

Aaron Charlton

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ACADEMIC APPOINTMENT

Assistant Professor of Marketing 2019-Present
Illinois State University

EDUCATION

Ph.D., Marketing 2019
University of Oregon, Lundquist College of Business

M.B.A., Leadership and Entrepreneurship 2014
Arizona State University, W.P. Carey School of Business

B.A., History (minor in Military Science) 2002
Brigham Young University

RESEARCH

Peer-reviewed publication

Charlton, Aaron and T. Bettina Cornwell (2019), "Authenticity in Horizontal Marketing Partnerships: A Better Measure of Brand Compatibility," *Journal of Business Research*, 100, 279-298.

Preprints

[No reason to expect large and consistent effects of nudge interventions](#)

[Noise in the process: an assessment of the evidential value of mediation effects in marketing journals](#)

Conference presentations

Charlton, Aaron, Amanda K. Montoya, John Price, and Joseph Hilgard (2021), "Noise in the Process: A Meta-Analysis of Mediation Effects in Marketing Journals," *Association of Consumer Research Conference*, Seattle, WA, October 2021.

Charlton, Aaron, Joshua T. Beck, and Joshua J. Clarkson (2019), "Living on the Edge? Political Extremeness and Normalizing Consumption," *Association of Consumer Research Conference*, Atlanta, GA, October 2019.

Cowley, Scott and Aaron Charlton (2019), "Examining Brand Heterogeneity Among Brand Social Media Responses to Community Positivity," *American Marketing Association Winter Conference*, Austin, TX, February 2019.

Cornwell, T. Bettina and Aaron Charlton (2016), "Developing a Measure of Promotional Partnership Authenticity," *American Marketing Association Summer Conference*, Atlanta, GA, August 2016.

Cornwell, T. Bettina and Aaron Charlton (2015), "Authentic partnerships in marketing: Measurement and roles in CSR," *Global Fashion Management Conference*, Florence, Italy, June 2015.

TEACHING

Teaching interests

Digital Marketing, Marketing Analytics, Marketing Communications, Marketing Management

Teaching experience

Marketing Instructor, College of Business, Illinois State University, 2019-Present

Course	Degree program	Past clients
Integrated Marketing Communications (IMC) Capstone	Marketing IMC sequence	ISU Solar Car, MarcFirst, Project Oz, Jewel-Osco, Epiphany Farms, Twin Cities Ballet, Away Clinic, Green Top Grocery
Marketing Research	Marketing majors	Green Top Grocery, Town of Mackinaw

Marketing Instructor, Lundquist College of Business, University of Oregon, 2015-2019

Course	Degree program	Sections taught
*Digital Marketing	business major (elective)	1
Marketing Management	business major	2
Marketing Principles	business minor	2

*New course

Full-time Missionary (Portuguese-speaking), Recife, Brazil, 1997-1999
The Church of Jesus Christ of Latter-day Saints

Book

Charlton, Aaron (2021), "Real World Clients: A Guide for Student Consultants," available for free on Leanpub: <https://leanpub.com/realworldclients>

AWARDS AND RECOGNITIONS

Marketing Department Chairperson Faculty Scholar, 2021

College of Business Registered Student Organization Advisor of the Year, 2021

AMA Sheth Doctoral Fellow, 2018

Robin and Roger Best Research Award, 2016, 2018

ACADEMIC SERVICE

Advisor, American Marketing Association, Illinois State University Chapter, 2020-present

Integrated Marketing Communications (IMC) faculty, 2019-present

Ad hoc reviewer: AMA academic conference proceedings Summer 2016, Winter 2019

Faculty advisor for Google Online Marketing Challenge group, 2016

PROFESSIONAL AFFILIATIONS

American Marketing Association

Association of Consumer Research

Society for Judgment and Decision Making

PROFESSIONAL EXPERIENCE

Digital Marketing Consultant, Self-employed, 2007-present. I focus on online reputation improvement (Yelp, Google reviews, etc.), search engine positioning (Google organic search, Google Ads), and on-site website conversion optimization.

Digital Marketing Analyst/Manager, Passport Health, Scottsdale, AZ, 2012-2014
Responsible for managing search engine ad campaigns (Google, Bing) for both corporate clinics and franchisee-owned travel immunization clinics (230 total locations). Secondly responsible for other aspects of digital marketing, including increasing on-page conversion, improving patient email campaigns, and search engine optimization. Also responsible for creating a paid service at corporate headquarters to manage franchisee ad campaigns, and marketing it to them. I hired and supervised one other analyst in this role.

Marketing Manager, Bio Huma Netics, Gilbert, AZ, 2010-2012

Responsible for all marketing communications and advertising for an agricultural chemicals producer that sold the majority of its products outside the U.S. (China, Turkey, Peru, etc.). I hired and supervised two people in this role. During my tenure, I was responsible for a major rebranding, the acquisition of new label-making equipment, and the creation of new websites.

Digital Marketing Specialist (Independent Contractor), 2007-2010

Managed search engine ad campaigns (Google Adwords and Bing Ads certified); optimized websites for improved search engine ranking; designed and built websites, mainly using the Wordpress platform. Clients mainly included local service companies and healthcare providers.

Infantry Captain, U.S. Army, 2002-2007

Led combat patrols as a platoon leader, responsible for 20 soldiers, four gun trucks and millions of dollars worth of equipment in both Afghanistan and Iraq; planned, coordinated and

managed division-level training events at Fort Campbell, Kentucky; served as Iraqi forces liaison in Iraq; Airborne and Air Assault qualified.

CODING PROFICIENCIES

R, HTML/CSS