

ARWEN MATOS-WOOD

Covenant College| 14019 Scenic Highway, Lookout Mountain, GA 30750| (865) 805-5762
arwen.matoswood@covenant.edu | www.linkedin.com/in/arwen-matos-wood

EDUCATION

COLES COLLEGE OF BUSINESS, KENNESAW STATE UNIVERSITY, Kennesaw, Georgia

Doctor of Philosophy in Business Administration (Marketing), 2024

Dissertation: Consumers' Assessment of Retailer Donation Types: Money, Labor, or Products

Committee: Brian Rutherford (chair), Armen Tashchian, Patrick van Esch

KENAN-FLAGLER BUSINESS SCHOOL, UNIVERSITY OF NORTH CAROLINA, Chapel Hill, North Carolina

Master of Business Administration, 2001

THOMAS JEFFERSON UNIVERSITY, Philadelphia, Pennsylvania

Bachelor of Science, Fashion Apparel Management, 1993

RESEARCH IN PROGRESS

Matos-Wood, A. & Harvey, E. *Institutional Decision Making on Corporate Philanthropy*. Qualitative research with senior leadership of Fortune 500 corporations and private companies. (target: ***Nonprofit and Voluntary Sector Quarterly***)

CONFERENCE PRESENTATIONS

Matos-Wood, A. "The Link between Nonprofit Marketing and Donor Giving: The Impact of Targeted Promotions," Atlantic Marketing Association 2020 Virtual Conference.

Matos-Wood, A. "Is there an ROI for Being Ethical? The Impact of Consumer Perceived Ethicality on Brand Equity," Association of Marketing Theory & Practice 2020 Virtual Conference.

ACADEMIC EXPERIENCE

COVENANT COLLEGE, Lookout Mountain, Georgia

Assistant Professor of Marketing, Business Department, July 2018 – Present

Marketing Core:

MKT 300, Principles of Marketing | MKT 332, Consumer Behavior | MKT 335, Promotion

MKT410, Marketing Research | MKT 415, Marketing Management

Other:

COR 100, Christian Mind | COR 337, Intercultural Experience

IDS 492, Capstone Project in Interdisciplinary Studies

Adjunct Faculty, Business Department, Spring 2018

MKT 335, Promotion | MKT 415, Marketing Management

UNIVERSITY OF TENNESSEE AT CHATTANOOGA, Chattanooga, Tennessee

Adjunct Faculty, Marketing & Entrepreneurship Department, Fall 2017

MKT 4610, Marketing Problems (2 sections)

AWARDS

Marketing Doctoral Students Association's (MDSA) Teaching Excellence Award 2023 Recipient

CERTIFICATES

- HubSpot Academy
 - Digital Advertising Certification Course, January 2022, August 2023
 - Social Media Marketing Certification Course, April 2021, August 2023
- Collaborative Institutional Training Initiative Program, Social, Behavioral, & Educational Research with Human Subjects Course, August 2020
- Toastmasters International, Competent Communicator Certificate, 2018
- THE WHARTON SCHOOL OF THE UNIVERSITY OF PENNSYLVANIA, Philadelphia, Pennsylvania, Competitive Marketing Strategy Certificate, November 13, 2009
- KELLOGG SCHOOL OF MANAGEMENT AT NORTHWESTERN UNIVERSITY, Evanston, Illinois, *Managing New Products and Services for Strategic Competitive Advantage*, Executive Program, October 12, 2005

PROFESSIONAL SERVICE

- Interviewer/Blogger, *Journal of Marketing Research*, 2023
- Journal Reviewer:
 - *Journal of Consumer Behaviour*, 2023
 - *Marketing Management Journal*, 2020 – 2023
- Conference Reviewer:
 - Association of Marketing Theory & Practice, 2023
 - American Marketing Association, 2022- Present
 - Academy of Marketing Science, 2022
 - Association of Collegiate Marketing Educators, 2022
 - Atlantic Marketing Association, 2021
 - Society for Marketing Advances, 2021

INSTITUTIONAL SERVICE

- Curriculum Committee, 2023
- Intercultural Competencies Committee, Covenant College COR337 Advisor, 2021 - Present
- Scholarship Weekend Interviewer, 2019-Present
- Facilitator, GRACE Female Faculty focus groups, 2022
- Marketing Taskforce and Design Sprint Member, Covenant Capstone process through agency search, Summer 2019
- Search Committee Member, Director of Marketing at Covenant College, reviewed resumes and interviewed top candidate, Summer 2019

COMMUNITY SERVICE

- Financial Peace University, Coach. 2015-2020
- Downtown Dazzlers Toastmasters Club, Vice President Membership. 2016, Treasurer. 2017-2019
- The MOMentum Network, Board Member / Director of Community Engagement. 2016-2018
 - 501c3 application: lead the process and co-wrote
 - Fundraising: \$8,000 gift, two - \$2,500 corporate donations, \$2,000 grant, \$1,000 donation

PROFESSIONAL AFFILIATIONS

- The PhD Project. 2019 - Present
- Christian Business Faculty Association. 2018 - Present
- Chattanooga Women's Leadership Institute. 2016-2019
- Association of Fundraising Professionals, Southeast Tennessee Chapter. 2017

CORPORATE EXPERIENCE

CHATTEM, INC., Chattanooga, Tennessee. 2010-2016

Senior Brand Manager, Internal Analgesics Portfolio, Skin Care Brands, and Upstream Innovation & Strategies

BUSH BROTHERS & COMPANY, INC., Knoxville, Tennessee. 2005-2010

Brand Manager, Bush's Homestyle Chili, Culinary Solutions, and Hispanic Initiative

New Product Marketing Manager

FRITO-LAY, INC., A DIVISION OF PEPSICO, INC., Plano, Texas. 2002-2005

Associate Product Manager, Doritos Tortilla Chips, Oberto Meat Snacks, and Quaker Bundle

FRITO-LAY, INC., A DIVISION OF PEPSICO, INC., Chicago, Illinois. 2001-2002

Assistant Brand Manager, Quaker Fruit & Oatmeal, and Quaker Chewy

THE QUAKER OATS COMPANY (Acquired by PEPSICO), Chicago, Illinois. 2000

Marketing Intern, Quaker Fruit & Oatmeal, and Quaker Chewy

PERFORMANCE, INC., Chapel Hill, North Carolina. 1999

Product Manager, Managed concept through production of \$10,800,000 private-label apparel business for 36 retail stores and nationally distributed seasonal catalogs.

RIVAL SPORT, LLC, Morrisville, North Carolina. 1997-1998

Product Manager, Developed 50 to 60 styles seasonally for sportswear manufacturer.

FOUR SEASONS APPAREL, Greensboro, North Carolina. 1996-1997

Merchandiser, Oversaw production for 40% of company accounts, including Nike and Tommy Hilfiger.

CROSS CREEK APPAREL, Mount Airy, North Carolina. 1993-1996

Product Manager, Managed \$6,500,000 account from concept to closeout.

Team Work Educator, Facilitated modular manufacturing transition for production lines at three different manufacturing plants