

Dennis DiPasquale

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EDUCATION

Post-Doctoral Bridge Degree

University of Florida, July 2018

Concentration: Marketing & Management

Research Topic: The Effect of Salesperson Perceptions on Brand Equity

Ph.D. in Mass Communications (Advertising)

University of Florida, December 2017

Dissertation: "Motivations for Social Media Adoption and Actions along the Product Life Cycle"

Directed By: Dr. Amy Jo Coffey

M.A. in Public Relations (Communications/Advertising)

Rowan University, May 2008

Thesis: "Internet Social Networking Sites as a Component of Integrated Marketing Communication."

Directed By: Dr. Suzanne Fitzgerald

B.S. in Computer Science

Rowan University, May 1999

ACADEMIC ASSIGNMENTS

2010-Present: **University of Florida**

2015 – Present: *Adjunct Lecturer (Full Time, 12 credits/semester)*

Marketing Department, Warrington College of Business

2010 – 2014: *Graduate Teaching Assistant (Sole Lecturer/Instructor)*

Department of Advertising, College of Journalism & Communication

2000 – 2009: **Rowan University**

2000 – 2006, 2008 – 2009: *Adjunct Instructor*

Department of Computer Science, College of Liberal Arts & Sciences

2008, 2010: **Chestnut Hill College**

Spring 2008, Spring 2010: *Adjunct Instructor*

Department of Business, School of Undergraduate Studies

TEACHING EXPERIENCE

2010 – Present

University of Florida, Gainesville, FL.

Lecturer: Graduate Marketing Management (2018-2019)

Lecturer: Marketing Management (Summer 2019)

Lecturer: Sales Management (2015-Present)

- Lecture three sections per fall/spring semester, 30-35 students per section average to teach consultative selling with a strong marketing management focus
- Mentor/advise student groups on semester-long project: Fundraising for a local non-profit in a business-to-business manner (solicitations of major donations)
- Coach students in several detailed sales-related role-plays throughout the semester
- Maintain relationships with local non-profits to ensure real-world student projects
- Additional activities involved outreach to potential sales program donors/sponsors and relationships with professional recruiters to help match students with careers
- Created and proposed a minor in Professional Selling

Undergraduate Honors Thesis Advisor: Samantha Hadid (Spring 2016)

- Thesis Topic: Synergistic Selling (Literature Review/Call for Research)

Lecturer: Principles of Marketing (Spring 2015)

- lectured for 800+ students, mixed online and in class
- managed a team of 10 Teaching Assistants and course administrator to facilitate instruction, supplemental student help, and assembly-style exams

Instructor: Principles of Advertising (2010-2014)

- Lectured up to 250 student sections on basics of advertising
- Used guest speakers to supplement lectures and bring different experiences and professions within the field of advertising directly to the students
- Used in-class projects break-out groups throughout semester to add an application-oriented approach to theory

Instructor: Advertising & Social Media (Summer 2013)

- Created a seminar-style course, developed from ground up.
- Mixed theoretical aspects of group behavior to better understand social media adoption & use with practical case studies. Students understand the differences and similarities to standard media from an advertiser's perspective.
- This course uses flexible coursework to help (14) students develop professional and/or graduate-school portfolios.

Instructor: Advertising Strategy (Summer 2011)

- Instructed 17 students on basics of advertising strategy
- Used group projects to enhance the lessons learned in class and encourage a better understanding of professional work environments
- Encouraged students to find their own clients

2008, 2010

Chestnut Hill College, Philadelphia, PA.

Adjunct Instructor: Introduction to Advertising (*Spring 2008, Spring 2010*)

- Instructed 5 to 15 students on basics of advertising, the advertising industry and marketing communication
- Focused on ethical issues in advertising per the school's catholic mission
- Used guest speakers to supplement lectures and bring different experiences and professions within the field of advertising directly to the students

2000 – 2010

Rowan University, Glassboro, NJ.

Adjunct Instructor: Computing Environments (*2009 – 2010*)

- Directed two sections of 20-30 students each using a workshop/lab structure on the use of various business-level applications such as Microsoft Office Suite (Word, Excel, Access, PowerPoint)

Adjunct Instructor: Introduction to Computer Programming (*2003–2006*)

- Instructed 20-30 students on basic computer programming (Visual C+)
- Focused on algorithm development and the process of programming as well as the syntax and language of programming

Adjunct Instructor: Computer Lab Techniques (*2000 – 2002*)

- Instructed 20-30 Computer Science Majors on the advanced use of the Unix operating system from a text-based administrative and programming approach

RELEVANT MARKETING/ADVERTISING POSITIONS & CONSULTING EXPERIENCE

2018 – Present

Marketing and Business Strategy Coaching

Drew Doerr corporate chair massage (Gainesville, FL)

2014 – Present

Marketing Strategy Consulting,

Super Cool Bike Shop (Gainesville, FL)

Fall 2012

Competitive Analysis Research Consulting

Hamlyn Senior Marketing (Cherry Hill, NJ):

2010

Brochure Design & Marcom Strategy Consulting

American Institute of Physics (Beltsville, MD)

2009 – 2010

Marcom Strategy Consulting

Broderick Family Chiropractic (Sewell, NJ):

2007 – 2008

Web Design Consultant

Quality Carpets (Glassboro, NJ)

2006 – 2007

Director of Brand Development

South Jersey Federal Credit Union (Deptford, NJ):

- Managed Marketing Department's budget
- Oversaw strategy & development of the SJFCU brand assets
- Shopped competitors to evaluate opportunities in the local market
- Evaluated advertisements for competitors daily through local print media
- Designed & placed advertising in local print & electronic media
- Created, monitored & managed internal communication via corporate intranet

2005 – 2011

Web Design & Strategy Consultant

NJ State Police Memorial Association (Trenton, NJ)

2003 – 2010

Principal, Kenazz Communication (Glassboro, NJ)

Marketing Communications Consulting for small to mid-sized clients

- Managed interns and consultants
- Sought new business through networking, presentations and pitches
- (See other consulting for more details on clients and activities)

2003 – 2010

Strategy and Design Consultant

R&B Showcase Magazine (Willingboro, NJ):

CONFERENCE PAPERS

Jewett, A., DiPasquale, D., (2013). *What's black and blue and read online: An analysis of newspaper website aesthetics and the influence of circulation size*. Association for Education in Journalism and Mass Communication Annual Conference, Washington, DC, August 8-11.

Zhang, M., Xie, Q., DiPasquale, D. (2013)., *White vs. Tan: A Cross-Cultural Study of Skin Beauty Perceptions Between Chinese and American Women*. Association for Marketing & Health Care Research 32nd Annual Conference, February 27-March 1.

CURRENT RESEARCH

DiPasquale, D. *Social Media Adoption and the Product Life Cycle* (Dissertation Completed)

DiPasquale, D. *Anti-Social Personalities' Use of Social Media*. (Manuscript Completed)

DiPasquale, D. *The Big Five Personality Traits as Psychological Antecedents to Social Media Adoption and Use*. (Data Collected)

CITATIONS AND MENTIONS

Martinovitch, M., (2016). "Marketing class's sales pitch results in more than \$50,000," *Warrington Newsroom*. (quoted)

Moriarity S., Mitchell N., Wells W. (2015). *Advertising & IMC: Principles and Practice*. 10/e. Pearson Education. Upper Saddle River, NJ. (quoted)

Skane, A., (2013, Sep. 12). "Tomagotchi makes a comeback," *The Independent Florida Alligator*. (quoted)

TRADE ARTICLES

DiPasquale, D., (2010). Location-based social media: Becoming mainstream? *Ad News*.

DiPasquale, D., (2009). Twittering in a Crisis (A Tale of Two Twitters). *Ad News*.

DiPasquale, D., (2009). Toolbox Topics: Adding More Power to your Twitter. *Ad News*.

DiPasquale, D., (2008). Promoting on Social Networking: Using the New Medium. *Ad News*.

INVITED TALKS

“Social Media and Entertainment Promotion” panel participant, PRSSA Regional Conference, Cherry Hill, NJ, March 2009.

CAMPUS AND COMMUNITY SERVICE

2017 – Present: Commencement Marshall, College of Business

2017: Judge for National AMA Case Competition

2016 – Present: Advisor, UF Student Chapter of American Marketing Association

2015 – Present: Advisor, Gator Selling Professionals

2012 – Present: Advisor, University of Florida Circle K International

2012 – Present: Judge, UF American Marketing Association Midsemester & Final Presentations

2014 – 2015: President (Team Captain), University of Florida Triathlon Team

2014: Coach, Youth Combine Cross Country Program

2013 – 2014: Sponsorship Coordinator, University of Florida Triathlon Team

2002 – 2003: Advisor, Rowan University Chapter of Chi Upsilon Sigma (OWLS)

2001 – 2003: Advisor, Rowan University Chapter of Circle K International

2000 – 2003: Mentor, Harvey E. Flack Mentoring Program

2000 – 2003: Assistant Kiwanis Administrator (Zone Advisor), New Jersey Circle K International

1999 – 2003: Member, Kiwanis International

1996 – 1997: Class of 1998 President (Student Government)

1995 – 1996: Class of 1998 Treasurer (Student Government)

1995 – 1996: Lieutenant Governor, New Jersey District Circle K International

1994 – 1995: Student Financial Control Board Secretary (Student Government)

1994 – 1995: Founding President, Rowan University Circle K International

AWARDS AND RECENT SERVICE OUTCOMES

2018: “Student Organization Advisor of the Year” for Gator Selling Professionals (UF/WCB)

2017: Gator Selling Professionals Role Play Team ICSC “Role Play Rookies of the Year”

2017: Gator Selling Professionals “New Student Organization of the Year” (UF/WCB)

2017: American Marketing Association “Most Improved Student Organization” (UF/WCB)

2017: American Marketing Association “Outstanding Membership” (AMA International)

2015: “Outstanding Faculty Advisor” for UF Chapter Circle K (Florida Circle K International)