

ELIZABETH RENDEROS

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FRONTEND DEVELOPER

Experienced self-taught Frontend Developer with a strong background in Marketing and Sales. Leveraging 2-3 years of hands-on project work, including a successful freelance endeavor for a South Korean business. Proficient in CMS utilization, classroom technology integration, and possess a diverse skill set encompassing JavaScript, HTML/CSS, React, Git, and more. Actively engaged in the global coding community, FreeCodeCamp Seoul, participating in coding meetups and contributing to a collaborative learning environment. Seeking a Frontend Developer role to apply adaptability, problem-solving, and collaborative skills honed through previous management and teaching positions. With a background teaching English in South Korea for the past 3 years, I bring a global perspective and a strong desire to continue expanding my horizons in the tech industry.

Technical Skills

- Javascript, Typescript, R
- Relationship Management
- Communication
- Marketing Research and Data Analysis
- Long-Term Planning
- Event Organization

Professional Experience

Department of Marketing, University of Central Missouri, Warrensburg, Missouri 2016-present

Assistant Professor of Marketing

Teach three courses per semester, with 24-61 students per class, with three different preps taught per semester. Developed semester-long course plan, including assignments and assessments. Created assignments linking course concepts to practical application, with consistent and timely feedback to individual students. Identified areas for improvement for future class activities based on student feedback. Engaged in individual and collaborative multi-disciplinary research.

Department of Marketing; Recreation and Sport Management Program, Fayetteville, Arkansas 2011-present

Graduate Assistant (Teaching and Research)

Taught one-two classes per semester, with 35-70 students per class, with seven different courses taught throughout the doctoral program. Developed semester-long course plan, including topics and assignments. Created assignments to link course concepts with practical application. Provided consistent and timely feedback for all individual students. Based on student feedback both during and following the course, adjusted course plan and topics for future class activities. Engaged in individual research and provided faculty with research support. Assisted with directing and coordinating the Behavioral Business Research Lab for the department of Marketing for groups of up to 400 students.

The Academic Closer
www.theacademiccloser.com

2015-present

Founder

Successful business providing academic copy editing services for non-native English students and business professionals in marketing and sport management

Graduate School of Business, University of Arkansas Fayetteville, Arkansas

2011

Student Development Specialist

Coordinated Managerial MBA on-campus activities, including on-site event planning and management for groups of 140-170 students. Initiated and coordinated contact for incoming Managerial MBA students. Counseled and provided on-campus assistance for students in the George Washington Carver Summer Research Project.

Di Moda Public Relations, Beverly Hills, California

2008

Public Relations Intern

Implemented outreach to area and national press and blogs for clients including Randolph Duke, Project Angel Food, The Gilt Groupe, and the One Love Campaign. Wrote and edited press releases, as well as compiled press kits and clippings for clients. Maintained relationships through communication and interaction with

celebrities, publicists, managers, and agents.

Giuliano Rafferty Branding Group, El Segundo, California

2008

Licensing Intern

Developed brand overviews and built style guides for clients in a variety of consumer goods segments. Researched potential licensees. Crafted and edited existing and new website copy.

Education & Training

Doctor of Philosophy (PhD), Marketing, August 2016

Sam M. Walton College of Business, University of Arkansas, Fayetteville, Arkansas

Master of Education (MEd), Higher Education Leadership, emphasis in student affairs, May 2011

University of Arkansas, Fayetteville, Arkansas

Bachelor of Arts (BA), Communication and Public Relations, December 2008

University of Cincinnati, Cincinnati, Ohio

Professional Development

- Online Teaching, 2015 Society for Marketing Advances conference workshop
- Doctoral Consortium, 2014 Society for Marketing Advances conference

Selected Achievements

- Beta Gamma Sigma Business Honor Society, 2016
- Doctoral Academy Fellowship, University of Arkansas, 2011-present
- Student Alumni Association Outstanding Faculty member nominee, 2015
- Outstanding Doctoral Student, Recreation and Sport Management Program, 2013

Publications & Presentations

Publications (2 of 6)

McCarthy, Shannon T. and Elizabeth Howlett (2015), "You Are How You Tweet: The intersection of Anthropomorphism, Personality, and Social Media," in *Annals of the Society for Marketing Advances*, Vol 1.
McCarthy, Shannon T. (2017), "I am that @Brand: How Self-Brand Connection and Narcissism Influence Social Media Interactivity and Purchase Intent," 2017 AMA Winter Educators' Conference (Proceedings).

Presentations (2 of 18)

McCarthy, Shannon T. and Elizabeth Howlett (2015), "You Are How You Tweet: The intersection of Anthropomorphism, Personality, and Social Media." 2015 Society for Marketing Advance annual conference.
McCarthy, Shannon and Elizabeth Howlett (2015), "Pinkonomics: Assessing Consumer Perceptions of Products Marketed as Female-Driven," 2015 AMA Winter Educators' Conference.