

Christine Davidson, MBA, Doctoral Candidate

5220 Bullock Point 303 Colorado Springs, Colorado 80919

Phone: 719.339.8910 E-Mail: cdavid4795@gmail.com

Professional Experience

Kush Designs, LLC

2006 – present

Owner, Marketing & Social Media Director

- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with business owners, non-profits, and advertising and promotion managers
- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors
- Develop brand strategies, balancing business objectives and customer satisfaction
- Plan and prepare advertising and promotional material to increase sales of products or services
- Confer with clients to provide marketing or technical advice
- Direct, motivate, and monitor the mobilization of the campaign team to advance campaign goals
- Keep up-to-date on digital media and web industry standards and trends
- Lead digital content development process to include writing and editing web, email, and social media
- Monitor, analyze, and report out web and social media metrics and make recommendations as to enhance traffic and supporter participation
- Proactively engage existing and new supporters online (blogs, community networking sites, social media)

Navakai, Inc.

Support Specialist

06/2008 – 06/2010

- Established organizational criteria to achieve the BBB Customer Service Award
- Provided professional and considerate remote computer support to clients
- Responded to telephone calls, emails and chat sessions for technical and general support requests
- Responsible for identifying, researching, and resolving low-risk technical problems
- Documented, tracked and monitored tickets and problem reports to ensure a timely resolution
- Diagnosed user issues with workstations, including hardware, e-mail, applications, and network problems
- Created user accounts, tested and restored backups, and monitored network activity

Tickets West

Call Center Supervisor

05/2004 – 06/2008

- Managed a team of call center representatives directly and directed their activities for the achievement of call center targets and goals
- Accountable for the management and delivery of the overall client experience through an inbound service center
- Identified areas of improvement and offered solutions to enhance the client experience
- Supervised the hiring process
- Motivated, coached and retained staff
- Handled the most complicated customer inquiries or complaints
- Reviewed the staff's performance, determining training needs and scheduling training sessions
- Created call scripts and ideas to engage clients

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Teaching Experience

Independence University

01/2015 – present

Full time Faculty

- Provide online instruction for Business Division courses in accordance with organizational policy
- Maintain accurate and complete student records as required by laws or administrative policies
- Assign and grade class work and homework
- Provide feedback to students using positive reinforcement techniques to motivate and build confidence in students
- Establish clear objectives for all lessons, units, and projects and communicate those objectives to students
- Prepare materials for online session with students

Pikes Peak Community College

01/2013 – present

Adjunct Faculty

Senate Representative BPS Division

- Provide on ground and online instruction for BPS Division courses in accordance with organizational policy
- Develop and implement curriculum using Desire2Learn
- Maintain accurate and complete student records as required by laws or administrative policies
- Assign and grade class work and homework
- Prepare and administer written, oral, and performance tests, and issue grades in accordance with performance
- Establish clear objectives for all lessons, units, and projects and communicate those objectives to students
- Prepare materials and classrooms for class activities.

CollegeAmerica

06/2010 – 2015

Full Time Faculty

LMS Subject Matter Expert

Program Advisory Committee Leader

- Provide on ground and hybrid instruction for CIS, Graphic Art, and Business courses
- Develop and implement curriculum using Canvas
- Responsible for effective interaction and mentoring with diverse learners
- Design curriculum, lesson plans, and all course outlines in accordance with ACCSC accreditation
- Work with students in preparing for careers and community service opportunities

Teaming for Technology (T4T)

2006 – 2008

- Directed and taught courses for local non-profit employees

Pikes Peak Workforce Center

2007 - 2009

- Developed entry-level and advanced curricula in Microsoft Office Suite & QuickBooks
- Taught weekly courses for a diverse population of adult learners

Education

Educational Leadership & Management, EdD

10/2012 - present

Capella University: GPA: 4.0

Technology Management, MBA

04/2010 – 08/2012

Colorado Technical University: GPA 3.94

Information Systems Management, BS

08/2007 – 03/2010

Colorado Technical University

Information Technology, AAS

08/2005 – 06/2007

Networking, AAS

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Certifications

Career & Technical Education (CTE) credential
Microsoft Certified Professional (MCP)
Microsoft Certified Desktop Support Technician (MCDST)
Certified Application Specialist (Microsoft Office)

Organizational Experience

Colorado Springs NAACP Member	2017
Colorado Springs Human Relations Commission Commissioner Media Sub-committee	01/2014 - present
Pikes Peak United Way Allocations Committee	2011
Pillar Institute Web Designer	2012 - 2014
Women's Resource Agency Online Course Development	2010 - 2012
Colorado Springs Budget Office Corporate Training - Excel I, II, III	2012