

# DONOVAN GORDON, MBA

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LINKEDIN

Enthusiastic, resilient, and creative Marketing Ph.D. student and recent M.B.A. graduate with a background in Biochemistry & Molecular Biology offering diverse experiences who is currently seeking opportunities with hopes of combining business and marketing experience, as well as soft and technical skills to aid in solving problems within industry and academia.

## EDUCATION

### Doctor of Philosophy (Ph.D.), Marketing | *The University of Mississippi*

2022 - Present

- Vice Chair of Special Partnerships & Projects for American Marketing Association DocSig & Vice President of Ph.D. Project Marketing Doctoral Association; member of Graduate Student Association Senate, and SREB Scholars
- Relevant Coursework/Skills: Research Methods I, Methodology II: Measurement & Scaling, Theoretical Foundations of Marketing, Marketing Management, SPSS and R-Studio Software Suite, Exploratory Factor Analysis (Quantitative), Structural Equation Modeling (CFA/PLS), MicroStrategy, Microsoft Office PowerBI, Sales Promotional Analyses

### M.B.A., minor in Marketing | *Mississippi State University* | GPA:3.9/4.0

2021 - 2022

- Co-Captain of MBA SEC Case Competition Team; member of Alpha Phi Alpha Fraternity Incorporated, Graduate Student Association Department Representatives, and Student Association Senate
- Relevant Coursework: Business Decision Analysis, Strategic Business Consulting, Strategic Entrepreneurial Management, Strategic Brand Management, Strategic Marketing Management, Internet Marketing

### BS, Biochemistry, minor in Spanish | *Mississippi State University* | GPA:3.6/4.0

2018 - 2021

- *Bobby Shackouls Honor College, Leadership Honors Distinction*, member of Big Event & Collegiate Leadership Conf. Exec. Committees, Student Association Senator, College of Agriculture & Life Sciences Amb., Montgomery Leadership Program

## CONFERENCE PRESENTATIONS

Gordon, D. K. (2023, November). ***Systems-Savvy Selling: A Paradigm Shift in Contemporary Sales Practices and Research.*** Representation Matters: Ph.D. Seminar Series, Invited Speaker: West Virginia University, Morgantown, West Virginia.

Gordon, D. K. (2023, November). ***New Product Innovations, Sales Promotions, and Firm Value: The Case of the Tobacco Industry.*** Emerging Research Scholars Symposium: East Carolina University, Greenville, North Carolina.

Gordon, D. K. & Jain, T. (2023, July). ***Medical Device Branding: An Essential Venture in a Saturated Market.*** Academy of Marketing Science, World Marketing Congress, Doctoral Colloquium: University of Kent, Canterbury, United Kingdom.

Gordon, D. K. (2023, April). ***A Mixed Methods Approach to Understanding Systems-Savvy Selling and the Shared Decision-Making Process.*** Baruch College Research Symposium: Zicklin School of Business, Manhattan, New York.

Gordon, D. K. (2023, April). ***A Mixed Methods Approach to Understanding Systems-Savvy Selling and the Shared Decision-Making Process.*** Southeast Marketing Symposium: University of Tennessee, Knoxville, Tennessee.

## WORKING PAPERS

Gordon, D. K. Title Withheld. Target: *Journal of Marketing*.

Gordon, D. K. Title Withheld. Target: *Journal of the Academy of Marketing Science*.

Gordon, D. K. & Jain, T. Title Withheld. Target: *Journal of the Academy of Marketing Science*.

## INTERESTS

Sales/Sales Management | Corporate Strategy | Healthcare | Social Media Content Creation | Firm Branding and Branding Strategy

## PROFESSIONAL EXPERIENCE

### **Graduate Intern, Marketing Commercial/Portfolio Management**

May 2023 – August 2023

Reynolds American Inc., British American Tobacco

Winston-Salem, NC

- Developed a strategic sales promotion plan based on demographic and consumer trend analysis, projecting a significant revenue increase of over \$55M.
- Collaborated with cross-functional marketing teams to enhance product strategies, focusing on sales promotions and value optimization leading to improved resource allocation and boosting productivity.

### **Sales Logistics and Operations Intern**

May 2022 - August 2022

Zimmer Biomet

Southaven, MS

- Supported sales operations and logistics, contributing to inventory accuracy and reconciliation involving analyzing field inventory, cycle counts, and expiration data within the medical device sector.
- Created detailed inventory reports, assessing usage trends and risks, and identified opportunities for optimizing asset investment and inventory placement.

### **Strategic Business Consultant, Starkville Sanitation Team**

January 2022 - May 2022

Sanitation and Environmental Services Department

Starkville, MS

- Developed a revenue-enhancing strategy, generating \$160,000 through optimized customer satisfaction models and comparative analysis with similar-sized municipalities.
- Conducted benchmark studies for a community of 26,000 residents, providing strategic recommendations for residential, commercial, and recycling services.

### **Graduate Assistant, Management & Information Systems**

May 2021 - May 2022

Mississippi State University

Starkville, MS

- Spearheaded social media marketing campaigns, achieving a 43.3% increase in engagement and reaching 22,000 accounts through effective digital strategy and stakeholder engagement.
- Coordinated logistics for advisory board meetings through event management and cross-functional team collaboration.

### **Digital Marketing Bulldog Club Foundation Intern**

August 2020 - May 2022

Mississippi State University Athletics

Starkville, MS

- Played a pivotal role in fundraising campaign that successfully generated \$32M in revenue, utilizing digital marketing tools and effective donor engagement strategies.
- Directed Bulldog Club's social media strategy, enhancing online engagement through creative content and promotional activities, leading to a marked increase in digital presence and community interactions.

## VOLUNTEER EXPERIENCE

Mississippi State Service Dawgs Day (Fall 2018-Fall 2020) | Sudduth Elementary School (Spring 2020) | Habitat for Humanity (Fall 2014-Spring 2020) | Humane Society Animal Shelter (Fall 2018-Fall 2020) | Maroon Volunteer Center Plann (Fall 2019) | Heifer Trip International (Alternative Fall Break) (Fall 2018) | Coastal Cleanup (Alternative Spring Break) (Spring 2020)

## AWARDS/HONORS

### **University of Mississippi Deans Elite Scholar**

(2022)

- Selected as 1 of 4 students throughout the University of Mississippi to receive the Deans Elite Scholar Recognition

### **Individual Community Service Award/Maroon Graduation Cord**

(2021)

- Awarded the Individual Community Service Award/Maroon Graduation Cord, awarded to recognize and honor outstanding campus leaders who have completed 200+ hours of community service.

### **President Mark Keenum Leadership Class**

(2019)

- Selected as 1 of 18 students handpicked at Mississippi State University for President Mark Keenum's annual leadership class.

Runner Up, Speaker's Edge Team Competition – MBA Springboard Week (2021) | Best InfoGraphic Designer, "MRPSP," Business Decision Analysis (2021) | Mississippi Rural Physician's Program (2020-2022) | Balanced Man Scholarship Finalist (2018) | Wendy's Heisman Finalist (2018)