HELEN KOONS

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PROFESSIONAL SUMMARY

Accomplished educator and MBA graduate with expertise in curriculum design, student development, and academic advising. Demonstrated success in building engaging learning environments, aligning academic programs with current industry standards, and collaborating with cross-functional stakeholders. Dedicated to continuous learning and professional development.

PROFESSIONAL EXPERIENCE

Miami University, Oxford, OH
FSB Marketing Assistant Lecturer & Lead Departmental Advisor **August 2025–Present**

- Teach a 3–4 course load per semester teaching Marketing Principles, managing high-enrollment sections of 55–75 students in diverse majors
- Manage many students with high accommodation needs – meeting weekly individually, reiterating content, ensuring accessible content is comprehended, wearing a microphone for their recording needs, coordinating with the Miller Center routinely to ensure student accommodations are being met
- Apply advanced teaching strategies learned from the Center for Teaching Excellence (CTE) (NFTEP program) to maximize student engagement in the classroom and better comprehension of content delivered
- Participated in the Lilly Conference for College Teaching (11-2025), learning over 3 days from many experts in best practices to engage students in learning
- Evaluated students' understanding several times through the term using anonymous surveys and CTE midterm evaluations, then reviewed by colleagues outside of FSB to receive feedback on improvements
- Advise a diverse student demographic (ages 17–35) on academic performance, career pathways, resume development, and LinkedIn alumni networking
- Advise students outside of FSB for the Marketing Minor, Healthcare Sales Certificate, and pathways to enter FSB as a current non-business major
- Hold students to high ethical standards and ensure understanding of Miami's Honor Code and AI usage in the classroom and for assignments
- Collaborate with faculty each semester to modernize the Marketing Principles course through updated content in assignments, simulations, projects, and incorporate current industry best practices
- Coordinated and supervised Undergraduate Associates for each class to assist in the classroom with student engagement and hands-on activities to generate interest and excitement for subject content
- Collaborate with FSB departmental committees and curriculum development to ensure full compliance with AACSB standards
- Integrate industry experts as guest speakers to align classroom content with current marketing practices
- Chief/Lead Departmental Advisor (LDA) for the Marketing Department, advising Marketing majors and many other majors across campus who are seeking a Marketing or Business minor
- Research other universities for student Petition requests for course equivalency outside of Miami, including domestic and international schools, validate accreditation of the school, and review syllabi for credits

- Manage Registration Override Administration for all Marketing courses during Fall, Winter, Spring, and Summer terms throughout the entire calendar year during enrollment windows (except the courses shared with ETBD MKT 392, 418, and 419)
- Collaborate with other LDA's in seating students appropriately to graduate as many students as possible on time and coordinate retention efforts for students struggling with coursework
- Assessment Coordinator for Marketing for AACSB review and HLC review
- Coordinated cross-departmental assessment strategies through the Assessment Committee to establish, measure, and track Student Learning Objectives (SLOs) for upcoming HLC and AACSB reviews (Fall 2025–2026)
- Marketing Representative for Welcome Week Fall 2025, Open House Fall 2025, and the Major Exploration Conference to engage with students, parents, and recruit new students
- Marketing Representative for the "Make it Miami" event several times during the 2026 Spring semester
- University Committee Representative for FSB for the "Best Advising Practices for Faculty"
- Active member in the following FSB committees: MKT 291 Curriculum Committee, Committee of Advisors, Learning Outcomes Assessment Committee, and the FSB Emergency Planning Committee

FSB Academic Advisor (FYE BUS 106 Success Strategies Instructor) **August 2022–2024**

- Instruct multiple sections of First Year Experience BUS 106 Success Strategies and BUS 206 Business Career Exploration to enhance academic readiness and student engagement
- Collaborate on the BUS 106 Curriculum Development team to continuously improve course content, classroom activities, grading frameworks, Canvas LMS modules, and presentation materials
- Partner with Career Services personnel to design meaningful career exploration content and recruit professional panel presenters across various business disciplines
- Supervise and mentor Undergraduate Associates to facilitate hands-on activities, drive student engagement, and generate interest in course topics
- Update course materials each semester to maintain alignment with current academic frameworks, best practices, and evolving industry trends
- Provide comprehensive academic advising to Farmer School of Business students at all levels, including undergraduate, graduate, part-time, multi-discipline double majors, and cross-campus minors
- Develop customized four-year degree plans tailored to individual student pathways across all business majors, minors, and certifications
- Serve on specialized advising teams supporting first-generation, relocation, military, and at-risk student populations with targeted academic intervention and retention strategies
- Maintain a Master-level Academic Advising Certification, demonstrating an ongoing commitment to professional institutional advising standards
- Facilitate orientation advising for both domestic and international student populations to ensure a seamless university transition
- Deliver original professional development presentations at the MUASSA Conference, speaking on the topic of Motivating and Engaging the Gen Z Learner
- Design professional development workshops, serving as a staff planner, presenter, and peer leader to support continuous learning among colleagues
- Coordinate with colleagues on campus-wide education service activities and community outreach initiatives

- Serve on the Major Exploration Conference committee, designing event branding and marketing assets while coordinating participation among employers, faculty, and students
- Lead prospective student recruitment initiatives and deliver information sessions for key programs, including Make It Miami, Bridges, and the Girl Scouts of America
- Act as the PRIME Career Liaison, bridging the gap between students and prospective corporate employers through classroom workshops and structured mock interviews
- Manage end-to-end event logistics for PRIME corporate networking events, including the execution of a professional etiquette dinner connecting students with potential employers

FSB Marketing Faculty & Assistant Director Miami PRIME **August 2006–August 2022**

- Designed and collaborated on curriculum for Marketing courses, the First-Year Integrated Core (Introduction to Business/Organizational Behavior), PRIME project workshops, and pipeline initiatives Bridges and Summer Scholars
- Developed remote learning frameworks, which included spearheading the digital redesign of Marketing Principles for multiple instructors during the COVID-19 pandemic
- Integrated cutting-edge industry trends, interactive simulations, case studies, and current events into course content each semester to maintain high student engagement and real-world relevance
- Uphold institutional integrity by enforcing high ethical standards and fostering a deep understanding of Miami University's Honor Code
- Instructed 3–6 high-enrollment sections per semester (ranging from 35 to 75 students) with multiple distinct course preparations across Introduction to Business and Marketing Principles
- Voluntarily assumed overload teaching assignments to support departments during medical leaves, successfully managing, grading, and engaging 180 to 400 students per semester
- Deployed diverse pedagogical strategies to optimize active learning across various modalities, accommodating up to 135 students in online formats
- Supervised and mentored Undergraduate Associates, leveraging student leaders to facilitate hands-on classroom activities and boost peer engagement
- Served as Assessment Coordinator for Marketing 291 (2019–2022), aligning committee efforts and course development with rigorous AACSB accreditation standards
- Trained and mentored incoming Marketing faculty over 16 years, ensuring instructional continuity and alignment in core Marketing Principles courses
- Advised and coached a non-traditional and diverse student demographic spanning ages 16 to 48, creating tailored pathways for academic success
- Achieved an ~80% conversion rate in recruiting Summer Scholars to enroll at Miami University as their top-choice institution
- Served as Client Liaison for the PRIME program, bridging communication between instructional coaches, faculty, students, and corporate stakeholders
- Cultivated Fortune 500 partnerships to recruit corporate clients, secure project deliverables, and lead high-impact professional workshops for the PRIME Summer Program
- Managed end-to-end event logistics and marketing for PRIME, including designing promotional assets, coordinating mock interviews with Career Services, and executing corporate networking events and professional etiquette dinners
- Championed inclusive education by working closely with Student Disability Services to provide equitable access and accommodation for all PRIME participants

University of Cincinnati, Cincinnati, OH **October 2024–August 2025**
Assistant Director, Lindner Career Services for Lindner College of Business

- Taught the First-Year Experience (FYE) course focusing on career exploration, professional development, and co-op preparation
- Coordinated and supervised Undergraduate Associates to facilitate hands-on classroom activities and drive student engagement
- Instructed students on leveraging Handshake for resume management, job searches, career event registration, and employer networking
- Collaborated with the curriculum development team to introduce innovative pedagogical strategies and continuous course improvements
- Continuously updated course content, classroom activities, and experiential learning materials to reflect current academic and industry trends
- Advised a diverse student demographic across all business disciplines—from part-time to graduate students—on career pathways, resume creation, and job search strategies
- Coached students on interview tactics (in-person and virtual), professional attire, presentation skills, and behavioral practices
- Developed tailored, four-year career plans for students pursuing various business majors, minors, and specialized certifications to complete requirements on time
- Served on specialized advisory teams supporting First-Generation, relocation, and military students to ensure timely graduation
- Managed and designed personalized academic success plans for at-risk students in collaboration with the Academic Advising team
- Collaborated with corporate supervisors to monitor student progress, evaluate performance, and ensure compliance with co-op requirements
- Partnered directly with employers to match qualified students with open roles based on corporate talent needs
- Coordinated with cross-functional campus colleagues and external businesses to execute major-specific and university-wide career fairs
- Created, hosted, and managed large- and small-scale career experiences, including bringing employers to campus for mini career fairs
- Presented value propositions to prospective students and parents at Lindner College of Business recruiting events to drive enrollment, and answered follow-up questions after the events
- Measured, analyzed, and reported undergraduate employment outcomes and starting wages by major for official publication
- Streamlined Handshake data collection and Lindner reporting systems to improve institutional tracking efficiency

Kent State University, Bowling Green University, Lorain College, Butler University,
Indiana Wesleyan, and the University of Indianapolis
Faculty Member

- Taught classes in the business school at each university listed to undergraduates and graduate students. Courses included Advertising, Accounting, Business Communications, Finance, Introduction to Business, Marketing, Management, Organizational Behavior, and Business Math (Statistics)
- Taught two different courses each semester, rotated courses that were fall or spring only
- Relocated for better positions and growth opportunities

EDUCATION

MBA, Master of Business Administration, Phillips University, Enid, OK
Summa cum laude | Cumulative GPA 3.8

BS, Business Public Management & Marketing, State University of New York, Rome, NY
Summa cum laude | Cumulative GPA: 3.9

CERTIFICATIONS

- Professionally Certified Marketer, American Marketing Association, 2014–Present
- American Marketing Association Leadership Certificate 2024
- American Marketing Association Google Digital Marketing & Social Media Certificate 2024
- American Marketing Association Google Project Management 2024
- American Marketing Association Generation Z Learning and Best Practices in Teaching 2023
- Academic Advising Level A & B 2023 - Present
- Master's level 2024- Present
- QPR Suicide Prevention Certification 2023 – Present
- CPR Certified 2023 – Present
- Mental Health Aide 2022–Present
- Mental Health Champion 2022–Present
- (Pending: AMA Certifications in progress for AI)

PRESENTATIONS

- Presented at the MUASSA Conference on "Best Practices in Faculty Advising" 05-2026
- Presented at the MUASSA Conference on "Motivating and Engaging the Gen Z Learner" 04-2024