Ty Longmire-Monford

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EDUCATION

Ph.D. in Marketing, **University of Colorado Boulder**   Exp. May 2028

Master of Science in Marketing, **Texas A&M University**   May 2021
Marketing Excellence Scholarship Recipient

Bachelor in Business Administration – Marketing, **University of New Mexico**   December 2021
Johnson Marketing and Woodward Scholarships Recipient
Graduated Magna Cum Laude with an Honor's College Designation

RESEARCH EXPERIENCE

Research Collaborator - Marketing Department, **Texas A&M University**   May 2022 – August 2023
- Co-author of working paper, "Did Fox News Really Try to Persuade People Not to Get Vaccinated Against Covid-19?" with Dr. Chuck Howard and Dr. Buffy Mosley preparing for submission
    - This paper uses natural language processing to determine if Fox News acted as though it intended to persuade its audience not to get vaccinated against COVID-19
    - We are currently preparing this manuscript for submission to *Science*
- Designed and conducted experiments and surveys examining the effect of brand identity on consumers' perceptions of news media bias under the supervision of Dr. Chuck Howard
- Assisted Dr. Len Berry and Dr. Ximena García-Rada in the data analysis phase of in-depth interviews to better understand the experiences of family caregivers
- Completed comprehensive literature reviews for Dr. Howard on (a) how anger affects consumer attitudes and behaviors, (b) selective exposure to media and perceived news bias, and (c) media polarization

SELECTED RESEARCH IN PROGRESS

Longmire-Monford, Ty and Chuck Howard, "The Power and Influence of News Brand Attribution"
- Submitted as a talk to the 2024 SJDM Annual Conference
- Preparing to submit as a talk to the 2025 SCP Annual Conference
- Preparing to submit manuscript to Journal of Consumer Research

Longmire-Monford, Ty and Phil Fernbach, "Buying a Bottle of Bullshit: Determining Consumer Susceptibility to Snake Oil Products"
- First Year Paper
- Preparing to submit as a talk to the 2025 SCP Annual Conference

Longmire-Monford, Ty, Amit Bhattacharjee, and Franklin Shaddy, "Fanboy vs Make a Wish Kid: Broadening the Discussion of Scarce Resource Deservingness"

Longmire-Monford, Ty, Alixandra Barasch, and Paul Blythe, "Illicit Consumer Behaviors as a Form of Brand Punishment"

Fernbach, Phil, Nick Light, and **Ty Longmire-Monford**, "Knowledge Overconfidence in the Realm of Emerging Technologies"

Howard, Chuck, Buff Mosley, **Ty Longmire-Monford,** & Sarah Roberts, "A Rhetorical Analysis of Fox News and CNN Headlines"

RELEVANT WORK EXPERIENCE

Visiting Lecturer - Marketing Department, **Texas A&M University**   June 2021 – May 2023
- Created coursework for upper-level Digital Marketing and Consumer Behavior classes
- Taught 75-minute comprehensive lectures covering class topics and generating relevant class discussion
- Developed, administered, and evaluated assignments centered around market research, website design, SEO, content creation, keyword optimization, search and display advertising, email marketing, and social media
- Coordinated AmplifyU Social Media & Personal Branding workshop for Texas A&M student athletes

Marketing Strategies, Research, & Copywriting Consultant, **TerraMar Imports**   May 2021 – January 2023
- Devised and drafted comprehensive marketing plan for the launch of the TerraMar brand
- Lead research team in refining target personas through the use of in-house and third-party research data
- Investigated direct and indirect competitors to build website, social media, and pricing strategies

- Researched and wrote the descriptions of 1000+ food products from the US, France, Italy, Spain, and Greece
- Copywrote Facebook and Google ads, optimizing them for specified target markets

Marketing Communications Fellow, **McFerrin Center for Entrepreneurship** January 2021 – May 2021
- Copywrote and distributed email marketing via MyEmma and Bulkmail tools to 20,900 individuals
- Facilitated the growth of McFerrin Center brand visibility through the creation and deployment of physical and digital assets to existing and prospective stakeholders
- Developed marketing plan for Texas High School Ideas Challenge which garnered 137 applicants from 41 different schools statewide

Senior Classroom Teaching Assistant, **Texas A&M University** August 2020 – May 2021
- Collaborated with Dr. Sandi Lampo in teaching and evaluating over 600 Mays Business School students
- Developed, administered, and critiqued weekly in-class assignments for Introduction to Marketing students
- Instructed online and in-person students simultaneously via Zoom and Microsoft Office 365
- Mentored and instructed fellow Classroom TA's on teaching methods and learning objectives

Accounts Team Intern, **McKee Wallwork + Co.** October 2019 - January 2020
- Created professional creative briefs, content calendars, client proposals, and presentations for company use
- Researched and interpreted data reports for clients in various fields (death care, construction, non-profit, etc.)
- Conducted analysis of client survey data to create target personas of company stakeholders
- Generated competitive and geographic analyses for clients' use in market research

Social Media Marketing Intern, **GriffinWink Advertising** August 2019 - October 2019
- Cooperated closely with social media director to produce compelling content supporting client objectives
- Scheduled monthly content calendars for 10 social media clients on Instagram, Facebook, & Twitter
- Co-Managed, designed, implemented, and reported on client social media posts and metrics

SPECIAL PROJECTS & ADDITIONAL EXPERIENCE

Student Consultant, **The Stella Hotel** January 2021 – Present
- Conducted digital brand audit and SWOT analysis of 13 hotels operating in Bryan/College Station and other comparable markets nationwide
- Wrote, distributed, and analyzed Qualtrics survey of 415 Texas consumers to understand their hotel preferences and habits
- Provided the Stella Hotel team with in-depth marketing strategy recommendations based on survey and competitive analysis findings

Student Consultant, **Brookshire Brothers** August 2020 – December 2020
- Designed, distributed, and analyzed Qualtrics survey of 419 Bryan/College Station residents to understand their grocery shopping habits and needs
- Moderated focus groups consisting of international and domestic Texas A&M students to gain insights into their grocery shopping behaviors and attitudes
- Transcribed an in-depth marketing plan detailing the strategies Brookshire Brothers should implement while entering the Bryan/College Station market

Writer, Director, and Editor, **"Keep the Rio GRAND" Project** November 2019 – January 2020
- Competed in the Adobe Creative Jam Challenge to write, film, and edit video advertisement detailing the hazardous pollution affecting the Rio Grande River using Adobe Creative Cloud Suite tools
- Wrote, directed, and edited the video advertisement within one week in accordance with competition rules
- Achieved Best in Show and Judge's Choice at the 2020 American Advertising Federation Awards

Student Consultant, **Acura ILX Marketing Challenge National Champion** January 2019 – May 2019
- Competed against 20 other universities nationwide to create and execute marketing campaign for the Acura ILX to appeal to millennial consumers
- Co-managed the campaign's YouTube team which shot, edited, and curated the campaign's video content
- Generated 741,465 gross impressions and 550% increase in purchase consideration among millennials

Student Researcher, **Undergraduate Research Opportunity Conference** May 2018
- Conducted research to identify common factors between highly successful high school athletic programs in the state of New Mexico

- Interviewed coaches and reporters to gain qualitative knowledge about causes of athletic program success
- Presented research findings in a 180 second elevator pitch format to panel of accredited university researchers
- Finished as a finalist of 20 students presenting their research