

# Alana Sanders

## Skills Summary

1. University Administration	7. Business Management	12. Professional Presentations
2. University Professor	8. Computer Savvy	13. Event Planning
3. Marketing & Sales	9. Customer Service	14. Social Media Marketing
4. Project Management	10. Advertising & Promotions	
5. Report Preparation	11. Health and Wellness	
6. Public Speaking		

## Professional Experience

### **National Fitness Instructor and Presenter (Corporate Fitness)**

#### **20013-CURRENT**

- 2016-2017 "SCW Fitness Idol" Winner
- Education Presenter. Presenter in the Dallas, Atlanta, New York and Florida Markets. Provide fitness professionals continuing Career Education Credits to maintain their fitness license and valuable tips to bring back to their students.
- Conduct workshops for fitness professionals to start their fitness business
- Conduct workshops for fitness professionals on how to market through the social medias.
- Provide Career Education Credits to fitness professionals
- Licensed Fitness instructor in various formats
- Lead and organize group/individual exercise programs for corporate employees through the company's health and wellness programs.
- Supervising clients to make sure that they are exercising safely and effectively
- Teach fitness to corporate companies such as Porsche, Norfolk Southern & Georgia State

### **LIBERTY UNIVERSITY:Business & Marketing College Professor**

#### **AUG 2013-CURRENT**

- Teach campus-based or online courses adopting instructional technology
- Perform advanced research in field of study and attend educational workshops to stay update on technology within the classroom and within field.

### **PEARSON EDUCATION: College Textbook Author 2009**

- Wrote the first college textbook on Social Media Marketing, "How to Market your business through the Social Medias"

### **BAUDER COLLEGE:Business & Marketing College Professor**

#### **JULY 2006-DEC 2012**

- Designed Sales & Marketing Business Program
- Designed Social Media Marketing Certificate Program
- Wrote College Textbook being published by Pearson Education on Social Media Marketing
- Teach campus-based or online courses adopting instructional technology
- Perform advanced research in field of study and attend educational workshops to stay update on technology within the classroom and within field.

### **BAUDER COLLEGE: Business Department Chair**

#### **JUNE 2008- JUNE 2011**

- **Curriculum and program development** (instruction, research, service, planning, scheduling, department assessment, accreditation and program reviews)
  - Managed the teaching, research and publications in the department
  - Designed new programs and courses for the Business Department.
  - Restructured current programs and courses to outline with current trends
  - Motivated students and staff; advise students academically; arrange tutoring and other academic assistance for students when necessary; and generate education department reports as needed.
  - Ensured program compliance with Georgia Department of Education, accreditation, regulations, and

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- policies; meet student retention and attendance goals; participate in educational planning; departmental organization; staff hiring; training of faculty and staff; assisting in the evaluation of education programs and staff and student performance; coordinate interdepartmental activities
- Continuously evaluate programs of study to ensure they meet or exceed current market and employer demands. Assist with updating programs as needed and continuously assessing the program under your direction
- **Faculty** (recruitment, hiring, promotion, tenure, retention, evaluation, scheduling, discipline and conflict mediation)
  - Supervised Ten (10) Full-Time Faculty & Five (5) adjuncts
- **Students** (recruitment, retention, student organizations, learning outcomes)
  - Managed 200 students and six (6) Business programs (Associates & Bachelors)
- **Financial management** (budget planning and management)

## **UNIVERSITY OF PHOENIX: Business ONLINE Professor OCT 2005 -FEB 2006**

- Teach online courses adopting instructional technology
- Perform advanced research in field of study and attend educational workshops to stay update on technology within the classroom and within field.

## **TROY UNIVERSITY: Business & MARKETING ONLINE Professor 2007- 2009**

- Teach online courses adopting instructional technology
- Perform advanced research in field of study and attend educational workshops to stay update on technology within the classroom and within field.

## **AMERICAN INTERCONTINENTAL UNIVERSITY: Business & MARKETING Professor**

### **JAN 2002 –SEPT 2002**

- Teach courses adopting instructional technology
- Perform advanced research in field of study and attend educational workshops to stay update on technology within the classroom and within field.

## **MARKETING PROS, LLC -Marketing & Business Consultant**

### **2001-CURRENT (contractor)**

- Consulting, advising, and designing programs to fill the gaps between the actual situation and the desired one.
- Help businesses seek maximum exposure and publicity to increase sales.
- Help businesses increase sales by attracting new customers and growing the current customer relations by making them more fruitful. (Relationship Marketing)
- Assist with enlarging the company's customer base and market segment.
- Increase brand awareness with the use of technology
  - Social Media
  - Email & Text Marketing
  - Direct & Indirect Marketing
  - Event Planning and promotions
  - Print & Broadcast Media
- Achieving Customer satisfaction and customer loyalty
- Developing innovative marketing strategies and campaigns that include marketing advice on how to make a business more successful and profitable.
- Create Marketing and Advertising plans
- Identifying training and operational needs
- Improving organizational communications

### **Courses Taught**

- BU 100- Intro to Business-10 weeks course (classroom) Bauder College 2006-2010
- BUS 261- Organizational Behavior – 10 weeks course (classroom) Bauder College 2006-2010
- BUS 161- Business Management/Entrepreneurship- - 5 weeks course (classroom) AIU 2001-2002
- BUS 241- Advertising-10 weeks course (classroom) Bauder College 2006-2010
- BUS 252—Production Management- 10 weeks course (classroom) Bauder College 2006-2010

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- BUS 247 –International Business- 5 weeks course (classroom) AIU 2001-2002
- BUS 301- Entrepreneurship- 10 Weeks (Classroom) Bauder College 2006-2010
- BUSI 303-International Business 8 Weeks (Online) Liberty University 2013-present
- BUS 312- Salesmanship 10 Weeks (Classroom) Bauder College 2006-2010
- BUS 401- Organizational 10 weeks course (classroom) Bauder College 2006-2010
- BUS 441- Public Relations- 10 weeks course (classroom) Bauder College 2006-2010
- COM 203 –Organizational Communication -10 weeks course (classroom/Online) Bauder College 2006-2010
- CRT/201- Critical Thinking- 9 weeks course (online) University of Phoenix 2005-2007
- ENG 099-Developmental English-5 weeks course (classroom) AIU 2001-2002
- FAM 122 – Sales & Consumer Motivation 10 weeks course (classroom) Bauder College 2006-2010
- GEN105/IT 105 -Skills for Learning in an Information Age- 9 weeks course- (online) University of Phoenix
- IBS450-Marketing-- 5 weeks course (classroom)AIU 2001-2002
- MGT 201/203 Principles of Management I and II-9 weeks course (classroom) Bauder College 2006-2010
- MGT 210 & 310-Supervision and Leadership- 9 weeks course (online) University of Phoenix 2005-2007
- MGT 301- Leadership 10 weeks course (classroom) Bauder College 2006-2010
- MGT/340- Organizational Theory and Behavior- 9 weeks course (online) University of Phoenix 2005-2007
- MGT/350- Effective Management of Information Technology-- 5 weeks course –AIU 2001-2002
- MGT/255 & 355- Political Legal and Ethical Issues in Business- 9 weeks course (online) University of Phoenix 2005-2007
- MGT 4478- International Management-12 weeks course (online) Troy University
- MKT 202-Marketing Simulation-10 weeks course (classroom) Bauder College 2006-2010
- MT 219- Principles of Marketing- 10 weeks course (classroom) Bauder College 2006-2010
- MT 435- Operations Management 10 weeks course (classroom) Bauder College 2006-2010
- MT 460-Management and Policy Strategy 10 weeks course (classroom) Bauder College 2006-2010

## Education

- **Walden University** – Baltimore Maryland  
PhD organizational change & leadership --pursuit
- **Kaplan University**, Atlanta, GA HR Management -Master's Certificate
- **American Intercontinental University** – Atlanta, GA  
Masters of Business Administration (MBA) Marketing & Management 2002
- **Grambling State University** – Grambling, LA  
Bachelors of Arts in Mass Communications 2000
- **Dekalb Technical Institute**  
Certificate of Paralegal Studies, 2004

## Awards

- 2011 Kaplan University Technology Award and Grant
- 2010, 2009 & 2004 Nominated, “Who’s Who in Black Atlanta
- 2009 Featured- “FOX 5 “Social Media Marketing”
- 2009 Featured- BET Network Marketing & Business Consultant
- 2009 Featured- “Parent Magazine”
- 2003 Featured- “Focus Magazine”
- 2003 Featured- “Atlanta Tribune”

## Workshops

- Building Brand Momentum
- Social Media Metrics
- Paving the way in Social Media
- Pearson Professors Training
- New Students: Focusing on Success
- Successful facilitation
- Classroom Management
- Creating effective lesson plans and effective course syllabi