

# DONNA WERTALIK

## DIRECTOR OF MARKETING STRATEGY ANALYTICS & ASSOCIATE PROFESSOR OF PRACTICE

### PROFILE

Seasoned marketing and advertising executive, with a focus on digital marketing and expertise in consumer, pharmaceutical, direct mail, social media, gaming and user experience. Core skills reside in strategic marketing and predictive data analysis, with key impact through analytic solutions, effective brand building, and influencer network identification. Core passion resides in the love of mentoring students and assisting to build impactful career paths. Recently spearheaded the overall strategic planning for a \$250 million dollar effort within the College. Led the quantitative and qualitative research performed to develop key positioning, with a focus in the digital landscape to drive funds and critical awareness of that vision.

### EDUCATION

**Fairleigh Dickinson University**  
Marketing, BS  
1993 / Rutherford, NJ

**Southern New Hampshire University**  
Marketing, MS  
2013 / Manchester, NH

### PROFESSIONAL EXPERIENCE

**Director of Marketing Strategy Analytics**  
Pamplin College of Business / Virginia Tech  
May 2019 - Present

**Associate Professor of Practice**  
Virginia Tech  
2008 - Present

**Director of Marketing**  
Pamplin College of Business / Virginia Tech  
2015 - April 2019

**Founder & President**  
SPEAK Marketing, LLC (Consulting)  
2010

**Founder & President**  
SPEAK Advertising Group, LLP  
2004 - 2010


**Vice President, Account Supervisor**  
Ogilvy Commonhealth  
1999 - 2003


**Account Supervisor**  
Pace, Inc.  
1996 - 1999


**Field Account Manager**  
Nestle Food Corporation  
1992 - 1994

### CONTACT

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 540-231-3096

 donnawertalik

 www.donnawertalik.com

### AWARDS, HONORS, & RECOGNITION

2018    Featured in the New York Times  
*The Hot College Gig: Online Brand Promoter.*

2016    Telly Award  
GOLD MUSE Award

2015    VT Faculty Advisor of the Year

2013    Teaching Excellence-Pamplin College of Business  
Pi Sigma Epsilon-Faculty Advisor of the Year

2012    Bloomberg Business Week, Favorite Professor

2011    VT Faculty Advisor of the Year

## PUBLICATIONS

Ballentine, C. (2018, August 31). The Hot College Gig: Online Brand Promoter. The New York Times. Retrieved from <https://www.nytimes.com/2018/08/31/technology/college-students-online-influencers.html>

“Strategic Social Media Plan for First & Main, an Outdoor Shopping Mall.” In Tuten, T. and Solomon, M. (2018), Social Media Marketing, Third Edition. London, UK: Sage

“Strategic Social Media Planning for a University Business School.” In Tuten, T. and Solomon, M. (2018), Social Media Marketing, Third Edition. London, UK: Sage.

Wertalik, Donna. “Social media and building a connected college.” Cogent: Business & Management, vol. 4, no. 1, 27 Apr. 2017.

Donna Wertalik, (In collaboration with VT PRISM). “Pamplin College of Business Social Media Organization”. Online Access: <https://itunes.apple.com/us/book/pamplin-college-of-business-social-media-organization/id930221825?mt=11>. Published October 2014.

Donna Wertalik. “The Marketing Experience”. Pearson Learning Solutions. Published 2014.

Chris Ayers, Brian Collins, Kent Nakamoto, and Donna Wertalik. “What Senior Executives Want Salespeople to Know”. Online Access: <https://www.scribd.com/doc/287553616/What-Senior-Executives-Want-Salespeople-to-Know>. Published 2009.

## GRANT ACTIVITIES

Altria Funding 2012 / \$5,000	First & Main / \$15,000
Altria Funding 2013 / \$10,000	Click & Pledge / \$25,000
Altria Funding 2014 / \$15,000	Altria / \$15,000
Altria Funding 2015 / \$15,000	First & Main / \$12,000
Altria Funding 2016 / \$15,000	

## SERVICE

### Professional

AMA / PSE / Advertising Federation

### External

Montgomery County Sheriff's Department / Personal Branding & Training / The Weight Club - Marketing & Social Media

### Department, College, or University Service

Marketing Website management, career advising and video content / VT MKTG & Coca-Cola Barracuda Bowl / Virginia Tech Branding RFP & Current Steering / Pamplin Women in Business Leadership Team / Marketing Department Lead & Advisory Board, 2016 / Apex CIE-Marketing Consulting / Committees (Creativity & Technology-Destination Area, VT Master Brand Committee, Unirel Search Committee, Awards Committee)

### Service Promoting Diversity or Inclusion

Selected as Committee Member for Entrepreneurship & Innovation by Virginia Tech President Sands / Personal Branding and Marketing Training for DSA, Athletics and Career Services

### Service to Students

Pi Sigma Epsilon / VP Educator / PRISM Founder & Advisor / American Marketing Association Advisor

## SPECIALIZED SKILLS

Leadership	Strategic Partnerships	Start-ups
Business Development	Pricing Strategy	B2C
Market Research	Product Development	Offline Marketing
Competitive Analysis	Leadership	Team Management
Product Management	Digital Marketing	Cross-functional Team Leadership
Research and Development (R&D)	Language Learning	Market Analysis
Healthcare	Customer Acquisition	Academia
Consumer Package Goods		

## EXPERTISE & INTERESTS

Data Analytics	Social Media	Personal Branding	Advertising & Branding	Mentorship & Service	Professional Placement
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## TEACHING EVALUATIONS

2016 - 2018

Courses Taught incl. x974, x994	Sem. Year	Cr Hrs	Course GPA	Enrollment	Student Evaluations			
					No. of evals	Feedback	Time Spent	Overall
MKTG 3104	Fall 2018	3	3.3	530	352	4.38	2.48	5.02
MKTG 3104 (Honors)	Fall 2018	3	3.5	10	10	5.40	3.3	5.7
MKTG 4404	Fall 2018	3	3.8	5	4	6.0	3.75	6.0
MKTG 4974	Summer 2018	1	4.0	1	1	6.0	3.0	6.0
MKTG 3104 (Honors)	Spring 2018	3	3.7	13	8	4.97	3.5	5.0
MKTG 3104	Spring 2018	3	3.3	525	394	4.97	3.53	5.0
MKTG 4974	Spring 2018	3	3.5	3	2	6.0	7.0	6.0
MKTG 4404	Spring 2018	3	3.4	4	3	5.0	4.0	5.5
MKTG Winter Online 3104	Winter 2018	3	3.4	92	48	5.5	4.0	6.0
MKTG 4404	Fall 2017	3	3.5	2	2	6.00	4.5	6.00
MKTG 3104	Fall 2017	3	3.2	503	431	5.00	2.00	5.00
MKTG 3104-Honors	Fall 2017	3	3.4	21	12	5.5	2.0	5.00
MKTG 3104	Spring 2017	3	3.3	490	293	5.00	1.00	5.00
MKTG 3104-Honors	Spring 2017	3	3.5	21	12	5.50	2.00	5.00
MKTG 4404	Spring 2017	3	3.5	6	6	6.00	3.00	6.00
MKTG 3104-Winter	2016-2017	3	3.5	92	46	5.00	3.00	5.00
MKTG 3104	Fall 2016	3	3.5	554	516	4.32	1.62	4.37
MKTG 3104	Fall 2016	3	3.8	14	11	4.82	1.55	5.36
4404-Field Practicum	Fall 2016	3	3.7	5	1	6.00	3.00	6.00

## 2013 - 2015

Courses Taught incl. x974, x994			Year	Sem	Cr Hrs.	Course GPA	Enrollment	Student Evaluations			
Dept.	No.	Title						No. of evals	Feed-back	Time Spent	Over-all
MKTG	4304	Marketing Communications	2013	S	3	3.69	37	19	5.89	N/A	5.74
MKTG	4304	Marketing Communications	2013	S	3	3.60	38	15	5.07	N/A	5.50
MKTG	4984	Social Media Marketing	2013	S	3	3.46	53	27	5.37	N/A	5.59
MKTG	5984	Social Media Marketing-GRAD	2013	S	3	3.60	5	5	5.60	N/A	6.00
MKTG	4304	Marketing Communications	2013	F	3	3.83	44	20	5.50	N/A	5.70
MKTG*	4984	Social Media Marketing*	2013	F	3	3.48	36	N/A	N/A	N/A	N/A
MKTG	4304	Marketing Comm	2014	S	3	3.61	41	16	5.44	N/A	5.62
MKTG	4984	Social Media Marketing-	2014	S	3	3.57	31	16	5.56	N/A	5.38
MKTG	5984	Social Media Marketing-GRAD	2014	S	3	3.57	3	2	5.00	N/A	5.00
MKTG	3104	Intro to Marketing	2014	SS	3	3.45	114	18	5.40	N/A	5.05
MKTG	3104	Intro to Marketing	2014	F	3	3.3	550	528	4.87	1.59	5.00
MKTG	3104h	Intro to Marketing	2014	F	3	3.6	6	5	5.00	2.20	5.60
MKTG	3104	Intro to Marketing	2015	S	3	3.4	504	491	5.14	1.58	5.24
MKTG	3104h	Intro to Marketing	2015	S	3	3.6	8	8	4.12	1.5	5.50
MKTG	3104h	Online-Intro to MKTG	2015	S	3	3.5	5	5	5.00	1.5	5.50
MKTG	4404	Field Practicum	2015	S	3	3.5	1	5	6.00	1.0	6.00
MKTG	3104	Intro to Marketing	2015	F	3	3.4	575	569	5.20	1.77	5.41
MKTG	3104h	Intro to Marketing	2015	F	3	3.7	19	19	5.26	1.63	5.42
MKTG	4404	Field Practicum	2015	F	3	3.4	1	4	6.00	1.0	6.00