional development events for over 150 undergraduate students each semester, including mock interviews, speed networking and business etiquette seminars.

The City of San Antonio, Economic Development Department May 2013 – August 2013

International Business Development Intern

- Researched investment trends in France, Spain and India as part of the Brookings Institution's Metropolitan Export Exchange Program.

The PM Group September 2008 – May 2012

Media Compliance Supervisor, February 2011 – May 2012

- Clients: IHOP, Cotton Patch Café, Pizza Hut, KFC, Taco Bell, the WNBA San Antonio Silver Stars, the AHL San Antonio Rampage, and the NBA San Antonio Spurs

Media Compliance Coordinator, September 2008 – February 2011

- Clients: Taco Bell, KFC, Pizza Hut, Long John Silver's, IHOP
- Software used: SmartPlus, Advantage (agency management software)

Bromley Communications
Assistant Media Planner

June 2008 – August 2008

- Clients: Coors Brewing Company, Payless ShoeSource, Burger King
- Software used: AdViews, Media Pro, MediaTools, DDS SpotPak

Helen Thompson Media
Media Coordinator/Buyer

June 2007 – June 2008

- Clients: Pocket Communications, Security Service Federal Credit Union, Rosenberg Indoor Comfort, Texas Lutheran University

SERVICE

Faculty Affairs Committee, OLLU, 2022-2023

Advisor for OLLU Exchange Program with Universidad Anahuac, Puebla, Mexico

Biology Professor Hiring Committee, OLLU, Fall 2023

Reviewer for American Collegiate Retailing Association 2019 conference

The PhD Project

Trinity University San Antonio Alumni Chapter Board

UTSA Graduate Business Association

DOCTORAL COURSEWORK

Seminar in Experimental Design

Seminar in Cross Cultural Consumer Research

Seminar in Marketing Theory

Seminar in Consumer Judgment and Decision Making

Seminar in Consumer Behavior

Research Methods I

Applied Linear Statistical Models

Multivariate Statistical Analysis

Applied Econometrics

Econometrics and Business Forecasting

Advanced Quantitative Research Methods

Doctoral Teaching Seminar

TECHNOLOGY SKILLS

Office Management: Microsoft Excel, Word, PowerPoint, and Outlook

Media Research: AdViews, SQAD MediaTools, DDS SpotPak, SmartPlus, Strata

Agency Management: Advantage

Statistical Analysis: Stata, SPSS, R

Online Marketing and Website Building: Google Adwords, Google Analytics, WordPress, Weebly

Social Media: Twitter, Reddit, Facebook, Snapchat, Instagram, LinkedIn

ADDITIONAL

Fluent in English, Spanish, French
Lived in Denver, CO for 14 years
Residing in San Antonio, TX since 2002