

# Kevin Coopersmith

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## EDUCATION

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### Stockton University

**Doctor of Education in Organizational Leadership** 2020

Dissertation: "Personal Development Planning in a VUCA (Volatile, Uncertain, Complex, and Ambiguous) World"

Honors: 4.0 GPA

### Rowan University

**Certificate of Graduate Study in Editing and Publishing for Writing** 2016

### Stockton University

**Master of Business Administration** 2015

Honors: 3.90 GPA, Program Distinction

### Stockton University

**Bachelor of Arts in Psychology** 2012

### Atlantic Cape Community College

**Associate of Arts in Communication** 2011

## CAREER PROFILE

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- **Teaching:** Curriculum Design, Graduate and Undergraduate, Online and In-Person Instruction
- **Research:** Dissertation Development, Qualitative and Quantitative Analysis, Report Writing
- **Marketing:** Brand Management, Strategy, Campaign Planning, Public Relations, Social Media
- **Writing/Editing:** Dissertation Editor, Copywriting, Press Releases, Publications, Websites
- **Consulting:** Project Management, Conflict Mediation, Assessment, Staff Development
- **Fiscal Management:** Accounting, Monthly/Annual Balancing, Forecasting, Analysis
- **Technology:** Microsoft Office, Zoom, Basecamp, Google Analytics and AdWords, Adobe Creative Suite, SPSS, Tableau, Hippo Solutions, Constant Contact, Vertical Response, WinCati

## TEACHING EXPERIENCE

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**Dissertation Chair and Adjunct Instructor, Stockton University – Ed. D. in Organizational Leadership** 2020-Present

- Lead doctoral candidates on 18-month assignments throughout their dissertation development and defense as their dissertation chair, editor, and research advisor.
- Overseeing program standards as a member of the dissertation defense panel.
- Created and piloted a grant-funded (\$6,000 annual) Pathways to Publishing workshop and mentorship program to make publishing academic research more accessible to program alumni and Stockton's junior faculty.
- Organized and implemented a comprehensive marketing campaign to enhance program awareness through alumni interviews, website promotion, social media engagement, and active recruitment at national conferences.
- Taught and developed curriculum for LEAD 6500 – Research Seminar in Spring 2023, an intensive development course where students are introduced to the research process and begin developing their dissertations.
- Guide dissertation and curriculum development as part of the faculty team for LEAD 6800 – Dissertation Development I, LEAD 6801 – Dissertation Development II, and LEAD 7100-7102 – Dissertation in Practice I-III.
- Researched, designed, and implemented a comprehensive student and alumni survey to evaluate program structure, curriculum, and goals.
- Organized the 2021, 2022, and 2023 LEAD Dissertation Showcases to celebrate dissertation research and create an opportunity for doctoral candidates to share their work and network with potential dissertation chairs and second readers.
- Provided instructor support, mentorship, and editorial advice for students developing their dissertation proposals as a teaching assistant in the Fall 2020 semester.

**Adjunct Instructor, Stockton University – School of Business, School of Arts & Humanities 2019-Present**

- **Key Accomplishments:** Have taught 24 college-level courses to over 300 students at the undergraduate and graduate levels, covering topics ranging from business management, organizational leadership, research, communication, writing, public relations, mass media, and journalism.
- Teaching in person MGMT 2110: Introduction to Management on the essentials of business management practice and behavior – covering topics including organizational development, ethics, planning, and culture (Spring 2022-present).
  - Provided emergency coverage for an MGMT 2110 section in Fall 2022 when the original instructor was not able to complete the course.
  - Currently teaching two in person sections of MGMT 2110 in Fall 2023.
- Developed syllabus and course curriculum for COMM 2103: Writing for the Media focused on building competency in media writing fields including journalism, public relations, social media, writing for the web, marketing, and advertising.
- Adapted a traditionally in-person course curriculum for COMM 2301: Introduction to Public Relations to online learning platforms during the onset of COVID-19 to educate students on the integrated ethical, organizational, and cultural considerations and competencies related to being an effective public relations practitioner.
- Taught an in-person Fall 2021 course, COMM 1201: Introduction to Mass Communication on the various elements of mass media – including history, ethical and cultural considerations, and practitioner skills development.
- Received a 4.9/5 rating for the IDEA Student Evaluations for Fall 2019, Spring 2020, Spring 2021, and Fall 2022 semesters, and a 4.8/5 rating for Fall 2021 and Spring 2022.

**RELATED PROFESSIONAL EXPERIENCE**

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**Stockton University****Author, *Plant Yourself Where You Can Grow*****2022 – 2023**

- Hired by Stockton University's Office of the President and Board of Trustees to serve as the author of a book exploring Stockton President Dr. Harvey Kesselman's leadership and impact in a paid role for the 2022-2023 Academic Year.
- Successfully completed the first draft in December 2022, and a second draft in April 2023, adhering to a fast-paced, self-driven, and rigorous timeline to begin the book in September 2022 and have it ready for publishing by Winter 2023.
- Coordinated and conducted interviews with 25 participants, including politicians, doctors, lawyers, and higher education leaders to develop the story.
- Organized a comprehensive marketing and publishing plan to release the book by collaborating with printers, publishers, and literary agents.

**LEAD Program Marketing Coordinator****2022 – 2023**

- Developed a comprehensive cross-platform marketing and recruitment plan for the Ed.D. in Organizational Leadership program, through collaboration with alumni, current students, and key departments across Stockton University.
- Coordinated and promoted the 2021, 2022, and 2023 Dissertation Showcases, an event celebrating the research goals and accomplishments of current students and raising awareness of the program internally and externally.
- Serve as a representative for the LEAD program at campus meetings and events.
- Worked in collaboration with LEAD faculty to review and refine the program's marketing materials and recruitment strategies.

**Beacon Animal Rescue****Director of Development and Marketing & Engagement Consultant****2019 – 2023**

- Developed, presented, and implemented a comprehensive marketing and engagement strategy to expand and enrich Beacon's relationships with key populations across South Jersey.

- Beginning in October 2021, served as the Director of Development, overseeing Beacon’s engagement, fundraising, and community-building initiatives while piloting new software and strategic plans.
- Oversaw and led marketing and public relations strategies for Beacon rebranding and promotion during the launch of Beacon Veterinary Clinic.
- Designed, produced, and maintained a brand guide to further develop and guide Beacon’s marketing, messaging, social media presence, and overall identity.
- Strategized and consulted with Beacon board leadership to develop community outreach programs and new initiatives to boost revenue and volunteer engagement.
- Established and initiated a for-credit internship program with Stockton University.
- **Key Accomplishments:** Developed a marketing and branding strategy for Beacon while renovating their donor management and community partner recruitment platforms.

### Stockton University

#### Assistant to the Executive Director of University Relations & Marketing 2016 – 2018

- Responsible for purchasing and fiscal management of eight departmental operating accounts exceeding \$700,000 and developing proposals for budget requests.
- Planned departmental projects and programs, including marketing for the Atlantic City campus, Institutional Program Review, and undergraduate recruitment.
- Served on and led teams for internal and client-based projects across all departmental areas, including web, news and media, publications, graphics, strategic communications, and digital engagement.
- Contributing writer and editor for university newsletters, brochures, and publications.
- **Key Accomplishments:** Trained and transitioned team to adopt new project management software, and revamped budget and monthly report processes.

### Stockton University

#### Clerk Typist, The William J. Hughes Center for Public Policy 2015 – 2016

- Conducted public policy research on elections, public opinion polls, and New Jersey state legislator demographics while writing and editing research reports.
- Generated data analysis for Hughes Center research reports and policy briefs.
- Maintained Stockton Polling Institute’s staff expense budget and assisted in the hiring and intake of staff, consisting of over 100 employees.
- Assisted in organizing and promoting Hughes Center events, including hosting state Senators, professors from other institutions, and New York Times Journalists.
- **Key Accomplishments:** Authored and co-authored Hughes Center research reports and 2016 Legislative Database Update, revamped Polling Institute data analysis process.

### Stockton University

#### Supervisor and Research Assistant, Stockton Polling Institute 2013 – 2015

- Used research software including WinCati, SPSS, and Excel to analyze and interpret public opinion polling research results ranging from 800-4000 respondents.
- Oversaw, trained, and assisted the Polling Institute’s staff of 100 employees.
- Translated data results for surveys, consisting of up to and including 85 questions, into written research reports for clients and press releases.
- **Key Accomplishments:** Co-authored William J. Hughes Center research reports.

## RESEARCH AND WRITING EXPERIENCE

### Research, Writing, and Editing Projects

- **Author,** Research Article: “Examinations of the Three Conditions for Vertical Leadership Development to Take Place through the Lens of Personal Development Plans” (Approved for Publishing in The Journal of Values-Based Leadership Winter/Spring 2023 Issue)
- **Author,** “Plant Yourself Where You Can Grow: Lessons from Dr. Harvey Kesselman’s Leadership Journey” (2022-2023)

- **Peer Reviewer**, The Eastern Academy of Management Annual Conference (2023)
- **Author**, Research Article: “Personal Development Planning and Vertical Leadership Development in a VUCA World” (The Journal of Values-Based Leadership, Winter/Spring 2022 Issue)
- **Peer Reviewer**, The Eastern Academy of Management Annual Conference (2022)
- **Author**, Doctoral Dissertation: “Leading Through the Storm: Personal Development Planning in a Volatile, Uncertain, Complex, and Ambiguous World” (2020)
- **Editor**, Stockton University School of Business AACSB International Continuous Improvement Review Report (2016-2021)
- **Co-Author and Project Lead**, Ed. D. in Organizational Leadership Advisory Board: Best Practices and Recommendations by Monica Amadio, Kevin Coopersmith, and Natalie Devonish (2019)
- **Editor**, Stockton University Academic Year Bulletin (2018-2019)
- **Co-Author and Editor**, Stockton University President’s Evaluation Report (September 2017-June 2018)
- **Writer and Copy Editor**, Stockton Now e-zine (Winter 2017, Summer 2017, Fall 2017, Winter 2018, Summer 2018)
- **Co-Author**, New Jersey State Legislature: A Demographic Profile, 2016 Update by John Froomjian and Kevin Coopersmith (2016, William J. Hughes Center for Public Policy)

**Graduate Assistant, Stockton University – Ed. D in Organizational Leadership 2019**

- Served as project leader alongside a team of two other assistants to conduct a literature review and best practices content analysis of doctoral advisory boards and their impact, effectiveness, and potential implications for the LEAD program.
- Developed, organized, and analyzed a qualitative research database to support and guide findings, presented in a culminating report of results and recommendations to program leadership.

**Dissertation Editor and Consultant 2020-Present**

- Provided comprehensive editorial services for grammar, spelling, and consistency with APA 7<sup>th</sup> Edition style for “An Examination of Engagement Patterns of Black Female Community College Students by Academic Division” by Dr. Stephanie Falana.
- Provided comprehensive editorial support and dissertation defense coaching for “Millennial Retention and the US Military” by Dr. James Morris.
- Provided editorial services for “The Perceived Experiences of Stress and Academic Burnout in Undergraduate Students of Science, Technology, Engineering, and Mathematics (STEM)” by Doctoral Candidate John Atsu-Swanzy

**Graduate Assistant, Stockton University – School of Business 2015**

- Provided researcher and editorial assistance in a workplace skills survey across 120 small businesses and 71 large businesses across New Jersey.
- Coordinated a partnership between the School of Business and Stockton Polling Institute to organize, conduct, and analyze the survey findings.
- The findings were ultimately published in “Skills Needed in the Workplace: A Comparison of the Results of Feedback from Representatives of Large and Small Businesses in New Jersey” by Dr. Diane M. Holtzman and Dr. Ellen M. Kraft.

**COMMITTEES AND ADVISORY BOARDS**

- **Northeastern Educational Research Association, Membership Advocacy Committee** (January 2023-Present)
- **Beacon Animal Rescue, Board of Directors** (March 2019-Present)
- **Atlantic Cape Community College, Communication Program Advisory Board** (June 2017-June 2018)
- **Stockton University, Strategic Enrollment Management Planning Marketing** (September 2018-November 2018)
- **Stockton University, Doctoral Commencement Committee** (August 2018)

- **Stockton University, Atlantic City Operations Marketing Working Group** (February 2017-September 2017)

#### **AWARDS, SCHOLARSHIPS, AND HONORS**

- **Outstanding Review Award, Eastern Academy of Management Conference** (2022)
- **4.0 GPA, Stockton University Ed. D. in Organizational Leadership** (2020)
- **Program Distinction, Stockton University Master of Business Administration** (2015)
- **Stockton College Foundation Scholarship** (2012)
- **Phi Theta Kappa International Honor Society** (2011)
- **Atlantic Cape Community College Marsha S. Popick Foundation Scholarship** (2008)
- **Atlantic Cape Community College Edward James Yoa Memorial Scholarship** (2008)

#### **PRESENTATIONS AND WORKSHOPS**

- **Guest Speaker in LEAD 6010 to Cohort 9, "Vertical Leadership Development and VUCA"** (Stockton University, September 2023)
- **Presenter, "Vertical Leadership Development: Facilitating Growth, Change, and Inclusion"** (Eastern Academy of Management, May 2023)
- **Session Chair, "Servant Leadership: Impacts on Employee Engagement and Organizational Outcomes"** (Eastern Academy of Management, May 2023)
- **Coordinator and Instructor, "Pathways to Publishing: Scholarly Article Development Workshop"** (Stockton University, December 2022)
- **Coordinator and Panelist, "Pathways to Publishing: An Introduction to the World of Academic Publishing"** (Stockton University, November 2022)
- **Judge, The Three Minute Thesis Competition** (Northeastern Educational Research Association, October 2022)
- **Session Chair, "Educational, Transitional, and Self-Efficacy Challenges Servicemembers and Veterans Face: From Classroom to Workplace"** (Northeastern Educational Research Association, October 2022)
- **Guest Speaker in LEAD 6010 to Cohort 8, "Vertical Leadership Development and VUCA"** (Stockton University, October 2022)
- **Presenter, "Examinations of the Three Conditions for Vertical Leadership Development to Take Place Through the Lens of Personal Development Plan Experiences"** (Eastern Academy of Management, May 2022)
- **Presenter, "Vertical Leadership Development"** (Stockton University Continuing Studies Workshop, May 2022)
- **Presenter, "Vertical Leadership Development and Personal Development Planning"** (Stockton University Day of Scholarship, April 2022)
- **Presenter, "Preparing for the Dissertation in Practice"** (Stockton University, Organizational Leaders in Action March 2022)
- **Guest Speaker in LEAD 6010 to Cohort 7, "Vertical Leadership Development and VUCA"** (Stockton University, October 2021)
- **Stockton University Graduate Research Symposium** (December 2020)

#### **CONFERENCES ATTENDED AND PERSONAL DEVELOPMENT**

- **The Eastern Academy of Management Annual Conference** (May 2023)
- **The 2023 San Francisco Writing Workshop** (April 2023)
- **American Association of Community Colleges Annual Conference** (April 2023)
- **The Northeastern Educational Research Association Conference** (October 2022)
- **The Eastern Academy of Management Annual Conference** (May 2022)
- **The 2021 North Carolina Writing Workshop** (November 2021)
- **The 2020 Cincinnati Writing Workshop** (May 2020)
- **The 2019 Philadelphia Writing Workshop** (November 2019)
- **Stockton University 14-hour Conflict Mediation Training** (August 2018)
- **Murphy Writing Business Writing Workshop** (December 2017)
- **The Copywriter's Workshop, National Seminars Training** (December 2017)