Cohort 4 Update

Last Fall semester, the Cohort 4 students worked with the Humane Society of Greater Miami in the program’s Social Media Marketing class. Earlier this year, the Director of Marketing and Special Events reached out to Professor Lin Humphrey to provide an update on their social media efforts, which was presented to their board. As highlighted by their team, “The presentations we sat through with Lin and his class back in October were very helpful and have guided some of the social media decisions we made in the last few months.” Although early on in the process, their team is implementing many of the recommendations put forth by the students, such as the use of Twitter and Hootsuite and creating different or altering content based on the social media platform. The update also mentioned that their team has plans to work their social media marketing plan into the marketing budget for the 2018-2019 fiscal year.

Lotus House (Cohort 5)

Cohort 5 has been using the hashtag #SocialMangos as a name for their cohort through their social media from their first semester as MS in Marketing students. They have communicated with each other through social networks to highlight the work that they’ve done throughout the program. As part of their project for the course, the students helped build awareness and increase donations to the nonprofit. As part of their project for the course, the students helped build awareness and increase donations to Lotus House, a nonprofit that helps women and children in Miami to overcome homelessness. Among the donations were 50 twin bed sets from Rooms To Go, uniforms plus school supplies for each of the 50+ children, and $2,500 in direct donations via GoFundMe. One of the groups also organized an event at the Lotus House Thrift Chic Boutique where many local businesses donated their goods and services. A few of them were, Dunkin Donuts, LAZBOY, Costco, Soiree Party Rental, Air Catering International, Panther Coffee, and Bunnie Cakes. Altogether, the cohort generated over $50,000 in donations and sponsorships.

The Alliance for Aging (Cohort 6)

Winning team with Alliance for Aging’s President/CEO, Max B. Rothman, Board Member Chair, Madeleine G. Arritola, and Professor Jayati Sinha.

Cohort 6 uses the #BuzzatBrickell hashtag. The students in the Brickell group worked with the non-profit organization The Alliance for Aging, Inc. The organization focuses on providing access to quality services for older adults and their families as well as support, training, education, and counseling. The students presented their recommendations to the client on Monday, April 23 to the CEO and 9 board members. Among the presentations, they selected the one project they thought had the best overall marketing strategy. The winning team created two series of Facebook advertisements and surveyed audience members to understand what their perception and thoughts were in regard to the advertisements. Along with an email A/B test that measured response rates in regard to subject lines, email content and imagery, the testing was done to understand what type of content, call to action and imagery would be the most effective means to truly drive audience members to not only understand who Alliance for Aging is, but to prompt a response by donation to the cause. The winning team was invited to the organization's main office to present their final project to the full board at their meeting on Thursday, May 17.

Lotus House event for Cohort 5.
AMA@FIU Members Achieve Recognition

Two AMA@FIU members were recognized at recent events. Juan Munevar won a $2,000 Diversity Scholarship to be applied toward Fall 2018 tuition at the 40th annual American Marketing Association (AMA) International Collegiate Conference (April 5-7, 2018) in New Orleans. “The diversity scholarship award is an incredibly AMAzIng opportunity for me to further my marketing and advertising career and pursue my dreams. As a DACA student, it’s a great inspiration and motivation knowing AMA believes in us” said Juan. He also won “Best Recruitment Video” at the conference as well. Go to bit.ly/2qs6Ylr to watch the video he created, featured at the conference!

James Karnib won the “Spirit” award at FIU’s Outstanding Student Life awards on April 5, 2018. This award honors one student or organization that has demonstrated outstanding leadership in promoting campus spirit, pride, and loyalty to FIU – true “Panthers.” As one of the AMAs Roaring Concepts Co-Directors, James has worked on three projects for FIU – Office of Study Abroad; StartUpFIU; and the FIU Learning Center. James said “Winning the FIU Spirit award means everything to me. To receive recognition to not only represent AMA FIU but to show my love for the university and the community is an AMAzIng feeling. I can’t wait to continue to show my pride for my FIU, and to utilize everything it’s given to me. Thank you FIU and Professor Birrittella.” Unfortunately, James couldn’t attend the ceremony because he was in New Orleans competing at the AMA Collegiate Conference. His parents, Maricela and James Karnib Sr., attended and accepted the award on his behalf.

AMA Wins Big at Collegiate Conference & at FIU

AMA was recognized for our Roaring Concepts program (our in-house marketing agency), where members seek out projects from local businesses, non-profits, and FIU departments. AMA worked on 16 projects this year for clients like Campus Chiro, Rent Up, and Carrabba’s. On April 5, AMA won the Shining Star award at FIU’s Outstanding Student Life Awards in the GC Ballrooms. The Shining Star Award recognizes one student or organization that has created a new campus tradition, innovative programming idea or shown exceptional commitment to supporting a campus tradition and/or increasing the university’s prestige.

On April 7, FIU’s AMA chapter won the Top 5 award at AMAs 40th annual International Collegiate Conference held in New Orleans. This marks 14 (out of 16) years that our AMA has ranked in (or above) the Top 10 in the country, competing against 380 different chapters from around the country, Puerto Rico, and Canada. Additionally, FIU is ranked as the highest AMA chapter in Florida. AMAs very own Tim Birrittella received the Faculty Advisor Lifetime Achievement Award for his 17 years of service to AMA@FIU and for his 8 years within the AMAs Collegiate Chapters Council. Birrittella served as emcee at the weekend conference at each of the 3 main events, representing FIU in front of 1,500+ students, faculty, and business professionals. He currently serves on the AMA Foundation Committee and will return to the AMA Collegiate Chapters Council in July to serve another 3-year term.
Digital Media Roundtables
On February 20, the Digital Media Assembly and the FIU Social Media Association hosted a Digital Media Roundtables event at The Bar at 1306 in Wynwood. Attendees picked their 3 favorite topics and joined small group discussions. Topics included augmented/virtual reality, marketing funnels, maximizing SEO, storytelling, content marketing, videography, drones, marketing personas, paid social media strategies and blockchain. This was a fun and fast paced event.

Wordcamp Miami
The Social Media Association (SMA) had a table, helped post content on social media, recruited volunteers and for the first time spoke at Kidcamp. This year, Matt Mullenweg was a speaker at WordCamp Miami for its 10th anniversary. Mullenweg is the co-founder of the open-source blogging platform, WordPress, the most popular publishing platform on the web. He has been recognized for his leadership and success by Forbes, Bloomberg Businessweek, Inc Magazine, TechCrunch, Fortune, Fast Company, Wired, University Philosophical Society, and Vanity Fair.

Social Media, Data, and Privacy Panel
How can social media sites’ collection of user data impact society? And what can we do to protect our privacy?
To explore these complex topics, the Steven J. Green School of International and Public Affairs hosted a panel discussion with a star-studded group of experts: former deputy editorial page editor at The New York Times, Carla Anne Robbins; Michael Samway, president of the Business and Human Rights Group; Brian Fonseca, the director of the Jack D. Gordon Institute for Public Policy at FIU’s School of International and Public Affairs; and Nancy Richmond, FIU’s Social Media Association Faculty Advisor. The conversation was moderated by David J. Kramer, senior fellow in the Green School’s Vaclav Havel Program for Human Rights and Diplomacy.

WIX
On March 6, Wix flew in from Israel headquarters to help students better understand website design for their own branding websites. The event was hosted by the Social Media Association and had 100+ attendees and over 1.7 million social media impressions.

Social Media
A Productive Semester for LSCMA

The Logistics and Supply Chain Management Association has had its most active semester in its history. This semester’s speakers included Renata De Weert, Founder and CEO at Innovae Group, LLC.; Joe Carvelli, President of Your Staffing Source, Inc.; Jesus David Rodriguez, Founder and President of Magaya Corporation; and John Nykolaiszyn, Director of CoB Career Management Services. In February, LSCMA had a comprehensive guided tour of Port Everglades’ cargo and cruise terminals. In March, LSCMA coordinated a lunch presentation by Fiat Chrysler Automobiles and organized a visit at Panalpina’s freight forwarding location. At the end of March, LSCMA’s board members were invited to represent the organization at the Florida’s Chamber Trade and Logistics Institute Meeting and talk about the challenges students face when starting a career in logistics and supply chain management in Florida. On April 4, LSCMA welcomed Vortex Worldwide Logistics for an evening presentation on campus. Vortex hired two of our students: Jose Andres, Import Lead Coordinator and Cristobal Castro, Import Services. Moving forward, LSCMA is looking forward to planning meetings and more company visits for the next academic year.

GBSC Winners!

The 2018 Global Bilingual Sales Competition was a huge success. The FIU Global Sales Program hosted universities from the United States and Latin America, showcasing our program as a leader in professional sales education. Competitors got the chance to put their skills to the test and network with our corporate sponsors. We want to thank everyone who helped make this event possible and congratulate our winners in each category.

Left to right: Valentina Castro, Nick Taylor (Sr. Director of Direct Channel Sales @ DHL Express) Alexandra White, Rafael Estevez (CFO DHL Express Americas) Oscar Castillo.

Faculty Spotlight

Nancy holds a DBA and MBA from Nova Southeastern University, and a B.S. in Industrial Engineering from Purdue University. Prior to teaching, Nancy held several senior management positions in the areas of sales, sales management, and marketing. Her last corporate position was VP for Sales & Marketing and Knowledge Management – Consumer Intelligence, for Assurant Group. Nancy also specializes in the design of corporate training programs. She has partnered with universities and corporations to deliver executive and professional workshops and training. She currently teaches undergraduate and graduate sales and CRM courses. She also manages the Global Sales Program and Global Sales Lab. She is the faculty founder of the student organization, Sales Society @FIU. Nancy serves as a faculty coach for national sales competitions. Under her direction, Global Sales secures corporate sponsorships, manages two sales competitions a year, while continuously screening and coaching new sales talent. She enjoys mentoring students and working with corporate partners to ensure that students have access to career opportunities. Nancy was born in Venezuela and speaks fluent Spanish. She has been married for more than 40 years, has three daughters and four grandchildren. She also plays the drums in her spare time.

Dr. Nancy Rauseo, Senior Lecturer