

**LISA DAWN SIEGAL**  
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**EDUCATION:**     **NEW YORK UNIVERSITY**, New York, N. Y.  
Leonard N. Stern School of Business  
M.B.A, Marketing,  
Vice President of Student Chapter, American Marketing Association

**UNIVERSITY OF PENNSYLVANIA**, Philadelphia, PA  
B.A, cum laude

**CITY UNIVERSITY**, Seattle, WA  
Teacher Certification K-8, Honor Roll.

**WORK EXPERIENCE:**

**STATE COLLEGE OF FLORIDA** 2022  
Adjunct  
▪ Courses: Principles of Marketing, Introduction to Management

**TEXAS A&M UNIVERSITY SAN ANTONIO**, San Antonio, TX 2009-present  
**Online Adjunct Instructor** 2021-present  
**First Year Experience/College Success Advisor**  
**Lead Faculty: Principing of Marketing**  
**Faculty Advisor: American Marketing Association, Delta Sigma Pi**  
▪ Courses: Principles of Marketing, Retail Marketing Management, Sales  
▪ Promotion and Social Media, Sales Management  
▪ Teach classroom, hybrid and online courses.  
▪ Blackboard Learn : Created courses and facilitated.  
▪ Created Master course for core marketing course.  
▪ Curriculum development and design in Experiential Learning

**DEVRY UNIVERSITY**, San Antonio, TX 2014-2019  
**Adjunct Professor in Marketing**  
Courses: Introduction to Marketing, Marketing Management

**TEXAS STATE UNIVERSITY**, San Marcos, TX 2009  
**Adjunct Lecturer**  
▪ Courses: Principles of Marketing.

**UNIVERSITY OF PHOENIX**, San Antonio, TX 2007-2020  
**Adjunct Classroom and Online Instructor**  
**Certified Advanced Facilitator**  
▪ Taught undergraduate and graduate courses in Marketing & Management  
▪ Courses: Marketing, Organizational Behavior, Public Relations, Communications, Critical Thinking  
▪ Teach workshops: Orientation/New Student, Time Management, APA.  
**Mentor**  
▪ Mentored new instructors (train the trainer) providing coaching and feedback.  
▪ Performed Academic Quality Assurance observations to maintain academic standards.  
**Subject Matter Expert**  
▪ Wrote major course revision.

**IADT**, San Antonio, TX 2013  
**Adjunct Faculty**  
▪ Taught summer course at fashion design school  
▪ Course: “College Success”.  
▪ Direct Marketing, Internet Marketing

**PALO ALTO COLLEGE**, San Antonio, TX 2006-2007

***Adjunct Faculty***

- Taught courses in Communications and Business departments.
- Courses: Advertising, Marketing & Public Relations

**Keller Williams Realty, San Antonio, TX** 2003-2006

**Realtor**

-Sold Residential homes in San Antonio and surrounding areas.

**Prudential Don Johnson, San Antonio, TX**

**Property Management Assistant**

-Performed all client property management functions. 2006-2007

**AT&T, Los Angeles, CA** 1991-1992

**Account/ Executive Customer Success Manager**

-Develops and Manages Accounts in defined territory for small and mi -sized companies  
-Sells long distance and related services, while meeting monthly sales quota.

**LICENSE:** ACUE: Effective Teaching Practices  
**CERTIFICATION:** Hubspot: (Inbound Marketing)

**VOLUNTEER:**

**The Animal League, Groveland, Florida 2023-present. Event Coordinator.**

**Compathos, Board of Directors Member, 2020-2021. Marketing strategy lead**

**Discovering My Purpose, Board of Directors Member , 2020-2021. Strategic planning**

**Children's Heart Foundation of Texas-Board of Directors Member 2017-2018. Event Assistant Manager**

**-Blue Faery-Board of Directors Member 2017-2018**

**-Peoplefund-Marketing Mentor 2017-2018**

**-American Marketing Association-San Antonio-Board of directors-2011. Membership Director. Events co-char.**