



AS

ALANA SANDERS

ADMINISTRATOR | PROFESSOR | PUBLIC SERVANT

OBJECTIVE

To obtain an administrator or faculty position with a higher education institution.

SKILLS

- Advertising & Promotions
- Budgeting
- Business Operations
- Business Management
- Customer Service
- Event Planning
- Marketing
- Project Management
- Public Relations
- Sales
- Social Media

EXPERIENCE

COUNTY COMMISSIONER (2021-PRESENT) CERTIFIED COUNTY COMMISSIONER

- Chief executives of the county organization
- Sets policy but is also responsible for its implementation
- Approving the annual county budget and determining the county's tax levy.

INTERNATIONAL PRESENTER (2019-PRESENT) CANFIT PRO BUSINESS AND FITNESS EDUCATION

- Present with a world-recognized fitness conference.
- Train Fitness professionals on Cueing, Choreography,
- Entrepreneurship and Social Media Marketing

NATIONAL PRESENTER (2018-PRESENT) IDEA BUSINESS AND FITNESS EDUCATION

- Nominated, "Fitness Presenter of the Year" 2018, 2019
- Present with a world-recognized fitness and business education conference.
- Train Fitness professionals on Cueing, Choreography, Entrepreneurship and Social Media Marketing

BUSINESS & MARKETING COLLEGE PROFESSOR (2013-PRESENT) LIBERTY UNIVERSITY

- Teach campus-based or online courses adopting instructional technology
- Perform advanced research in the field of study and attend educational workshops to stay updated on technology within the classroom
- Wrote College Textbook published by Amazon University on Social Media Marketing



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ALANA L. SANDERS

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BUSINESS & MARKETING COLLEGE PROFESSOR (2002-2012)

Bauder College, University of Phoenix/Axia, American Intercontinental University, Troy State University

- 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 the field of study and attend educational workshops to stay updated on technology within the classroom

BUSINESS & MARKETING COLLEGE PROFESSOR (2013-PRESENT)

LIBERTY UNIVERSITY

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BUSINESS DEPARTMENT CHAIR (2008-2011)

BAUDER COLLEGE

- **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



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when necessary; and generate education department reports as needed.

- Ensured program compliance with the Georgia Department of Education, accreditation, regulations, and 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

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)

MARKETING PROS, LLC -MARKETING & BUSINESS CONSULTANT 2001-CURRENT (CONTRACTOR) ATLANTA, GA

- 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
- 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



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EDUCATION

- ◆ KAPLAN UNIVERSITY/PURDUE UNIVERSITY – Chicago, IL
Master Certificate in Human Resource Management 2013
- ◆ WALDEN UNIVERSITY – Baltimore Maryland
Ph.D. ORGANIZATIONAL CHANGE & LEADERSHIP –2 years
- ◆ AMERICAN INTERCONTINENTAL UNIVERSITY – Atlanta, GA
Master of Business Administration (MBA) Marketing & Management 2002
- ◆ GRAMBLING STATE UNIVERSITY – Grambling, LA
Bachelor of Arts, Mass Communications May 2000

COURSES TAUGHT

- ◆ BU 101 Introduction to Business– 10 weeks course (classroom) Bauder College/Kaplan
- Organizational Behavior – 10 weeks course (classroom) Bauder College/Kaplan
- ◆ BUS 1 Business Management/Entrepreneurship- - 5weeks course (classroom) AIU
- ◆ BUS 241 Advertising-10 weeks course (classroom) Bauder College/Kaplan
- ◆ BUS 261- Organizational Behavior-10 weeks course (classroom) Bauder College/Kaplan
- ◆ BUS 252—Production Management- 10 weeks course (classroom) Bauder College/Kaplan
- ◆ BUS 247 –International Business- 5weeks course (classroom/Direct Study (online) AIU
- ◆ BUS 301- Entrepreneurship- 10 weeks course (classroom) Bauder College/Kaplan
- ◆ BUSI 303- International Business- 8 weeks (online) Liberty University
- ◆ BUS 362- Small Business Global Operations– 10 weeks course (classroom) Bauder College/Kaplan
- ◆ BUS 362- Small Business Global Operations– 10 weeks course (classroom) Bauder College/Kaplan
- ◆ BUS 365- International Business– 8 weeks course (Online) Liberty University
- ◆ BUS 441- Public Relations- 10 weeks course (classroom) Bauder College/Kaplan
- ◆ BUS 450- Labor Relations- 10 weeks course (classroom) Bauder College/Kaplan



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- ◆ COM 203 –Organizational Communication -10 weeks course (classroom/Online) Bauder College/Kaplan
- ◆ CRT/201- Critical Thinking- 9 weeks course (online) University of Phoenix
- ◆ ENG 099-Developmental English-5weeks course (classroom) AIU
- ◆ FAM 122/BUS 312 – Sales and Consumer Motivation/Salesmanship- 10-week course (classroom) Bauder College/Kaplan
- ◆ GEN105/IT 105 -Skills for Learning in an Information Age- 9 weeks course- (online) University of Phoenix
- ◆ IBS450-Marketing-- 5weeks course (classroom) AIU
- ◆ MGT 201 Principles of Management I and II-10 weeks course (classroom) Bauder College/Kaplan
- ◆ MGT 203 Principles of Management II-10 weeks course (classroom) Bauder College/Kaplan
- ◆ MGT 210 & 310-Supervision and Leadership- 9 weeks course (online) University of Phoenix
- ◆ MGT 301- Leadership-10 weeks course (classroom) Bauder College/Kaplan
- ◆ MGT/340- Organizational Theory and Behavior- 9 weeks course (online) University of Phoenix
- ◆ MGT/350- Effective Management of Information Technology-- 5weeks course AIU
- ◆ MGT/255 & 355- Political Legal and Ethical Issues in Business- 9 weeks course (online) University of Phoenix
- ◆ MKT 202-Marketing 201/202-10 weeks course (classroom) Bauder College/Kaplan
- ◆ MKT 202- Social Media Marketing (classroom) Bauder College/Kaplan
- ◆ MT 209- Small Business Management-10 weeks course (classroom) Bauder College/Kaplan
- ◆ MT 219 Marketing -10 weeks course (classroom) Bauder College/Kaplan
- ◆ MT 320- Research and Presentation-10 weeks course (classroom) Bauder College/Kaplan
- ◆ MT 435- Operations Management-10 weeks course (classroom) Bauder College/Kaplan
- ◆ MT 460- Management Policy and Strategy--10 weeks course (classroom) Bauder College/Kaplan
- ◆ MT 465-Multicultural Management-10 weeks course (classroom) Bauder College/Kaplan



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