

Camille Abbruscato

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PROFILE

Marketing professional and inspirational instructor renowned for bridging the gap between theory and practice through experiential learning. Specialize in delivering engaging lectures interacting with students. Innovative teacher devoted to education and learning incorporating alternative approaches and methods. Consummate marketer who is passionate about the potential and impact of marketing and written and oral communication skills .

COMPETENCIES AND SKILLS

- Strong analytical, leadership and communications skills
- Expertise in branding, strategy, research & advertising
- Utilizing innovative teaching methods to engage students
- Developing revenue-generating programs for multiple industries
- Creating results-oriented customer-centric collateral
- Developing curriculum for in-person and distance education
- Steering curriculum for student and college success
- Excellent relationship building abilities among internal and external stakeholders
- Skilled at acquiring and synthesizing data
- Working knowledge of old and new media
- Self-starter with a short learning curve
- Qualtrics survey development software
- Amazon Mechanical Turk survey distribution
- Proficient with Microsoft Office Suite
- Development of college-wide AOL outcomes
- Positively impacting student career placement through course curricula and student advisement

ACADEMIC EXPERIENCE

Stony Brook University

January 2006 – present

Stony Brook, New York

College of Business

Lecturer

Southampton Campus

January 2009 – August 2010

Faculty Director of Business

Long Island University Post

September 2004 – May 2005

Southampton, New York

Lecturer

Undergraduate Teaching:

Business Communications, Advertising and Promotions, Marketing Research, Marketing Strategy (capstone), Brand Management, Principles of Marketing (in person and online), Business Marketing, Operations Management, Introduction to Business, Business and Sustainability, International Management (study abroad program in Rome, Italy), Sustainable Business and Personal Branding (Freshman Seminar courses), Principles of Marketing and Sustainable Products and Services, and Introduction to Business and Environmental Sustainability

Graduate Teaching:

Marketing Strategy (online), Principles of Marketing (in person and online), Strategic Brand Management (in person and online), Integrated Marketing Communications (in person and hybrid), and Industry Project (capstone)

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AWARDS AND HONORS

- Chancellor's Award for Excellence in Teaching
- Panel participant at the Brookhaven Business Advisory Council *How to Succeed at a Trade Show* hosted by the Miller Business Resource Center
- Presenter and panel participant at the Small Business Development Center *Marketing for Seasonal Businesses Workshop*
- Stony Brook Athletic Association *Most Valuable Professor Award*
- Requested to be a panel speaker for the annual Brookhaven CEO Networking Breakfast
- Elected as an official member to the Brookhaven Business Advisory Council
- Elected as Marketing Director to the Board of Directors of the Port Jefferson Arts Council
- Accepted into the Association of National Advertisers Visiting Professors Program (*23 participants selected from a pool of 98*)
- Selected as Golden Key Honor Society Keynote Speaker and Honorary Member
- Featured in the Green Gazette for an article on fidget spinners and their impact on students
- Featured in Marketing Edge promotional video regarding student career forums
- Requested to be a speaker at TEDxSBU Women Conference
- College of Business Undergraduate Instructor of the Year Award
- College of Business Graduate Instructor of the Year Award
- Commuter Association Honored Faculty
- Stony Brook University Career Center Spirit Award
- Honored Faculty Order of Omega Honor Society
- Created a case study student competition program for the College of Business in partnership with Target and GEICO Corporations. Used by other universities as a model for hands-on learning.

UNDERGRADUATE MENTORING

Mentor approximately 25 undergraduate students per academic year

- Teaching Assistants
- Internship Faculty Advisor
- Mentor students for career development including resume review and interviewing techniques

GRADUATE MENTORING

Mentor approximately 8 graduate students per academic year

- Teaching Assistants
- Independent Research Faculty Advisor

SERVICE TO THE UNIVERSITY & STUDENTS

- Member Strategic Planning Committee

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- Member AOL Committee
- Integral in developing undergraduate and graduate goals and objectives for AACSB AOL
- Founder and Faculty Advisor for Student-Run Marketing and Advertising Agency *Guerrilla Marketing*
- Presenter for Undergraduate Colleges at Freshman orientation
- University Senate Committee Senator at Large
- Escorted a group of students (10-25 students) to accompany me to the Marketing Edge Student Career Forum in NYC every fall so they could network with iconic companies and hear about marketing trends from keynote speakers
- University Course Evaluation Committee
- Corporate Education Center Consultant/Advisee
- College of Business Curriculum Committee
- College of Business Accreditation Committee
- MBA program prospective student selection committee interviewee
- MBA orientation panel speaker
- Founder and faculty advisor for American Marketing Association student chapter
- Initiated and developed focus groups for Stony Brook University's Teaching Learning and Technology Department and Faculty Student Association

CURRICULUM DEVELOPMENT AND ENHANCEMENTS

- Assigned LinkedIn and YouTube videos on improving writing, negotiating, and time management skills in my Business Communications course to help students better acclimate to online teaching formats.
- Discovered the website Alison.com while searching for resources for my students. Alison.com offers thousands of personal and professional tutorial courses free of charge. I have assigned relevant courses to students to assist them with their academic and professional careers such as beginner and advanced Excel and business writing and presentations. There are also discipline-specific courses such as Google Search and Google Analytics for students studying marketing, clinical nursing, educational psychology, and fundamentals of English for ESL students. All courses are self-paced. The student can download the completed course to their learner records as proof of their achievement and can also document the certification(s) on their resume.
- Developed "*I Want to Be a Brand Manager*" team project for the undergraduate course in Brand Management when increased class enrollment (75+ students) prohibited client-based student projects. The project's design reflects a brand manager's responsibilities including marketing research (to learn about competitors, target market, and customers), integrated marketing communications (social media, broadcast, print, etc.), and financial data (to determine brand financial health). The project guidelines provide suggested sources such as the University databases and external sources to assist with compiling this information, in addition to following their and key competitor's brand's advertising. It composes three sections that culminate with a presentation highlighting key points and the student team's strategic

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recommendations for the brand's future growth. A more complex version of this project is used for the online graduate-level course in brand management to foster team interaction despite a virtual classroom.

- Created YouTube video quizzes on several brand management concepts to reinforce the concepts utilizing a more interesting and engaging delivery method.
- Integrated Google Ad Words and Google Analytics Certifications into the graduate Integrated Marketing Communications course to encourage the students to learn more about Search Engine Optimization (SEO), return on marketing investment (ROMI), and program effectiveness particularly for a company's digital marketing efforts. This will help make the students more valuable and marketable to employers.
- Utilized a Digital Escape Room with student teams to reinforce the concepts of consumer behavior and team building.
- Created a course on personal branding for the Leadership and Service College. The objective of the course is to help freshman identify their interests, skills, and personality traits. The course addresses how this information can align with Stony Brook University majors and how their personal brand is perceived by others.
- Assigned a Personal Marketing Plan to our Marketing Strategy (capstone course) students when increased enrollment (100+ students) prohibited client-based projects. Doing so reinforced the components of a marketing plan while focusing on the student's attributes and interests for career employment, particularly that these are mostly graduating seniors. Collaborated with the Career Center for resume review, interviewing skills, etc.
- Integrated Qualtrics (survey design software) and Amazon Mechanical Turk (national/global survey administration platform) into my Brand Management and Marketing Strategy courses to develop students' marketing research skills and the appreciation for facts to make sound business decisions.
- Created and nurtured a Case Study Competition within my Marketing Strategy course (capstone course) to emphasize real-world business challenges for the students. The competition required the students to work in teams on a participating company's business challenge which culminated in a professional presentation to an executive panel. The teams competed for the opportunity to earn \$2,000 - \$5,000 in award/scholarship money. To date, qualifying students have received over \$120,000.
- Created a new course, Business and Sustainability, for the College of Business and the Sustainability Studies Department.
- Created new courses for the College of Business including Strategic Brand Management (online and in-person versions; Undergraduate and Graduate), Principles of Marketing (online Undergraduate and MBA), Digital Marketing, Business Communications, Marketing Strategy (online Graduate), and a 30 credit MS in Marketing program.

PUBLICATIONS

- Abbruscato, C. (2018). How the Visiting Professors Program Can Help You Survive Teaching 21st Century Advertising. *Journal of Advertising Education*, 22(2), 144–146.

PAPER PRESENTATIONS

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- Abbuscato, C., Moran, R., Jaffke, D., Kendrick, L. (2017, September) *Client-Based Projects to Foster Experiential Learning & Career Development Skills*. Paper presented at the Marketing Management Association Conference, Providence, RI.

EDUCATION

Dowling College, *Townsend School of Business*

MBA in Management

Summa cum laude

Pace University, *Lubin School of Business*

BBA in Marketing

Cum laude

PROFESSIONAL EXPERIENCE

Marketing Consultant (Pro-Bono)

Clients:

Port Jefferson Arts Council (2016 – present)

Marketing Director, Board of Directors

- Research and developing geographic/demographic segmentation mailing list to be used for fundraising and membership events
- Created consumer and corporate fundraising/membership program and collateral materials
- Developed a children's workshop at Dickens Festival achieving total attendance of over 800 children and 50% profitability
- Attend monthly meetings (approximately 2 hours each) to discuss the development and marketing communication of the annual events offered by the Council
- Creating fundraising/sponsorships program to generate revenue and have the Council less dependent on grants
- Revising collateral material for Triad Concert Series and Documentary Film Series events to increase attendance
- Reviewing Dickens Festival (which draws a crowd of approximately 30,000 patrons every December) to determine which current events, or the creation of new events, could provide potential revenue (currently everything is free)

Brookhaven Business Advisory Council (2015 – present)

Marketing Consultant Member (*Officially elected as member Spring 2016*)

- Participated in a panel for *How to Succeed at a Trade Show* to increase awareness and participation for the Building Business in Brookhaven Expo: Networking and Business Trade Show on October 10, 2019.
- Developed and administered a questionnaire to 100 businesses that attended the June 2018 Job Fair to obtain feedback for their level of satisfaction with the event. Achieved a 43% response rate.

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- Attend monthly meetings (approximately 2-2-1/2 hours each) to discuss what the Council can do on behalf of the businesses operating in Brookhaven township
- Assisted with the marketing communication to promote the annual Job Fair and the Business EXPO
- Developed questionnaire for over 2,000 businesses in Brookhaven to obtain feedback regarding the type of workshops and training programs the Council could sponsor to help their business succeed

Stony Brook University Alumni Association (2015 – 2020)

On-going consultation services to help improve the Association's connection between and management of Alumni business owners

- Developing a student survey to ascertain student's awareness and perception of the Alumni Department
- Attend regular meetings to discuss possible alternatives for Association improvement regarding their website and Facebook pages and tactics to maintain alumni affiliation with the University
- Developed questionnaire for a sample of over 1,500 alumni businesses in Suffolk and Nassau Counties to obtain feedback regarding the type of workshops, programs, and events the Association could sponsor to help their business succeed and encourage involvement with the University

Clear Vision Optical (2015 – 2019) *Manufacturer and distributor of licensed and private label eyewear*

On-going consultation services to help improve the company's marketing programs

- Reviewed current eyewear displays and customer service process between salesforce and opticians, and opticians and Clear Vision (in conjunction with data collected from customer survey). The analysis resulted in more impactful displays and more efficient and effective customer service
- Developed a questionnaire for customers (opticians/optical store owners) to obtain feedback regarding eyewear displays, display space, and customer service in relation to competition
- Developed a questionnaire administered nationally to consumers who purchase eyewear to obtain their feelings, opinions, and behavior for purchasing eyewear. Data analysis revealed low awareness for Clear Vision licensed and private label brands resulting in recommendations for brand deletion/additions and marketing communication vehicles.

Staller Center for the Arts (2016 – 2018) *University Performing Arts Theater*

On-going consultation services to help increase awareness for the Center on and off campus to improve the Center's attendance

- Developed and administered a national survey to obtain feedback from consumers who attend local theater and/or college/university performances

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Canon USA (2017 – 2018) *Multinational corporation specialized in the manufacture of imaging and optical products, including cameras, camcorders, photocopiers, steppers, computer printers, and medical equipment*

- Provided feedback for career position descriptions and the potential of a focused degree in Data Analytics at Stony Brook University for the Business Intelligence Department

Friendly Drugs Pharmacy (2006 - 2016) *Local retail, wholesale, and assisted living pharmacy*

Evaluated marketing and merchandising programs to increase revenue and customer retention

- Developed customer loyalty program resulting in a lower customer defection rate
- Created promotional program resulting in increased sales on lower sales days
- Initiated major revisions to cosmetic inventory and created a program generating a 35% increase in cosmetic sales

Marketing Consultant (Fee-Based)

Clients:

Miller Business Resource Center (2016 – present) *Part of the Middle Country Public Library: The Center offers business, finance, law, and career consultation to business professionals*

- Created and presented a workshop on Visual Merchandising for local small business owners with an emphasis on trade show displays

Konsyl Pharmaceuticals (2015 – 2018) *Maryland based manufacturer and distributor of OTC health and wellness products*

On-going consultation services including branding, new packaging, and new product concepts

- Reviewed and revised product labeling concepts for new packaging initiative tested in focus groups. Developed and administered a national survey to male and female fiber users
- Reviewed and revised presentation for new products and packaging, addressing digestive, cardiac, and cognitive health, and weight management as part of a companywide new branding initiative
- Suggested strategic branding recommendations for testing in local focus groups

Kurt Weiss Greenhouses (2009 - 2013) *Grower and distributor of annual and perennial plants*

Identified and evaluated new business opportunities for the Home Depot and Walmart business segments

- Initiated, researched, and developed new product line (Fresh Air Plants) generating over \$1 million in sales during the first year. Designed new merchandising displays for Fresh Air Plants which resulted in gaining distribution in all of Home Depot's New York City stores and three stores in Connecticut
- Awarded the *Most Improved Vendor Award* by Home Depot which is a nationally recognized award

Beta Marketing Research (2008) *Marketing Research supplier*

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Provided comprehensive marketing research report for their client YKK AP

- Tabulated and interpreted data from 32 questions among a respondent base of 99 YKK AP employees from their eight regional branches
- Provided a 65-page data analysis report for the YKK AP Internal Customer Satisfaction Survey

Josephs Interior Decorators (1998 – 2005) *Purveyor of residential interiors*

Identified and evaluated new business opportunities for interior design business totaling over \$1MM in sales.

- Improved supply chain resulting in lower costs and increased profitability.
- Developed a new advertising campaign generating a 20% increase in sales.
- Instituted a new customer rewards program, including collateral materials, which encouraged loyalty and repeat business.
- Improved operations procedures which increased sales because of higher inventory turnover.

Full-Time Positions

Island Federal Credit Union (2020 – 2021) *Long Island-based credit union with approximately \$1 billion in assets and 50,000 members.*

Assistant Vice President, Marketing

Ensure the growth of Island Federal products sold on Long Island. Increase membership and engagement with current members. Direct the development of marketing strategies using market research and the design and execution of advertising, event and consumer promotions, and communications.

- Developed an integrated marketing communications program for Island's East Setauket branch resulting in over 100 new members and \$225,000 in checking account deposits.
- Developed a unique member rewards program resulting in increased checking accounts, increased debit card usage, and engagement with Island Federal. Both debit card program registrations and revenue increased over 12% in only 3 months compared to the same period the previous year.
- Increased auto loans 4th quarter 2020 compared to previous year despite auto loans experiencing 14% declines nationally.
- Increased Island Scholarship awareness by over 140% through digital advertising.
- Improved our SEM using Google Pay-Per-Click and Geo-Fence campaigns.
- Created marketing plan spreadsheet which optimized planning and executing advertising and marketing programs.
- Increased ROMI by reducing media and promotional expenditures.
- Instituted a social media calendar resulting in increased posts and engagement.
- Instituted new strategies to better monitor and measure all print and digital media.

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- Initiated the development of a marketing project management system. The system was designed to monitor all incoming requests, provide a portal for revisions and approvals, and track all projects from development through completion.
- Spearheaded a comprehensive marketing and brand audit with Lewis Communications. Results provided the focus for company improvements and future company growth.

Philip Morris USA (1989 – 1996) *Fortune 25 cigarette manufacturer with annual sales of more than \$10 billion*

Associate Brand Manager

Full P&L responsibility for BASIC discount cigarettes contributing over \$700MM in annual sales. Developed and implemented a successful marketing plan utilizing a \$167MM advertising and promotion budget.

- Responsible for continual increases in market share in a declining industry.
- Instituted new media strategies which successfully increased brand equity and stimulated trial.
- Created direct mail programs that broadened consumer franchise while improving marketing expenses to sales ratio.
- Instrumental in gaining upper management acceptance of micromarketing programs to grow business in underdeveloped geographic and consumer segments.
- Generated new merchandising programs and collateral materials to increase retail visibility and build brand awareness.
- Optimized our partnership/relationship with the Consumer Research Department and Leo Burnett Advertising resulting in more effective, strategically consistent, and integrated consumer testing, marketing, and advertising programs.

Assistant Promotions Manager

Responsible for planning, developing, and implementing retail and direct marketing programs for discount cigarette brands (Cambridge, Basic, Bucks, and Alpine) contributing over \$1 billion in annual sales.

- Identified fatal flaws in BASIC's advertising and promotion strategy encouraging a completely new execution, which achieved volume/share gains despite the environment of a declining industry.
- Initiated and developed a new promotional vehicle that was instrumental in stabilizing a declining brand.
- Developed a unique direct marketing program generating share gains and increased brand equity.

Brand & Category Analyst

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Responsible for identifying, tracking, analyzing, and reporting/presenting developments in the marketplace having an impact on Philip Morris brands. The primary focus was on enhancing Philip Morris' marketing strength through a greater understanding of current and emerging industry trends.

- Utilized syndicated data from suppliers such as Nielsen and Information Resources Incorporated (IRI) to research and develop extensive analyses including historic brand trends, growth factors, category segmentation, and causal variables for both Philip Morris discount and competitive brands.
- Designed test market tracking programs and controlled retail merchandising experiments.

Nature's Bounty Incorporated (1987 – 1989) *National vitamin, health, and beauty aids manufacturer*

Marketing Manager

Responsible for developing and implementing marketing plans for the company's four retail sales divisions.

- Pioneered the development of marketing research reports with SAMI Burke to analyze industry and competitive factors to help develop a competitive advantage for Nature's Bounty.
- Instrumental in developing a revolutionary intra-nasal B-12 vitamin gel (Ener-B) achieving a \$1MM gross profit in the first year.
- Developed and managed public relations program for Ener-B resulting in increased consumer awareness and sales.
- Created a new product line for Stop 'n Go convenience stores including a unique merchandising vehicle generating \$500M in sales at the initial presentation.

Eagle Electric Manufacturing Company (1984 – 1987) *Global manufacturer of wiring devices*

Assistant Marketing Manager

Marketing Assistant

CORPORATE EDUCATION

Corporate Education and Training and the Advanced Energy Training Center (2013 – 2020)

On-going consultation services to help create and communicate corporate education modules, courses, and programs to businesses on Long Island

- Developing continuing education for women in STEM positions
- Created Marketing Research for Executives Mini-Course to presented to CANON Corporation
- Drafted questionnaire to administered to C-suite executives to determine needs in leadership, and other business functions

PROFESSIONAL ASSOCIATIONS

American Marketing Association (2008 – present)

- Founder and advisor for Guerilla Marketing: Student-run advertising and marketing agency

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- Member and Faculty Advisor for Stony Brook Chapter
- Created student chapter 2008

PROFESSIONAL/CONTINUING EDUCATION

Conferences/Symposiums/Fellowships Attended

Advertising Week NYC

September 23, 2019

New York, NY

Advertising Week is a worldwide gathering of marketing, advertising, technology, and brand professionals participating in over 290 seminars and workshops hosted by over 1,200 of the world's industry leaders from companies such as Amazon, McDonald's, Coca Cola, Microsoft, Google, Unilever, Pepsi and more. Topics included *The State of AI, Collaboration Among New World Brands, Let's Give Them Something to Talk About: Building Brand Experiences That Matter, What It Takes to Win the Next Era of TV, and more.*

Attribution Accelerator

October 11, 2018

New York, NY

Conference Topic: Marketing Attribution, which is essentially the science behind what media is driving purchases.

Conference's Presenters: Leaders from Nielsen, Johnson & Johnson, CBS, E*Trade, Reynolds Consumer Products, Roku, Trip Advisor, McKinsey, and many others.

Association of National Advertisers Visiting Professors Program

June 4 – June 8, 2018

A competitive program whose purpose is to expose higher education instructors to the latest innovations in current marketing and advertising practice. Was privileged to network with companies such as Facebook, R/GA, Ogilvy, McCann, IBM Watson, and NBCUniversal. Topic areas included social media, global brand building, cultural insight, multicultural marketing, the future of media, and diversity in the industry. The week-long immersive program included presentations and workshops with CEOs, CMO's, VP's, other executive leaders, and 30 other instructors from universities nationwide.

Attribution Accelerator

October 12, 2017

New York, NY

Conference Topic: Marketing Attribution, which is essentially the science behind what media is driving purchases.

Conference's Presenters: Leaders from AT&T, Coty, Kellogg, J&J, Fresh Direct, Havas, MediaBrands, Time, Microsoft, Facebook, McKinsey, and many others

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AACSB Assessment Conference and Applied Assessment Seminar

March 3 – 8, 2016

Charlotte, NC

Conference Topic: Driving Accountability and Innovation

Marketing Management Association

September 14 – 16, 2016

The Omni Providence Hotel

1 W Exchange St. Providence, RI 0290

Co-Author Positioning Paper and Presentation: CLIENT BASED PROJECTS TO FOSTER EXPERIENTIAL LEARNING & CAREER DEVELOPMENT SKILLS

60-minute presentation (with Q&A) on the features, benefits, challenges, and processes of securing and implementing student/client projects

Conference Topic: “Walking the Talk: Customer-Centric Marketing Education”

Data Visualization: Presenting Data Effectively

February 19, 2016

Stony Brook University

Seminar Topic: Provided by keynote speaker Dr. Stephanie Evergreen, the symposium focused on how instructors, researchers, etc. can better communicate their work through more effective graphs, slides, and reports.

Long Island Digital Summit Hosted by EGC Advertising

April 15, 2014

The Crest Hollow Country Club of Long Island

8325 Jericho Turnpike, Woodbury, NY

8:00 AM–2:30 PM

Conference Topics: Customer Engagement, Mobile and Location, Social Media, Usability, Online Advertising, Search Marketing, Data and Analytics, Email, E-commerce, and Online Video

Keynote Speakers: David Shing, Digital Prophet AOL, and Amanda Ferrell, Twitter

Direct Marketing Conferences

November 6, 2015

NYIT Auditorium

1871 Broadway, New York, NY

9:00 AM– 2:30 PM

Conference Topics: Building Brand Engagement, Social Media, Data and Analytics, and Customer Segmentation

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Guest Speakers:

American Express: Andrea Zaretsky, VP, Global Marketing, Digital Partnerships and Development

Bank of America: Sandra Buchanan Hurse, SVP, Global Head Program Management

KBM Wunderman Group: Barbara Palmer, SVP, Marketing

November 7, 2014

McGraw Hill Building

1221 Avenue of the Americas, New York, NY

8:00AM – 12:30PM

Conference Topics: Customer Engagement/Loyalty, e-Commerce Marketing and Digital Communications

Guest Speakers:

Brooklyn Nets: Randy Lewis, Vice President, Global Marketing

Nutrisystem: Megan Parzych, Vice President, eCommerce Marketing and Product Management

November 1, 2013

The Graduate Center

City University of New York, Elebash Recital Hall

365 Fifth Avenue (at 34th Street), New York, NY

8:00AM–1:00PM

Conference Topics: Database Marketing, Customer Segmentation

Guest Speakers:

New York METS: Mark Fine, Senior Director of Marketing

CITibank: Linda Gharib, Senior VP, Digital Marketing

December 7, 2012

The Graduate Center

City University of New York, Elebash Recital Hall

365 Fifth Avenue (at 34th Street), New York, NY

8:00AM–1:00PM

Conference Topics: Customer Engagement, Database Marketing and Differentiation via Digital

Guest Speakers:

New York Jets: Russell Scibetti, Director, Relationship & Database Marketing

Digital Ecosystem Strategies: James Brett, Chief Executive Officer

November 4, 2011

Microsoft

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11 Times Square, New York, NY 10036

8:00AM–3:00PM

Conference Topics: Multi-platform advertising and Search Marketing

Guest Speakers:

Boardroom, Inc.: Brian Kurtz, Executive Vice President Microsoft: Katie Hall, Ad Solutions Executive

MEC Global: Marsha Ann-Berrick, Associate Director

ClickZ Live (formerly SES Workshops and Trade Show)

An educational conference focused on search engine optimization, pay-per-click advertising, and marketing strategies that feature speakers from search engines, web directories, and marketing companies.

March 31, 2015

Marriott Marquis

1535 Broadway, New York, NY 10036

8:00AM–3:00PM

Keynote Speaker: Tim Goudie, Director of Social Media and Sustainability at Coca-Cola

Conference Workshops Attended: Content Boot Camp, Merging Programmatic, Social, and Big Data

March 31, 2014

Marriott Marquis

1535 Broadway, New York, NY 10036

8:00AM–3:00PM

Keynote Speaker: Randi Zuckerberg, Founder and CEO Zuckerberg Media

Conference Workshops Attended: Unlocking the secrets of mobile video, Nobody cares about your emails: Tactics to drive engagement

Webinars/Webcasts

Segmentation, Listening: Mastering the Core Tenets of a Smart Marketing Program

Wed, Jun 22, 2016

Time: 12:00 PM CDT

Duration: 1 hour

Host(s): American Marketing Association

Rethink Marketing: Build Brand Equity, Drive Demand & Expand Customer Relationships

Fri, Jun 3, 2016

Time: 12:00 PM CDT

Duration: 1 hour

Host(s): American Marketing Association

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The New Frontier of Digital

Fri, Jul 24, 2015

Time: 10:00 AM CDT

Duration: 1 hour

Host(s): American Marketing Association

Professional Journals, Newsletters & Blogs

Journal of Advertising Education

Marketing News

The Guardian Sustainable Business

Branding Strategy Insider

DMA Daily Digest

Statista Infographics Bulletin

ACADEMIC ACTIVITIES AND ACCOMPLISHMENTS

Spring 2019:

- Secured new clients for Guerilla Marketing Agency. Managing over a dozen that contribute monthly revenue to offset agency costs and help fund our AMA chapter activities.
- Requested to participate in the Small Business Development Center *Marketing for Seasonal Businesses Workshop* as a presenter and panel participant. Added two new clients for Guerilla Marketing from workshop attendees.
- Created *Want to Be a Brand Manager* project for the undergraduate brand management class that resulted in students securing full-time employment.

Fall 2018:

- Secured client-based project with GEICO Corporation for Marketing Strategy course. Students conducted research and presented their analysis and recommendations to a panel of executives based on recruiting Millennials and Generation Z for GEICO's leadership programs. Two student teams were awarded \$1,500 each based on the content of their presentations.
- Presented at the freshman "Real Talk: Professors Tell It Like It Is" workshop for the Undergraduate Colleges. The focus of the presentation was to help new incoming students gain tips and strategies for succeeding at Stony Brook from the perspective of an experienced faculty member.
- Attended Attribution Accelerator conference focusing on Marketing Attribution. Conference's presenters included leaders from Nielsen, Johnson & Johnson, CBS, E*Trade, Reynolds Consumer Products, Roku, Trip Advisor, McKinsey, and many others to share their experiences and their insights from their journey to attribution.

Spring 2018:

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- Accepted into the competitive Association of National Advertisers Visiting Professors Program. Was privileged to network with companies such as Ogilvy, Facebook, R/GA, McCann, NBC Universal, and IBM Watson (*see Professional/Continuing Education for details*)
- Secured branding project with SHARP Corporation for Brand Management course. Students had the opportunity to conduct research and develop a brand name and slogan for a new technologically advanced product. A \$10,000 SmartBoard was donated to the College of Business in appreciation of all of our work on the project.
- Secured projects with GEICO Corporation and Island Federal Credit Union for Marketing Strategy course. Students created marketing plans and presentations addressing each company's business challenge based on the Top 100 Best Places to Work and educating college students regarding the differences between banks and credit unions, respectively. Results were presented to an executive panel from each company. Teams were selected to win a cash award based on the quality of their research, strategic recommendations, and presentation.
- Became Senator at Large for University Senate Committee
- Secured a \$1,500 corporate sponsorship donation for our AMA chapter, and two clients for our student-run agency Guerilla Marketing
- Grew AMA chapter to 13 executive board members and 68 members

Fall 2017:

- Interviewed and featured in the Green Gazette by a journalism student regarding fidget spinners and whether they have a positive impact on children and in academic environments.
- Attended Attribution Accelerator conference focusing on Marketing Attribution. Conference's presenters included leaders from AT&T, Coty, Kellogg, Johnson & Johnson, Fresh Direct, Havas, MediaBrands, Time, Microsoft, Facebook, McKinsey, and many others to share their experiences and their insights from their journey to attribution.
- Developed, organized, and hosted a professional marketing networking panel with our AMA student chapter that included 7 marketing executives from companies such as Burson Marsteller, IRI, Weber Shandwick, and Nature's Bounty, with nearly 100 students in attendance.
- Collected over \$1,000 worth of toys for the Stony Brook Children's Hospital as an AMA fundraiser.
- Selected to be the Golden Key Honor Society keynote speaker for their fall induction ceremony. Was presented with a certificate and inducted as an honorary member.
- Created a student-run marketing consulting agency as a fundraising arm for our AMA chapter. The students will work for business clients on various marketing and advertising projects for a nominal fee. The agency will provide practical "professional" experience for the students while providing additional funding for our AMA chapter.
- Developed comprehensive marketing plans for GEICO via student projects within the Marketing Strategy course to help provide strategic recommendations about their Career Branding. A \$2,500 award was divided among two winning teams selected by a GEICO executive panel.

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- Developed comprehensive marketing plans for Clear Vision Optical's REVO brand sunglasses via student projects within the Marketing Strategy course. The plan's focus was to determine feasibility and provide strategic recommendations regarding developing a Brand Ambassador Program. Students presented their results to a panel of executives from Clear Vision.

Spring 2017:

- Developed comprehensive brand audits for Ben and Jerry's, Spotify, and the MTA LIRR via student projects within the Brand Management course. Each audit included a comprehensive examination of the brand to determine a growth strategy.
- Developed comprehensive marketing plans for GEICO via student projects within the Marketing Strategy course based on the likelihood of non-business majors, specifically math/applied math, economics, and psychology majors desire to work for GEICO. The main project objective was to learn if this target market was worth pursuing and to uncover the most effective and efficient methods to attract these candidates. Prior research uncovered that recruitment objectives did not include these potential market segments. Three winning teams selected by a GEICO executive panel shared a \$4,000 award.
- Created advertising campaigns for several non-profit organizations such as Long Island Crisis Center, Long Island Cares, Wounded Warriors, North Shore Animal League, and Stony Brook Children's Hospital via student projects within the graduate Advertising and Promotion course. Every campaign achieved its goal of donations, volunteers, etc., and the organizations were extremely grateful.
- Developed, organized, and hosted a professional marketing networking panel with our AMA student chapter that included 6 marketing executives from companies such as Nielsen, EGC Advertising, Nature's Bounty, and Ringlead.
- Created a Spring Plant Fundraiser for our AMA chapter that raised over \$500 and used to purchase toys for the Stony Brook Children's Hospital.

Fall 2016:

- Initiated a Corporate Sponsorship Program for our AMA chapter to generate funding to be used for guest speakers, student career development activities, etc. Secured \$2,000 in sponsorships for the first academic year.
- Developed comprehensive marketing plans for GEICO via student projects within the Marketing Strategy course based on the main project objective of utilizing the most effective and efficient methods to recruit Millennials. A \$4,000 award was divided among three winning teams selected by a GEICO executive panel.
- Created advertising campaigns for several non-profit organizations such as Make-a-Wish, UNICEF, My Stuff Bags Foundation, and Take Back the Shelves via student projects within the undergraduate Advertising and Promotion course. Every campaign achieved its goal of donations, volunteers, awareness, etc., and the organizations were extremely grateful.

Camille Abbuscato

- Created an AMA Guest Speaker Series to assist our marketing students with their career decisions. Speakers came from various areas of marketing such as brand management, social media, SEO/SEM, and advertising.
- Created a Personal Branding Workshop for students to assist with their career development.
- Was instrumental in revising the University's Student Course Evaluation template which resulted in more useful evaluation responses.

Spring 2016:

- Secured branding project with Spark44 and Jaguar for undergraduate Brand Management class. Students created an advertising and promotion campaign for the new XE line of sport sedans from Jaguar.
- Secured 10 projects for Industry Project course spanning small start-ups, large multi-million-dollar corporations, and internal departments including Eternal Alkaline Water, the Golden Pear, and Stony Brook Psychiatry Department, respectively. All 10 projects resulted in comprehensive reports offering strategic recommendations which utilized primary and/or secondary research to support recommendations.
- Developed a marketing strategy and plan for GEICO to help improve employee retention among their Millennial employees.
- Interviewed by journalism student regarding the success of organizations using social media.
- Developing an online version of Principles of Marketing at the graduate level (MBA 505).
- Successfully teaching MBA 505 to BNL executives.

Fall 2015:

- Grew our American Marketing Association chapter from three to eight executive board members and from 0 to 25 association members. Secured four guest speaker presentations from brand management, digital marketing, social media, and public relations. Participated in the Stony Brook University Crohn's Walk-a-Thon and Pace University AMA Regional Conference.
- Assisted major clients including Island Federal Credit Union, Imagination Playground, and GEICO with their marketing research and strategic marketing needs via student projects within the Industry Project and Marketing Strategy courses. All clients noted that the information provided was so valuable that it would be used as a basis for their marketing decisions.
- Developed a 36 credit MS in Marketing Degree Program, utilizing the majority of existing courses in our course bulletin, to generate additional revenue and attract higher achieving/executive students.
- Created Digital Marketing and Strategic Communications courses to supplement the MS in Marketing and to enrich our current MBA Program.
- Interviewed by journalism students regarding the strategy of using local farms to promote Halloween, "trendy" and the Stan Smith shoe, and the overpopulation of Star Wars.

Camille Abbuscato

Summer 2015:

- Created and conducted a presentation on social marketing for our Public Health and Policy masters-level students as part of their Theories of Health Behavior and Health Communication Course.

Spring 2015:

- Was interviewed and now featured in a promotional video to promote Marketing Edge's Student Career Forums.
- Created a Brand Audit for Nabisco Chips Ahoy working with News America Marketing within the Brand Management course. News America awarded two teams of students a day in NYC at their headquarters as a result of their efforts and strategic recommendations.
- Assisted nine major clients such as Island Federal Credit Union, Aunt Diane's Cookies, and Anchel Technologies within the Industry Project course (MBA 521). The scope of the projects included consumer segmentation, brand awareness, and new product development.
- Developed a comprehensive marketing plan for GEICO via student projects within the Marketing Strategy course (BUS 448) to help identify the target market for their Management Development Program and provide strategic recommendations to attract potential candidates. A \$2,500 award was divided among three winning teams selected by a GEICO executive panel.
- Created a Personal Branding course for the Undergraduate College for Leadership and Service. The course was so successful that both the attending students and the College suggested I teach it again.
- Was asked to present at TEDxSBUWomen
- Developed an online version of the Principles of Marketing course (BUS 348) for our undergraduate program, and an online version of the Strategic Brand Management course (MBA 516) for our graduate program.

Fall 2014:

- Assisted seven major clients including Brown's FIAT, Softheon, and the Town of Riverhead within the Industry Project course (MBA 521). The scope of the projects included advertising, marketing strategy, packaging, and feasibility analysis. All clients noted that the information provided was so valuable that it would be used as a basis for their marketing decisions.
- Member of the College of Business Assessment Committee. Instrumental in developing the Program Learning Objectives for both the Undergraduate and Graduate curriculum.
- Assessment Committee Task Force Chair to develop the Undergraduate and Graduate Written and Oral Communication Rubrics.
- Member of the College of Business Curriculum Committee. Key contributor in revising the MBA programs to lesser credits to be competitive in the marketplace.

Camille Abbruzato

- Developed a comprehensive marketing plan for GEICO via student projects within the Marketing Strategy course (BUS 448). Identified GEICO's perception (image) as an employer and a corporate citizen among policyholders and non-policyholders. Three winning teams selected by a GEICO executive panel. Shared a \$2,500 award.

Spring 2014

- Member of the Course Evaluation Committee in conjunction with Teaching Learning and Technology to determine the optimal questions for the newly created digital instructor evaluations, as well as the incentives to offer to students for completion.
- Developed a comprehensive marketing plan for GEICO via student projects within the Marketing Strategy course (BUS 448). Identified the characteristics of urban versus suburban consumers and the most effective ways to communicate with them. Three winning teams were selected by a GEICO executive panel. Shared a \$2,500 award.
- Developed an online version of the Strategic Brand Management course for our MBA program (MBA 516).