

CURRICULUM VITAE

Jaclyn Tanenbaum, Ph.D.

jacllyntanenbaum@gmail.com

Born, Philadelphia, Pennsylvania

EDUCATION & EXPERIENCE

- 1998-2002 B.S., Business Administration
University Central Florida
Orlando, Florida
- 2003-2004 M.B.A.
University Central Florida
Orlando, Florida
- 2003-2004 Teaching Assistant
University of Central Florida
Orlando, Florida
- 2004-2005 Assistant Account Executive
Cramer-Krasselt Advertising
Orlando, FL
- 2005-2007 Account Manager
Off Madison Ave Branding & PR
Tempe, AZ
- 2007-2014 Marketing Research Manager
Norwegian Cruise Line
Miami, FL
- 2014-2019 Ph.D., Marketing
Florida International University
Miami, Florida.
- 2014-2019 Permanent Instructor
Florida International University

ACADEMIC HONORS AND AWARDS

AMA Sheth Doctoral Consortium Fellow 2017

Graduated Cum Laude, University Central Florida, Orlando, Florida 2002

PUBLICATIONS AND PRESENTATIONS

Tanenbaum, Jaclyn, Jayati Sinha, and Wendy Guess (2017), "Me, Myself and I: When the New Me Kisses the Old Me Goodbye." *AMA Winter Conference Poster Session*.

WORK IN PROGRESS

Tanenbaum, Jaclyn and Anthony Miyazaki, "The Shift from Conspicuous to Inconspicuous Consumption and the Messages Hidden in Plain Sight."

Tanenbaum, Jaclyn, "When Nothing is Better than Something: The Attenuating Effects of Evaluative Conditioning on Marketing Conspicuous Luxury Goods."

Tanenbaum, Jaclyn, Wendy Guess, and Jayati Sinha, "Me, Myself & I: When the New Me Kisses the Old Me Goodbye."

Tanenbaum, Jaclyn and Wendy Guess, "Practice What We Preach: How Using the AIDA Model Inspires Students to Learn More about Marketing Analytics Careers."

TEACHING EXPERIENCE

Introduction to Marketing

Marketing Research I

Marketing Research II

Marketing Research III: Marketing Research Practicum

Marketing Research for the Masters of Science in Marketing (MSM) program

Marketing in the Global Environment for the MSM program

TEACHING AWARDS

John A.F. Nicholls Creativity in Teaching Award

Best Professor Award for Cohorts 6, 7, and 8 of the MSM Program

Excellence in Teaching Award Nominee (University-wide award)

ACADEMIC SERVICE

Course redesign for Marketing Research I and Marketing Research II

Course development for Marketing Research III and MSM Marketing Research course

Coordinator for the Marketing Research and Analysis Certificate program

Faculty Mentor for FIU's student chapter of the American Marketing Association (AMA)
Member of the Scholarship Committee for the MSM program