

Elizabeth Moser
COLLEGE OF BUSINESSES
LOYOLA UNIVERSITY NEW ORLEANS
6363 ST CHARLES AVENUE, BOX 15
NEW ORLEANS, LA 70118
PHONE (513) 375-4109 • E-MAIL EMOSER@LOYNO.EDU

EMPLOYMENT

Lecturer of Marketing - Loyola University New Orleans, College of Business

EDUCATION

MBA	Loyola University New Orleans, Marketing Beta Gamma Sigma GPA: 4.0	August 2020
BFA	University Cincinnati, Electronic Media Graduated Summa Cum Laude GPA: 3.95	December 2007

AREAS OF SPECIALIZATION

Principles of Marketing, Services Marketing, Customer Relationship Management, Customer Experience Management, Service/Hospitality Industry

TEACHING EXPERIENCE

As Primary Instructor:

Marketing and Consumer Insight

Fall 2021 (Loyola University New Orleans, College of Business)

Undergraduate: Freshmen

Number of sections - 2

Average class size - 35

Marketing and Consumer Insight

Spring 2022 (Loyola University New Orleans, College of Business)

Undergraduate: Freshmen - Senior

Number of sections - 3

Average class size - 39

INDUSTRY EXPERIENCE

- Moser Data Insights, New Orleans, LA (2022 - Present), *Owner*, consult on various data analytics projects as they pertain to digital marketing and presence
- The Ritz-Carlton, New Orleans, LA, (2016 - 2020), *Various Roles*, cultivated in-depth knowledge of customer relationship management, customer experience management, and branding through operational roles
- WKRQ-FM (Q102), Hubbard Radio, Cincinnati, OH (2006 - 2013), *Assistant Promotions Director*, created and cultivated brand awareness, coordinated and executed client and station marketing events, trained staff and interns in brand standards, actively engaged

with the Cincinnati community through city-wide events, nonprofit organizations/events, fundraisers, and local schools

COMMUNITY SERVICE

Culture Aid NOLA, New Orleans, LA (2020), *Marketing Manager*, developed a clear brand voice that embraced the community spirit of New Orleans as well as the diverse clientele served, created and maintained social media presence across multiple platforms, documented organizational events and utilized photos/videos for marketing materials, developed and expanded relationships with nonprofit organizations that aligned with Culture Aid's mission and goals

SOFTWARE/PLATFORM COMPETENCIES

Canvas, Zoom, Kaltura MediaSpace, Google Analytics*, Google Tag Manager, Google Ads

**Denotes certification*

OTHER

Certified Mental Health First Aider – National Council for Wellbeing
December 2020

REFERENCES

Mazhar Islam

Assistant Professor of Management
College of Business
Loyola University New Orleans
Phone: 612.245.7146
Email: muislam@loyno.edu

Kendra Reed

Professor of Management
College of Business
Loyola University New Orleans
Phone: 630.430.5816
Email: kreed@loyno.edu

Harry Bruns

Director of Retail Services and Growth Initiatives
New Orleans Area Habitat for Humanity
Phone: 501.529.7905
Email: harryb@habitat-nola.org

David Torres

Director
IS Data Management
Ochsner Health
Phone: 985.590.0020
Email: dwtorres@gmail.com