

Heidi C. Miller, DBA

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Education

Doctor of Business Administration in Marketing | *May 20225*

Anderson University

Dissertation: *Loyalty, Awareness, and the Privacy Tradeoff: Understanding Willingness to Share Information in an E-Commerce Context*

Committee: Jeffrey Buck, Purdue Global (chair); Emmett Dulaney, Anderson University; Rick Koontz, Grace College

Master of Business Administration | *August 2004*

Indiana Wesleyan University

Bachelor of Science in Business | *August 2001*

University of South Carolina

Professional Certifications

Digital Marketing Institute (DMIT) Certified

Professional Marketing Certification (PCM)

Academic Positions

Grace College, Winona Lake, Indiana

August 2020- Present

Associate Professor, Marketing

MBA/OMBA Program Director

- Teach undergraduate marketing and digital marketing courses, including principles, advertising and promotion, and research.
- Direct, develop, and teach MBA classes
- Developed the marketing MBA certification
- Designed and launched the college's first digital marketing curriculum.
- Advise marketing majors and minors, supporting academic planning and career readiness.
- Founded and advise the American Marketing Association, Grace College chapter.
- Serve as Faculty Advisor for Women in Business.

Committee Leadership

- **Faculty on Committee Representative for the School of Business, Grace College**

Indiana Tech, Fort Wayne, Indiana

January 2016-

August 2020

Business Lecturer

- Delivered undergraduate business courses across marketing, management, and training & development.
- Led Blackboard training for faculty and adjuncts: certified in Blackboard Ally.
- Developed and reviewed online courses in Marketing, Training & development, Management, and Advertising.
- Presented at the PFW Teaching Conference (2018).

- Created multiple textbook-free courses in Marketing, Training & Development, Management, and Advertising.

Grace College & Seminary, Winona Lake, Indiana

March 2013-

Present

Adjunct Professor

- Teach Consumer Economics online and Organizational Behavior face-to-face to Undergraduate students.
- Faculty Mentor, Freshman Foundations.

Grace College & Seminary, Winona Lake, Indiana

June 2014-January 2016

Associate Director, Job Development

Responsible for building cooperative relationships with organizations and providing quality career-related job placement services to current students and recent graduates.

- Facilitator for Millennial Scholar Academy (MSA) program, whose primary goals are to instill leadership skills into non-Indiana residents and ultimately connect these students to employers in Indiana
- Advise, counsel, and teach students about post-graduation success and job hunt strategies through individual or group appointments.

Ivy Tech Community College, Kokomo Region

December

2011- August 2014

Assistant Professor/Academic Adviser

Full-time instructor and Advisor for business classes at six different locations. The primary locations were Logansport and Wabash. Advised approximately 200 students and planned and developed all business classes.

- Adviser for Business Administration Student Organization (BASO).
- Blackboard 9 Online Teaching Certification.
- Served as Blackboard Administrator for Region for one year.
- Developed and taught the first social media marketing course for Ivy Tech.

The Art Institute of Indianapolis, Indianapolis, Indiana

October 2007-August 2011

Adjunct Instructor

Part-time instructor for Business Classes, including Marketing, Advertising, Leadership, Management, Introduction to Business, and Computer Applications.

Professional and Community Engagement

Re/Max Ability Plus, Carmel, Indiana
2011

October 2007-August

The Jimmy Dulin Group

REALTOR, ACCREDITED STAGING PROFESSIONAL

Primary responsibilities include sales and negotiation for buyers and sellers, lead generation to increase revenue for new and existing clients.

- \$19 million in sales in 2010, Ranked #5 in the state of Indiana for 2010.
- Marketing (Traditional and Digital) for the team.
- Received '5 Star' real estate designation.

Next Level Financial Management, Zionsville, Indiana
October 2009

December 2005-

Director of Sales and Marketing

Primary responsibilities include planning and carrying out direct marketing and sales activities so as to maintain and develop sales to existing and new individual and small business clients.

- Additional responsibilities include coordination of market research, marketing strategy, sales, advertising, promotion, pricing, product development, and public relations activities.

- Responsible for re-branding the company, including the development of the logo, website, and all marketing materials.
- 2007- increased new clients by 48%.

**National City Bank, Indianapolis, Indiana
2005**

February 2005-November

Sales Manager, Market Street Branch - \$79m in deposits

Primary responsibilities include outside/inside sales, service, operational performance, and HR-related functions including hiring, branch training, discipline, and termination.

Sales Project Manager, corporate-wide for Direct Equity Sales

July 2004-

February 2005 Responsible for coordination and support of external and internal sales projects, programs, and promotions, including staff coordination, communication, and independent decision-making

Regional Administrator, 22 Community Banks

September 2001-July

2004 Primary sales, marketing, and operations liaison for Northern Indiana Community Banking to corporate headquarters concerning retail personnel matters for 22 community banks with 170 employees and over \$636 million in total deposits for Northern Indiana.

Computer Skills

- Advanced computer skills in Blackboard & Canvas
- Adobe
- Microsoft Word, Excel, and PowerPoint
- Google Drive

Memberships in Associations

- American Marketing Association (AMA)
- Kosciusko Leadership Academy 2015-16,
- Kosciusko Economic Development Board
- Career Development Professionals of Indiana (CDPI)
- Midwest Association of Colleges & Employers (MACE)
- National Association of Colleges & Employers (NACE),
- South Carolina Alumni Association