

Stefanie A. Latham, Ph.D.
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EDUCATION

- Doctor of Philosophy in General Psychology**, Capella University **2007**
Emphasis: Leadership Psychology
- Master of Science in Education**, University of Central Oklahoma **2002**
Emphasis: Education/Health Science
- Bachelor of Science in Education**, University of Central Oklahoma **1998**
Major: Education

PROFESSIONAL EXPERIENCE

- Sul Ross State University - Alpine, Texas** **2013-present**
Online Adjunct Professor – Internet Marketing Master’s Program
Teaching Subjects:
-Tests & Measurements, Research Methods, Group Dynamics, Health & Human Behavior, Sport Law
-Blackboard online classroom; Podcast lectures; Screen sharing
- The Oklahoman Media Company – OKC, OK** **May 2017-May 2018**
Director of Digital Sales & Operations
-Exceeded digital revenue goal >7 Million in 2017
-Responsible for business development team of 27 sales reps in meeting/exceeding digital sales goals
-Oversaw management and strategy teams for digital marketing campaigns (70+ marketing specialists; remotely east coast)
-Experienced with training Digital Marketing Solutions (SEO, SEM, Email, Display, Video, Social Media Management, Brand Reputation Management, & Website Re-Marketing)
-Managed, training & developed reps cold calling productivity & Pipeline Velocity within Hubspot CRM to ensure goal attainment
-Responsible for digital marketing budgets, planning, forecasts
-Develop & oversee team and individual revenue goal & drive/motivate teams to exceed sales goals
-Accountable for digital revenue P&L and ensure alignment with company’s overall strategic plan
-Responsible for creating & training prospecting sales scripts using phone, email and video techniques
-Oversee/manage sales call quota with reps including in the field training on consultative sales and needs based selling approaches
-Responded to national/regional campaign RFPs
-Assisted sales teams with creating innovative proposals
-Oversaw strategy teams campaign results reporting presentations
-Lead presenter to larger business clients

- Mentor/coach staff on consultative selling techniques, conducted performance reviews, & performance improvement plans
- Grew total local sales digital revenue 25% in first 7 months
- Implemented a strategic plan for improving client retention rate
- Collaborated with executive leadership on new comp plan for digital sales & prospecting activity for 2018

Journal Record – OKC, OK

July 2015-April 2017

Digital Advertising Manager

The Journal Record Business News

Propel Digital Marketing

- Assisted the development, training, & growth of Digital Sales
- Experienced with (SEO, SEM, Direct Email, Display, Video, Social Media Management, Brand Reputation Monitoring, Website Marketing)
- Managed & trained 10+ sales reps on all digital products, consultative selling approaches to internet marketing (new to JR print publication)
- Oversaw implementation of new Sugar CRM
- Responsible for setting, meeting/exceeding digital sales team goal
- Partnered w/events manager to oversee outreach & promotion of 5 yearly events hosted by JR including: Best Places to Work in OKC; Business Woman of the Year; Innovator of the Year; Healthy Workplace Awards; & Achievers Under 40 Awards
- Grew Total Digital Revenue YOY 200%; exceeded goal monthly
- Increased client retention rate from 48% to 92% YOY

BBN Consulting (a Group M company) – NYC, NY

2011-2015

Director of Digital Sales and Operations

25% work from home; 75% travel

Exceeded Revenue Goal each year (>10 Million/year)

- Directed, supervised & mentored 10+ account managers & 20+ campaign managers
- Directed & Supervised 30+ overseas data analysts
- Directed research team to develop strategic marketing plans for media buying recommendations
- Managed research budgets; Managed research P&Ls & forecasts
- Lead presenter/advisor of market research & marketing strategy consultations at large multi-national campaigns (National & International Automotive, Political & Energy Industries primarily)
- Lead presenter of monthly/quarterly/yearly campaign results (analytics, ROI, customer journey tracking)
- Managed client relationships & cross agency communication
- Directed daily client services operations
- Prospected new agencies/clients via cold calls, lead generation webinars and content creation
- Working knowledge of video, mobile, b2b display ad serving
- Trained account executives on consultative, needs based selling
- Managed social media reporting for Politico and the Hill (SNAP)
- Managed campaigns through Salesforce CRM

Oklahoma City University, Oklahoma **2009-2011**
Associate Professor & Chair of Health & Human Performance

Department Chair Duties:

- HHP budget management; Grant & fundraising for exercise physiology lab; Directed departmental retention & recruitment efforts (high school visits, marketing development)
- Revised undergraduate curriculum from one generalist degree to 3 options (exercise science; wellness; coaching); Developed graduate program & curriculum for M.S. in Health & Human Performance
- Provided training, development, mentorship, feedback & evaluation of 4 full-time faculty and 12 adjunct faculty members
- Served on University committees; Course schedule development; Hiring KES personnel (adjuncts) & faculty (hiring committee chair); Mentor for new faculty outside the department
- Undergraduate & graduate student advisor/enrollment coordinator (100+students); Chaired graduate practicum/research projects; Supervisor of student internship program; Supervisor for student development & community outreach

Singapore Overseas Program Instructor:

- Taught 3 months a year in Singapore overseas Wellness programs

Teaching Subjects Graduate:

- Health & Aging, Advanced Sport Psychology, Group Dynamics, Statistics, Research Methods
- Graduate practicum

Teaching Subjects Undergraduate:

- Senior Capstone/Practicum

Oklahoma City University, Oklahoma **2007-2009**
Assistant Professor of Kinesiology & Health Studies

Teaching Subjects Undergraduate:

- Wellness, Health Behavior, Nutrition, Biomechanics, Exercise Psychology, Statistics, Sport Psychology, Issues in Women's Sports

Advisor for student HHP club

Coordinator of social media outreach

Oklahoma City University, Oklahoma **2005-2007**
Adjunct Instructor - Department of Kinesiology/Exercise Science

Adjunct Instructor - Psychology Department

Teaching Subjects all graduate level: Psychology of Learning, Sport Psychology, Motivational Psychology, Group Processes, Health Psychology, I/O Psychology, Educational Psychology, Cognitive Psych

University of Central Oklahoma, Oklahoma **2002-2005**
Adjunct Instructor – Department Kinesiology and Health Studies

Teaching Subjects: Wellness, Beginning Volleyball, Beginning Tennis, Beginning Golf

Assistant Volleyball Coach (62-21 record)

Edmond North High School, Oklahoma <i>Teacher</i> -Health & Psychology <i>Curriculum coordinator</i> -Physical Education and Health Curriculum <i>Head Volleyball Coach (187-12 record)</i>	2001-2004
Oklahoma Juniors Volleyball Club <i>Director</i> -12 through 18 year old volleyball teams (350 athletes) <i>Manager</i> -Oklahoma Redland Rendezvous National Volleyball Tourney Cox Convention Center <i>Coach</i> -18 and under national team (114-3 record)	2000-2003
Amarillo High School, Texas <i>Health & Psychology Instructor</i> <i>Assistant Volleyball Coach (33-0 Class 5A State Champions)</i>	1999-2000

CURRENT TEACHING CERTIFICATES

Oklahoma, Physical Education/Health K-12; Psychology
 Texas, Physical Education/Health 7-12; Psychology Endorsement

ACHIEVEMENTS AND PROFESSIONAL SERVICE

Southern District Alliance for Health, Physical Education, Recreation, Dance Taylor Dodson Young Professionals Award - Recipient	2011
Oklahoma Association for Health, Physical Education, Recreation, and Dance Betty Abercrombie Scholar Award – Recipient	2008
Oklahoma Association for Health, Physical Education, Recreation, and Dance Vice President Physical Education	2006
Oklahoma Coaches Association, 6A Coach of the Year - Volleyball	2001
University of Central Oklahoma, Emma W. Plunkett Graduate Scholarship Fellowship: Service and pedagogy, Department of Kinesiology Aided in fitness labs, grant writing, teaching assistant Academic Undergraduate Scholarship	2000-2001 1998
Department of Physical Education Outstanding Major Dean’s Honor Roll	1996-1998
Southern Nazarene University, Full Scholarship Volleyball/Track All Conference 2 years, All-tournament St. Edwards 1995	1994-1996

PROFESSIONAL PUBLICATIONS

- Latham, S.A. (in-progress). *Faith, hope, love, and sport psychology: Sports from a biblical perspective.*
- Latham, S.A. (2015). Coaching preferences of collegiate female athletes. *Journal of Applied Sport Psychology, 44, 12-36.*
- Latham, S.A. (2014). Athletes' perceptions and preferences for male or female sport coaches. *International Journal of Sport Psychology, 66-D, 44-79.*
- Latham, S.A. (2012). Collegiate athlete's gender and their perceptions of coaching behavior. McGraw Hill, NY: NY.
- Latham, S.A. (2008). Gender differences in male and female athletes perceptions of cohesion. *OAHPERD Journal, 44, 29-34.*
- Latham, S.A. (2007). Gender differences in collegiate athletes' perceptions of cohesion: A comparison study using mixed methodology. *Dissertation Abstracts International, 68 (11) section B.* (UMI No. 3288735).

PROFESSIONAL PRESENTATIONS

- Latham, S.A. (May, 2014). UOP Student Leadership Workshop. Oklahoma City, OK. *Personal branding: 5 tips to build your brand!* Presenter
- Latham, S.A. (March, 2014). UOP Student Leadership Workshop. Oklahoma City, OK. *Professionalism: More than just a dress code.* Presenter
- Latham, S.A. (October, 2013). UOP Student Development Workshop. Oklahoma City, OK. *Careers in Psychology and Health Science.* Presenter
- Latham, S.A. (February, 2012). Southern District, AAHPERD regional convention. Orlando, FL. *Sport Psychology: The vitamin supplement for peak sport performance.* Presenter.
- Latham, S.A. (April, 2011). National Association Girls Women in Sport program session at the American Alliance Health Physical Education Recreation Dance National Convention. San Diego, CA. *Coaching female athletes: No they aren't just like the boys!* Presenter
- Latham, S.A. (February, 2011). Southern District, AAHPERD regional convention. Greensboro, NC. *Coaching female athletes for peak performance.* Presenter
- Latham, S.A. (October, 2010). OAHPERD state convention, Norman, OK. *Mental training for peak performance: Sport Psychology Workshop.* Presenter
- Latham, S.A. (October, 2009). OAHPERD state convention, Oklahoma City, OK. *Exploring female athletes motives for sport participation: Does the gender of the coach really matter?* Presenter.

- Latham, S. A. (October, 2008). OAHPERD state convention, Oklahoma City, OK. *Team building to enhance teamwork, communication, and trust in sports teams.* Presenter.
- Latham, S.A. (October, 2008). OAHPERD state convention, Oklahoma City, OK. *Coaching the female athlete: No they are not just like the boys.* Presenter.
- Latham, S. A. (April, 2008). AAAHPERD national conference, Ft. Worth, TX. *Gender differences in collegiate athletes' perceptions of cohesion: A presentation of a doctoral dissertation.* Presenter.
- Latham, S.A. (October, 2007). OAHPERD state convention, Oklahoma City, OK. *Gender differences in collegiate athletes' perceptions of cohesion: A presentation of a doctoral dissertation.* Presenter.
- Latham, S. A. (October, 2007). OAHPERD state convention, Oklahoma City, OK. *Imagery in sport.* Presenter.
- Latham, S. A. (October, 2007). OAHPERD state convention, Oklahoma City, OK. *Creating mentally tough athletes.* Presenter.
- Latham, S.A. (February, 2007). Southern District, American Alliance for Physical Education regional convention, Chattanooga, TN. *What every coach should know about team cohesion.* Presenter.
- Latham, S.A. (October, 2006). OAHPERD state convention, Oklahoma City, OK. *Gender issues in sport.* Presenter.
- Latham, S. A. (October, 2005). OAHPERD workshop, Edmond, OK. *Team Cohesion in Sports.* Presenter.
- Latham, S.A. (October, 2005). OAHPERD state convention, Oklahoma City, OK. *Fit to Be a Team.* Presenter.
- Kluka, D., Young, K., & Latham, S.A. (December, 2002). American Volleyball Coaches Association national convention, New Orleans, LA. *Women + Mentoring = Success.* Co-presenter.

PROFESSIONAL ORGANIZATIONS

American Alliance for Health, Physical Education, Recreation, Dance - SHAPE
 American Psychological Association Health Psychology Division
 Association of Applied Sport Psychology
 Oklahoma Association of Applied Sport Psychology Professionals

PROFESSIONAL REFERENCES

Nick Gile
 Digital Sales Coordinator
 Oklahoman Media Company - BigWing Digital
 Phone: 1.678.200.7581

Tony O'Brien
CEO Former BBN Solutions/Group M/Xaxis NYC
Phone: 1.443.597.7336

Ronald Rocuzzo
Senior Vice President, Global Media Operations
Group M (Director of BBN group)
Phone: 1.914.806.7094

James Bridges
Former Ad Director, Journal Record
Phone: 1.405.497.9728

Anne Richard
Former Ad Director, Journal Record
Phone: 1.907.230.1828

Dr. Larry Guerrero
Provost, Sul Ross State University
(Also former Dean & Chair & OCU, Oklahoma City)
Alpine, Texas
Phone: 1.405.923.3819