

Ashley Keller Nelson
Curriculum Vitae 2023

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Education

MBA 1998 Tulane University/A. B. Freeman School of Business, New Orleans, LA
BBA 1987 Southern Methodist University/Cox School of Business, Dallas, TX

Academic and Professional Experiences

Senior Professor of Practice (2021) Professor of Practice (2006-2021), Adjunct (2001-2006) A. B. Freeman School of Business, Tulane University

Business Communication (MBA, PMBA, JD/MBA, MD/MBA, and MMG programs)
Financial Communication (MFIN & MAACT programs)
Management Communication (Global MBA for the Americas Executive MBA program, Chile)
Executive and Professional Education, custom non-degree executive programming
Management Communication (BSM program)
Social Media and Online Marketing (MBA program)
Digital Communication Strategy (BSM program)
Social Media (BSM program)
Social Media and Democracy, TIDES (first year program)
Art of Management, Honors TIDES (first year program)
More than Just Business I (Management), Honors TIDES (first year program)
More than Just Business II (Leadership), Honors TIDES (first year program)

Resident Expert for Social Media, Tulane, 2015 – present.

First-Year Faculty Fellow, Newcomb-Tulane College, (one year term for CAST Faculty Panels, Destination Faculty Panels, Bienvenue Faculty Panels, and Preview TU Faculty Panel) 2018 - 2023.

Social Innovation Social Entrepreneurship Program (SISE) Faculty Fellow, Tulane, 2014 - 2016.

Consulting

Executive Coaching: message strategy, delivery, and workshops, 2008 – present.
Social Media: marketing strategies, platform maintenance, and messaging, 2014 – present.
Strategic Planning: conduct focus groups, integrated strategies, and formal reports, 2014 – present.
Career Counseling: interview strategies, mock interviews, resume, and communications, 2014 – present.

Founder, Destination Management Consultants: New Orleans, 1999 – 2006.

A convention planning company servicing Fortune 500s and trade associations.

Founder, Strategic Management Associates, 1998 - 2003.

Analyzed and wrote business plans for new products and market entries.

Director of Development, Louisiana Children's Museum, 1997 – 1998.

Director of Development; Director of Marketing and External Relations, Special Events and TABA Coordinator, Tulane University/A. B. Freeman School of Business, 1992 – 1997.

Marketing Associate, Catering Representative, Corporate Training Program, Sheraton New Orleans Hotel, 1987 – 1992.

Academic and Professional Affiliations

Association for Business Communications, member 2004 - present

ABC 85th Annual International Conference, *Co-Chair, 2020* (online format)

Academic Environment Committee 2015 – 2017, 2018 – 2020, and 2021 - 2023 terms,

Business Practices Committee 2021 – 2023 term

Management Communication Association, invited member 2004 - 2006 & 2011 – present.

Awards

2022 Barbara E. Moely Service Learning Teaching Award

The award recognizes Tulane faculty members who bring the classroom to life through engaged community partnerships. At Tulane, service learning refers to educational experiences in which students apply their academic knowledge to meet real needs in the community.

2021 Dean's Award for Intellectual Contributions, Freeman School of Business

An award is given to a tenure-track or non-tenure track professor annually for research.

2020 GCA National Communication Award

In recognition of outstanding work and dedication while designing and creating its website.

2018 Dean's Award for Intellectual Contributions, Freeman School of Business

An award is given to a tenure-track or non-tenure track professor annually for research.

Refereed Papers and Journals

Lentz, P., Coffelt, T., Cardon, P., Cresap, L., Nelson, A. & Remle, D. (2020). A Report on the Academic Environment in Business and Professional Communication. *Business and Professional Communication Quarterly*.

Lentz, P. & Nelson, A. (2017). Position Paper: The Ideal Academic Environment for Teaching Business Communication. *Association for Business Communication* on behalf of the Academic Environment Committee.

Lentz, P. & Nelson, A. (2015). Toward a Standardized Business Communication Curriculum. *Association for Business Communication* on behalf of the Academic Environment Committee.

Nelson, A. (2014). Use This Formula to Create Fresh Assignments Each Time. *Business and Professional Communication Quarterly*.

Nelson, A. (2011). Do You Do it? Social Media in the Classroom. *Management Communication Quarterly*.

Online Publications

Nelson, A., Is Twitter the beginning of a social media crackdown on political advertising?
Tulane Expert Webpage, November 22, 2019.

Nelson, A., Avoiding Social Media Mayhem, *BIZ New Orleans*, June 6, 2019.

Nelson, A., Social Media Policies Protect Your Company and Employees, *BIZ New Orleans*, May 20, 2019

Refereed Presentations

Cardon, P., Coffelt, T., Cresep, L., Lentz, P., Nelson, A. & Remley, D. (2020). *Face-to-Face Teaching Has a New Face: Online, Remote, Hybrid, and Hy-Flex*. Association for Business Communication on behalf of the Academic Environment Committee, Association for Business Communication 85th Annual International Conference, remote.

Cardon, P., Coffelt, T., Cresep, L., Lentz, P., Nelson, A. & Remley, D. (2019). *Instructors' Vision of the Ideal Academic Environment*. Association for Business Communication on behalf of the Academic Environment Committee, Association for Business Communication 84st Annual International Conference, Detroit, MI.

Nelson, A. (2018). *The Long Haul: Reciprocity and Adaption in Service Learning*, 18th International Association for Research on Service-Learning and Community Engagement, New Orleans, LA.

Cresap, L., Dufrene, D., Lentz, P., Nelson, A., & Tisdale, J. (2018). *Innovative Assessments in Business Communication*, Association for Business Communication on behalf of the Academic Environment Committee, Association for Business Communication 83st Annual International Conference, Miami, FL.

Nelson, A. (2018). *How to Conduct a Workshop for Thesis or Research Pitch*, Management Communication Association 39th Annual Conference at USC, Los Angeles, CA.

Nelson, A. (2018). *Social Media Campaigns: for Good, for Bad, and for Extreme Reactions*, Management Communication Association 39th Annual Conference at USC, Los Angeles, CA.

Moshiri, F., Lentz, P., Lucas, K. & Nelson, A. (2016). *The Ideal Academic Environment for Teaching Business Communication*, on behalf of the Academic Environment Committee of ABC, Association for Business Communication 81st Annual International Conference, Albuquerque, New Mexico.

Coffelt, T., Cresep, L., Lentz, P., Nelson, A. (2015). *Toward a Standardized Business Communication Curriculum*, on behalf of the Association for Business Communication 80th Annual International Conference, Seattle, WA.

Nelson, A. (2015). *Pitching an Investment for Acceptance*. Management Communication Association 37th Annual Conference at Dartmouth College, Hanover, New Hampshire.

Hams, P. & Nelson, A. (2015). *Future of Our Discipline: Managing Rapidly Changing Technology as a Tool for Delivery and as a Topic in our Courses*. Management Communication Association 37th Annual Conference at Dartmouth College, Hanover, New Hampshire.

Nelson, A. (2013). *Use this Formula to Create Fresh Assignments Each Time*. Association for Business Communication 78th Annual International Conference, New Orleans, LA.

Nelson, A. (2013). *Social Service Learning: Leveraging Service for future employment*. Association for Business Communication 78th Annual International Conference, New Orleans, LA.

Nelson, A. (2012). *Social Media: Should Business Schools Engage or not Engage?* Association for Business Communication SW Conference, New Orleans, LA.

Grant, K. & Nelson, A. (2012). *Sharpening Students' Presentation Skills through Experiential Learning: Junior Achievement Day at Benjamin Franklin in New Orleans, Louisiana*. Association for Business Communication SW Conference, New Orleans, LA.

Non-Refereed Presentations (asked to present)

2019: *Elevator Pitch: Effectively Communicating Your Science*. 2019 National Association of Advocates for Women in Science and Medicine Regional Conference, New Orleans, LA.

2019: *Giving a Presentation with Scientific Data*, Resident's Retreat.

2017: *Creating a Healthy Social Media Presence*. 2017 Federal Employee Training Symposium, for federal employees in Louisiana, New Orleans, LA.

2015: *Social Media: Taking Advantage of Free Online Platforms in Africa to Raise Awareness*. Mandela Washington Fellowship for Young African Leaders Initiative, New Orleans, LA.

2014: *Building Your Personal Brand Using Social Media*. Accounting and Financial Women's Alliance National Conference New Orleans, LA.

2013: *Traversing Technology: Multiple Media Methods*. National Women's Leadership Summit for Small Business Entrepreneurship Conference, New Orleans, LA.

2012: *Let's Get Tech Savvy*. Louisiana Women Leaders Conference for Small Business Entrepreneurship with Louisiana Center in Women and Government, Baton Rouge, LA.

2011: *Social Media Is a Conversation*. Professional Insurance Communicators Association Annual Meeting, New Orleans, LA.

Tulane Workshops (asked to conduct)

Tulane School of Medicine

2021 & 2022: *Pitching Your Research: From the lab to the real world - What will you say? Interactive Workshop* Career Development, provost office.

2019: *Giving a Presentation with Scientific Information*, Resident's Retreat.

2018: *Pitching Workshop: From the Lab to the Real World*. Cell and Molecular Biology Department.

2017: *Your Pitch: From the Lab and to the Real World*. Tulane Medical School faculty enrichment program

2015: *Taking Your Skills to the Next Level*. Tulane School of Medicine, Professional Development, a six-week seminar for faculty who give presentations at academic conferences.

2015 & 2014: *Basic Presentation Skills*. Tulane School of Medicine, Professional Development, a six-week seminar for department and area heads for scientific presentations and plain speak for medical professionals.

Misc. Academic & Staff Departments

2022: *Effective Communication: Interpersonal Skills*, Management Development Program (HR)

2022: *How to handle difficult conversations with donors*, Advancement's Major Gift Officers

2022: *Challenging conversations and general communication strategies*, Office of Alumni Relations

2022 - 2016: *Tulane's Three Minute Thesis Competition*. Office of Graduate and Postdoctoral Studies, a presentation

workshop for Tulane's PhD students to compete in this national competition.
 2019 & 2018: *Getting Your LinkedIn Interview Ready*, Tulane Women in Business Speaker Series.
 2017: *Thesis Workshop: From Concept, Paper, and Presentation*, Newcomb Honors Scholars.
 2015: *How to Pitch Your New Venture Idea for an Investor's Competition*. Changemaker Institute for the Taylor Center for Social Innovation and Design Thinking.
 2015: *Improving Communication Skills within the Department*, Reily Center staff.
 2012: *Non-Profits and Social Media: Connect and Tell your Story*, Center for Public Service: Toolkit Workshop.

Undergraduate Admissions

2022 - 2018: *Message, Delivery, and Storytelling* for Admissions' CAST Fellows, prepared the fellows' presentation for the summer advising and registration program for accepted students.
 2019 - 2013: *Message, Delivery, and Presentation Skills for Tulane Admission Recruiters*.
 Department of Undergraduate Admission, prepare new recruiters for their roadshow pitch.

Tulane Presentations (asked to present)

Misc. Academic Departments

2020: *Shifting Gears to Online Teaching: Set-up and Delivery*, CELT.
 2020: *Presentation Strategy Part I & Presentation Skills and Slides Part II*, Freeman Entergy Class.
 2020, 2019, & 2018: *Presentation Organization, Slides, and Skills for Financial Oriented Business Presentations*, Law School Business Intersession.
 2018: *Academic Service Learning Discussion*, Guest Panelist, Provost Council Fall Meeting.
 2018: *The Business Behind Social Media Campaigns*, Psychology of Social Media Class.

Undergraduate Admissions

2019: *Welcome Address*, Destination Tulane for Tulane Admissions, (March, twice).
 2019: *Welcome Address*, Campus Preview Day for Tulane Admissions. (January)
 2018: *My Tulane Students and Where They Are Today*, Tulane Admission Event, New York (September).

Misc. Organizations, Centers, and Departments

2018, 2017, 2016 & 2015: *Using LinkedIn for Seeking Employment*. Alpha Kappa Psi chapter members.
 2016: *Creating New Avenues for Artists: How Local Entrepreneurs Have Changed the Landscape*.
 Newcomb, Women Making Waves Leading through Times of Change, panel moderator.
 2015: *Basic Skills for Presenting*. Taylor Center for Social Innovation and Design Thinking.
 2015: *Strengthening Your Online Presence and Getting Recruiters to Notice You Using LinkedIn*.
 Tulane Women in Business (Newcomb).
 2014 & 2013: *Professional Presentations: From Organization to Delivery*. Center for Public Service.
 2013: *Using LinkedIn for Personal Branding*. Newcomb Women in Business.
 2012: *LinkedIn: What's In and Why You Cannot Be Left Out*. Newcomb Women in Business.
 2012: *Professional Presentations: Set-Up, Slides, and Delivery*. Tulane University and Loyola University,
 Professional Development Conference for Delta Sigma Theta.

Institutional Service Contributions

Freeman School of Business

2022: Organizational Excellence Task Force, *co-chair*
 2022-23: Newcomb Tulane College Curriculum Committee, *chair 2022-23*
 2021: Organizational Excellence, Strategic Planning Task Force Committee, *co-chair*
 2021: Search Advisory Committee for the Dean of the Freeman School, committee member
 2021-present: Newcomb Tulane College Curriculum Committee
 2014-present: MBA Curriculum Committee
 2014-present Master of Finance Curriculum Committee

2020-2021: Online Entrepreneurial Hospitality Master of Management Program Curriculum Committee
2019: Report: TIDB 1010 Requirements for 2019-20 with Service Learning Proposal and TIDB 1010 Proposed Syllabus and Assignment 2019-20 for the Associate Dean for Undergraduate Programs.
2019: Freeman School Marketing Department: students created several videos for school's social platforms and website, Social Media Class.
2017-18; National Association of Women MBAs (NAWMBA) faculty advisor.
2016-2018 term: Freeman Student Grievance Committee.
Faculty advisor for business competitions: TIPS Portfolio Competition Presentation (2015 & 2016); Tulane Business Model Competition (2015); Tulane Entrepreneurs Association's (TEA) 13th annual Tulane Plan Competition (2013); NOLA Pitch with Idea Village and Levy-Rosenblum Institute (2011 & 2012).
2015: Freeman School's Website, with Converge Consulting, create original content for the website.
2008-2014: Honor Code Committee, business school faculty representative, two terms.

Presentations for Freeman School Departments

2022: *Academic Integrity at Tulane*. MBA student orientation.
2019-present: *Academic Integrity at Tulane*. PMBA student orientation.
2019 - present: *Academic Integrity at Tulane*. JD/MD/MBA student orientation.
2013-16; 2020-present: *Academic Integrity at Tulane*. MFIN student orientation.
2015-16; 2019-present: *Academic Integrity at Tulane*. MMG student orientation.

Text Book, Referred Journals, and Conferences Reviewer

2020: Rothwell, J. Dan, *It's All of Our Business: Communicating in the Workplace*, Oxford University Press, 2021. The text is an introduction to a business communication course.
2015 - 2021: Association for Business Communication Annual International Conferences
2016 - 2020: National Communication Association Annual Conventions
2013 - 2018: *Journal for Journalism and Mass Communication*
2012-13: Cardon, P. *Business Communication: Developing Leaders for a Networked World*, McGraw-Hill, 2013.

Community Service and Boards— Current and Past

Audubon Institute Zoo-to-Do, Online Auction Catalog Coordinator (2005), Signage (2004), Entertainment Chair (2002), Auction Chair (2001), Arcade Co-Chair (2000).

Epilepsy Council of S.E. Louisiana Board Member (1989-1998), Secretary, Nominating Chair/Fund Development Co-Chair (1996-1998); Strategic Long-Range Planning (wrote 1997-1998 Business Plan).

Hermann Grima - Gallier House Historic Houses Committee (2003, 2004 and 2005), Wine Auction Event Chair (2002).

Isidore Newman School 9th grade room mother (2014-15); Community Service Committee (2013 – 2019), Reunion Committee 35 years (2018), 30 years (2013) and 25 Years (2008), Annual Fund Class Co-Chair (2011-12), 100 Years Gala Committee Member (2003), Reunion Committee 10 (Chair), Alumni Newsletter Editor (1996-1998), Newman Alumni Association Board Member (1989-1993 and 1995-1997), Secretary (1991-1992).

Junior League of New Orleans (Sustainer), Member (1992-2003), PALS Co-Chair (2002), Marketing Committee (2001), Cookbook Marketing (2000), Development Committee Vice-Chair (1997-1998), Chair / Board Member (1998-1999), Long-Range Planning (1995-1996), Thrift Shop Board (1993-1995).

Louisiana Center for Women in Government and Business, board member, (2013 – present).

National Conference for Community and Justice Board Member (1998-2004), Marketing Chair (1999-2001).

New Orleans Museum of Art, Odyssey Ball Auction Co-Chair (1999), Art-in-Bloom Auction Chair (1998) and Co-Chair (1997).

New Orleans Police and Justice Foundation (2015 – 2018); Marketing Committee member.

New Orleans Town Gardeners (2004-present); Website Editor (2020- present) *Garden Club of America National Communication Award for website (2020)* Website Designer (2019-2020), Compost Heap, co-editor (2012-13), Recording Secretary (2007-2009), GCA Club Administrator (2006-2007), Great Gatsby Auction Chair (2007). Partner school Green – worked to help start and create the Edible Garden and taught gardening-related classes.

Pi Beta Phi Alumni Advisory Board, (2002-2017), Chair (2006 - 2017); New Member Coordinator (2002-04).

Preservation Resource Center Development Committee (1995-1998), Holiday Home Tour Publications Chair (1996).

Provost Council, Tulane University member (1999-2005).

United Way for the Greater New Orleans Board Member (1992-1998), Marketing and Communications Cabinet (1995-1998), Nominating Committee (1993, 1996-1997); Committee Involvement: Special Events Committee Vice-Chair (1993-1994), Campaign / Celebration in the Oaks Chair (1992 and 1993), Corporate Recognition / Thank-You Committee Vice-Chair (1991-1993), Young Volunteer Leadership Development Training Program (1989); *Peter Mayer Award for Outstanding Communications Volunteer* (1992).

Upper Hurstville Resident's Association – Block Captain (2010 – present), Block Party Co-Chair (2003-2005); Night Out Against Crime Chair (2002); *Chief of Police Recognition Award*.

Community Service with Service Learning Courses

Social Media Service Learning: CREATED 2011 – Students assessed, recommended, and implemented messaging for non-profits for their social media platforms. Since 2013, students worked with local non-profits (**Audubon Institute, City Park, Idea Village, LA State Museum, lowernine.com, and Upturn Arts**). In 2015, the students worked with **the New Orleans Police and Justice Foundation** to create a social media plan to increase exposure and reach. In 2017 and 2018, the classes worked with the **Greater New Orleans Collaborative of Charter Schools** (schools include **Audubon Charter School, Benjamin Franklin High School, Einstein Charter School, Hynes Charter School, International School of Louisiana, Kenner Discovery Health Sciences Academy, Lusher Charter School, Morris Jeff Community School, Warren Easton Charter High School, and Young Audiences Charter School**). The class had a three-year partnership with **NOLA4WOMEN** (2016, 2017 and 2018).

Service Learning, TIDES Program, 2008 - present. Worked with multiple non-profits during each academic year. Since 2013, I have worked with Upturn Arts only.

MCOM Service Learning: CREATED - **Junior Achievement** was the community partner and the partner school was Benjamin Franklin Elementary School; JA Day teaches business concepts across the curriculum, MCOM Service Learning Class, 2007, 2008, 2009, 2010, 2011, and 2012.