

TYRA BURTON

Senior Lecturer & Academic Program Coordinator BBA Marketing
Coles College of Business | Kennesaw State University
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I'm a modern-day Renaissance woman, a master at connecting people & an award-winning educator.

ACADEMIC POSITIONS

Senior Lecturer of Marketing, Coles College of Business, Kennesaw State University. (August 2003 - Present)
Adjunct Professor, Berry College. (August 2001 - December 2002)
Assistant Professor of Marketing, Shorter College. (July 1998 - May 2001)

AWARDS AND HONORS

- Betty L. Siegel Alumni Association Faculty Member of the Year Award, October 2017, Kennesaw State University
- Outstanding Teaching Award Finalist, August 2017, Kennesaw State University
- Faculty Career Advisor Award 2016-2017, August 2017, Coles College of Business, Kennesaw State University
- Distinguished Undergraduate Teaching Award, May 2016, Coles College of Business, Kennesaw State University
- Innovations in Teaching Award, May 2015, Coles College of Business, Kennesaw State University
- IRTS Faculty Seminar Participant, January 2013, January 2018
- Holder Professional Development Award, August 2012, Kennesaw State University

CLASSES

Developed Undergraduate Courses:

- Entertainment Marketing
- Social Media Marketing
- Advanced Social Media Marketing: An Applied Class
- Digital Marketing Analytics

Developed Undergraduate Honors Courses:

- The Marketing of Fandom
- The Disney Side: A Study of the Marketing, Management, and Cultural Impact of Disney
- Gender & Sexuality in Gaming
- Gender, Sexuality, and Race in Pop Culture
- Technology's Impact on Changing Culture
- The Irish are Coming: How the Irish have Impacted America

Classes Taught:

- Advertising
- Consumer Behavior
- Digital Marketing Analytics
- Entertainment Marketing
- Hospitality and Tourism Marketing
- Marketing Research
- Social Media Marketing

Continuing Education Courses Developed and Taught:

- Social Media Marketing Certificate

EDUCATION

Master of Science in Management, Georgia Institute of Technology, 1992

Bachelor of Business Administration, Georgia State University, Major: Marketing, 1990

Additional Graduate Studies, Georgia Institute of Technology

PUBLISHED INTELLECTUAL CONTRIBUTIONS & PROFESSIONAL PRESENTATIONS

Books

Fiction:

Burton, T., Fillion, S. (2018). *Penduli Station*. Acworth, GA: Dunnhead Publishing.

Non-Fiction:

Burton, T., Oliver, J. (2014). *Socially Engaged: The Author's Guide to Social Media*. Norcross, GA: Prism Books.

Journal Articles

Lester, D., Forman, A. M., Loyd, D., Burton, T. (2015). Digital Word-of-Mouth and the Gender Inferences. *Social Science International Journal of Business and Management Research*, Volume 5 (Issue 1 [Jan 2015]), 24-39.

Lester, D., Burton, T. (2013). In Deborah H. Lester (Ed.), *Introduction to the Special Issue* (3rd ed., vol. 2, pp. 1). Kennesaw, GA: Atlantic Marketing Journal. digitalcommons.kennesaw.edu/amj/vol2/iss3/1

Journal Articles Under Review:

Burton, T., (2018). *Let's Draft: An Innovative Approach to Team Projects*, Kennesaw, GA.

Burton, T., (2018). *Professional Development as Professional Sustainability*, Kennesaw, GA.

Periodicals

Burton, T. (2017). Mastering Your Best Reader Connector: 20 Minutes a Day to Email Marketing Bliss. In Heidi Joy Tretheway (Ed.), *NINK Newsletter* (1st ed., vol. 28). Novelist INC.

Burton, T. (2016). Balancing Two Careers Putting Dueling Demands in Perspective With Self-care, Tech and a Fresh Mindset. In Heidi Joy Tretheway (Ed.), *NINK Newsletter* (10th ed., vol. 27). Novelist INC.

Social Media Columnist in Residence for Romance Writers of America, 2015

- *Going Viral: Influencing the Influencers*
- *Reuse, Recycle, and Reduce your Social Media*
- *Dream Cast, IF List, and Book Trailers - Oh My!*
- *Managing Social Media.*
- *Quick - I Need Content!*

- *And the Winner is...Contests!*
- *The Mystifying and Grammar-Ignoring Hashtags*
- *Direct to Video: Live-Streaming is Hot!*
- *Establishing a Presence on Facebook*
- *Making Your Website Social*
- *Finding Love, Socially*
- *Top five social Media Trends in 2015*
- *What's New with Tsū*

Conference Proceedings

Gannage, G., Burton, T. (2016), In Dr. Aberdeen Leila Borders (Ed.), *An Application of Social Media Marketing for Community Sustainable Development* (vol. 2016), Kennesaw, GA: Atlantic Marketing Association. atlanticmarketingassociation.com/index.html.

Lester, D., Burton, T. (2014). In Dr. Aberdeen Leila Borders (Ed.), *Higher Education Paradigm: Digital vs. Face-to-Face* (vol. 2014). Kennesaw, GA: Atlantic Marketing Association. atlanticmarketingassociation.com/index.html.

Other Online Articles

Burton, T. (2015). *The Five Top Social Media Myths and Why They are Wrong*. FF&P an RWA Chapter. www.romance-ffp.com/the-five-top-social-media-myths-and-why-they-are-wrong/

Burton, T. (2015). *3 Reasons Social Media is Worth Your Time*. KSU College Continuing and Professional Education. ccpe.kennesaw.edu/blog/3-reasons-social-media/

Academic Presentations & Panels

Burton, T., Innovation in Teaching Conference, University of Georgia College of Education, Athens, GA, "Let's Draft: Re-envisioning Student Teams," (October 15, 2017).

Burton, T., Hutchins, J., Sinha, M., ROTL Summit (Research on Teaching and Learning), "Faculty Development: The Case for Experiential Learning," CETL at KSU, Kennesaw State University. (October 15, 2016).

Burton, T. Ward, C. Geek Week at KSU, "Rey of Star Wars But Not Mattel: Women Characters in Sci-Fi," Student Life at KSU, Kennesaw State University. (March 16, 2016).

Burton, T., "Introduction to LinkedIn," Professional Sales, Coles College. (July 2015).

Burton, T., "The Basics of Social Media," Coles College. (July 2014 & July 2015).

Burton, T., "Gaming Industry Marketing," Kennesaw State University. (November 2014 and March 2015).

Burton, T., "Publishing Entertainment Marketing," Kennesaw State University. (September 30, 2014).

Burton, T., MUSI 3390 - Music Entrepreneurship, "Social Media's Effect on Marketing and Entertainment," Kennesaw State University. (November 5, 2013).

Burton, T. Blake, B. J. White, K. M. New Faculty Orientation, "Promoting Success: Perspectives of Senior Faculty Panel," CETL, Kennesaw, GA. (August 6, 2013).

Burton, T., Georgia Association of Marketing Educators (GAME), "Breaking out of the Ivory Tower: Adventures in Professional Development in the Real-World," GAME, Atlanta, GA. (April 5, 2013).

Professional Workshops

Burton, T., "Keeping Sane: Keeping your Wits While Still Being Socially Engaged," Indie Bookfest, Orlando, FL. (August 10, 2018).

Burton, T., "An Expert Hour with Tyra Burton," Moonlight and Magnolias Writers Conference, Georgia Romance Writers, Norcross, GA. (September 30, 2017).

Burton, T., Romance Writers of America 2017 Conference, "Expert Hour: Social Media," RWA, Orlando, FL. (July 28, 2017).

Burton, T., American Marketing Association Nonprofit Marketing Conference, "Keeping Sane: A Social Media Manager's Guide to Survival in a Divisive Climate," AMA, Washington, DC. (July 11, 2017).

Burton, T., Oliver, J., Georgia Romance Writers, "Hitting the Reboot Button: How to (Re)Launch Your Career," Atlanta, GA. (November 19, 2016).

Burton, T., NINC Conference, "#GotSocial: An Author Assistant's Guide to Social Media," Novelist INC, Tampa, FL. (September 22, 2016).

Burton, T., Atlanta Food Service Expo, "The Best Defense in the Online World: Be Socially Engaging," Georgia World Congress Center. (October 20, 2015).

Burton, T., Oliver, J., Moonlight and Magnolias, "Website Sweet Website: How to Use Your Website to Drive Sales and Encourage Fan Engagement," GRW, Atlanta, GA. (October 3, 2015).

Burton, T., Oliver, J., Moonlight and Magnolias, "Facebook 101: Getting Started with Social Media," GRW, Atlanta, GA. (October 11, 2014).

Burton, T., Kilpatrick, S., Romance Writers of America 2014 Conference, "An Amateur's Guide to Twitter: World Domination One Follower at a Time," RWA, San Antonio, TX. (July 25, 2014).

Burton, T., Oliver, J., Romance Writers of America 2014 Conference, "The Care and Feeding of the Social Media Beast," RWA, San Antonio, TX. (July 25, 2014).

Burton, T., Oliver, J., Georgia Romance Writers Monthly Meeting, "Everything You Wanted to Know about Pinterest," GRW, Atlanta, GA. (June 21, 2014).

Burton, T., Georgia Romance Writers Monthly Meeting, "Social Media for GRW and GRW authors," Georgia Romance Writers, Norcross, GA. (August 17, 2013).

Burton, T., Oliver, J., Romance Writers of America 2013 Annual Conference, "Being Social: The Busy Author's Guide to Fast & Furious Social Media," Romance Writers of America, Atlanta, GA. (July 18, 2013).

Professional Panels

Anderson, K., Burton, T., Kennedy, C., Mazur, S., Minz, J., Palmatier, J., Ruocchio, C., DragonCon, "Publishing Gone Wild," Fantasy Literature Track, Atlanta, GA. (September 3, 2018).

Blackwolf, B., Blake, R., Burton, T., Dodge, B.C., Keating, P., Roberts, R., DragonCon, "Social Media for Digital Creators," Podcasting Track, Atlanta, GA. (September 1, 2018).

- Burton, T., Collins, E., Gates, M., Kisenwether, S., Ness, H., DragonCon, "Awesome Women in Digital Media," Podcasting Track, Atlanta, GA. (August 31, 2018).
- Burton, T., Dodge, B.C., Greenlee, R., Henderson, T., DragonCon, "Podcasting: Past, Present, and Future," Podcasting Track, Atlanta, GA. (August 31, 2018).
- Burton, T., Camacho, D., Chatfield, M., Kong, A., Martindale, L., Ward, J., DragonCon, "Social Media as an Effective Tool for Authors," Writer's Track, Atlanta, GA. (August 31, 2018).
- Burton, T., Hughey, L., Fillion, S., Valenti, J., "Just the Basics: How to get Started as an Author," Indie Bookfest, Orlando, FL. (August 10, 2018).
- Burton, T. Illyvich, S. Martin, G. Nettles, J. Whitfield, M. DragonCon, "Niche Marketing in eBooks and Print (for Writers)," Electronic Frontiers Forum, Atlanta, GA. (September 4, 2017).
- Burton, T. Bachelder, K. Hampton, V. Matteis, B. DragonCon, "Killjoys: Hang out at Your Favorite Mod Bar," American Sci-Fi and Fantasy Media, Atlanta, GA. (September 2, 2017).
- Burton, T. Blackwolf, B. McFall, C. Damon, A. Dodge, B.C. DragonCon, "SEO Demystified," Podcasting Track, Atlanta, GA. (September 1, 2017).
- Burton, T. Burns, J. Cressall, H. Ello, J. Jackson, K. DragonCon, "Social Media for Filmmakers," Film Festival and Film Track, Atlanta, GA. (September 1, 2017).
- Burton, T. Byers, R. Diver, L. Fawcett, B. Stirling, S. M. DragonCon, "Social Media as an Effective Tool for Authors," Writers Track, Atlanta, GA. (September 1, 2017).
- Burton, T. Eldridge, K. Ray, C. Green, J. Geoppinger, J. DragonCon, "Wonder Woman, at Last!" American Sci-Fi and Fantasy Media, Atlanta, GA. (September 1, 2017).
- Burton, T. Marindale, L. Conjunction, "Women in Sci-Fi, Fantasy and Fandom," Atlanta, GA. (November 6, 2016).
- Newcomb, D. Burton, T. Conjunction, "Marketing Magical Merchandise for Muggles," Conjunction, Atlanta, GA. (November 5, 2016).
- Burton, T. Judy, A. Marindale, L. Conjunction, "Which Gender is Which? Gender Issues in Fandom & Writing," Conjunction, Atlanta, GA. (November 4, 2016).
- Burton, T. Greenberg, A. Brynat-Simpson, H. Murray, N. Hofelich, A. DragonCon, "Niche Markets in eBooks and Print (for Writers)," Electronic Frontiers Forum, Atlanta, GA. (September 4, 2016).
- Burton, T. Brynat-Simpson, H. Murray, N. DragonCon, "Internet Marketing (for Authors): Conquering Social Media," Electronic Frontiers Forum, Atlanta, GA. (September 3, 2016).
- Burton, T., Anachrocon, "Exploring Gender in Alternate History," Atlanta, GA. (February 27, 2015).
- Burton, T., Anachrocon, "Regency Magic: Being a Discussion of the Novels Jonathan Strange and Mr. Norrell, Sorcery and Cecelia, Shades of Milk and Honey, and Sundry Others," Atlanta, GA. (February 27, 2015).

SERVICE

Editorial and Review Activities

Associate Editor, "Atlantic Marketing Journal," Atlantic Marketing Association. (October 2011 – June 2017)

Department Service

Academic Program Coordinator for BBA in Marketing (August 2018 – Present)

Competition Coordinator, Digital Marketing Competition 2018

Honors Program Faculty Liaison for Marketing and Professional Sales (January 2018 – Present)

Honors Mentor & Senior Capstone Chair, Honors Faculty, (September 2006 – Present)

Committee Chair, Course Review (August 2016 - Present)

Committee Chair/Champion, Social Media & Engagement Track (August 2016 - Present)

Committee Member, Student Outreach Committee (August 2016 - Present)

Committee Member, Adult Learning Committee (April 2016 - Present)

Committee Chair, MKTG 8030 Course Coordinator (January 2012 - Present)

Committee Chair, MKTG 3100 Course Coordinator (August 2005 - Present)

Student Organization Faculty Advisor, Kennesaw Marketing Association (August 2008 – August 2017)

Committee Chair, Department Curriculum Committee (April 2014 - May 2016)

Committee Member, Advertising Multi-disciplinary Certificate. (May 2012 - 2015)

Committee Member, Department Curriculum Committee (October 2011 - April 2014)

Committee Member, Strategic Curriculum Planning (October 2012 - October 2013)

College Service

Committee Member, Course Coordinator Committee (September 2004 – Present)

Committee Member, AOL Council (September 2004 – June 2018)

Committee Member, Coles Undergraduate Curriculum Committee (August 2014 - May 2016)

University Service

Student Organization Faculty Advisor, Disney Club (August 2018 – Present)

Committee Member, Academic Geek Week and OwlCon (November 2016 - Present)

Faculty Mentor, Coaching Outside the Lines (August 2014 - Present)

Program revision for Capstone Projects Honors Program (February 2010 - Present)

Committee Member, Honors Counsel (April 2009 – June 2017)

Honor Faculty & Mentor, Honors Faculty (September 2004 - Present)

Professional Service

Chair of Conference, Board of Directors, Georgia Romance Writers, Atlanta, GA. (January 2017 – Present)

Board of Director, Mage Spell Press, Acworth, GA. (January 2017 - Present)

Web Master for Association Website, Atlantic Marketing Association. (September 2011 - Present)