

Sara MacSween

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EDUCATION

Doctor of Business Administration (DBA)

- University of Liverpool. Completed 2024.
- Dissertation entitled 'Shaping Sales Professionals: Reducing Sales Call Anxiety with Coping Mechanisms and Emotional Intelligence.'

Master of Business Administration (MBA)

- University of Strathclyde, Glasgow, U.K. Completed November 2003.
- Dissertation on Branding, Communications and Customer Retention.

Bachelor of Arts in Journalism & Bachelor of Arts in History

- University of North Carolina at Chapel Hill. Completed May 1999.

RELATED EXPERIENCE

Lecturer

UNC Greensboro (Greensboro, NC)

2014 – Present

- Facilitated the creation of marketing plans for 236 companies and non-profit organizations. Answer strategic questions through data analysis and a marketing audit.
- Teach marketing classes for third- and fourth-year students in the Bryan School of Business & Economics (Principles of Marketing and Advanced Marketing Management).
- Students develop their personal brand and hone their sales pitch in Professional Selling.
- Support the mission of the North Carolina Sales Institute (NCSI).
- Students complete B2B and B2C application-based assignments to apply key concepts. Incorporate real-life examples to show how these concepts translate to the workforce.
- Integrate experiential learning into all classes (primary data collection, public speaking, marketing plans/audits for local companies, identify target customers in Data Axle and SimplyAnalytics, video presentations and the sale of Autobell gift cards).
- Faculty Advisor for the American Marketing Association (AMA) and NCSI Student Business Group. Mentor students and provide guidance on professional development.
- Created a new hands-on learning module for the Direct Selling Education Foundation.
- Coach students that compete in the annual National Sales Competition.
- Awarded the 'Most Prepared Class Call' for the national RNMKRS Sales Competition.
- Organize the annual MEHT Gala, which is a student awards evening with 95 guests.
- Led two students in the creation of a feasibility plan that won first place in the Small Business Institute national award in 2022.
- Received the Bryan School's Teaching Excellence Award in 2019 and 2024.
- Recipient of the inaugural Eloise McCain Hassell Teaching Excellence Award in 2022.
- Received the 2022-2023 UNCG Anna Marie Gove Teaching Excellence Award.
- UNCG Director for the national Small Business Institute.

- Inaugural recipient of the Sue W. Cole Distinguished Professional Track Faculty Member endowment. Used funds for a state-wide perfect pitch competition for high students.

President

The Marketing Boutique (Greensboro, NC)

2007 – Present

- Provide expert marketing services to local B2C and B2B companies.
- Mix and match media channels for maximum results, including direct mail, email campaigns, blogging, digital advertising, brochures, telemarketing and events.
- Selected to test a LinkedIn advertising campaign for HP partners.
- Craft and distribute press releases, which have generated front-page articles.
- Implement multi-channel media campaigns that generate results. One B2B multi-channel campaign generated a 6,424% return on investment (ROI).
- Write copy for all marketing efforts to ensure strong message and clear offer.
- Manage the entire process, from the big picture (creation of the marketing plan) down to the smallest details (execution of social media posts).
- Help sales professionals close more deals with an integrated sales process (brochures, emails, presentation materials, trade show signage and telemarketing efforts).
- Improve cross-selling efforts by analyzing customer data and creating targeted offers.
- Regular presenter on marketing topics for members of the Guilford Merchants Association.
- Consultant for non-profit agencies on their fundraising efforts and communications.

Acquisition Marketing Manager

The Education Center (Greensboro, NC)

2005 – 2007

- Responsible for all acquisition efforts, including direct mail, online advertising, email campaigns, print advertising and telemarketing.
- Created yearly budget and managed extensive monthly reporting.
- Greatly improved the response rate for large direct mail campaigns (increased from 0.8% to 4.7%).
- Successfully used banner advertising and email blasts for acquisition efforts (ROI of 1,271%).
- Reduced marketing costs through the in-depth analysis of all acquisition sources.
- Developed and implemented an effective cross-selling plan.

Loyalty & Retention Manager

BellSouth (Atlanta, GA)

2004 – 2005

- Responsible for planning, organizing and implementing the operational plan to drive enrollments in the corporate customer rewards program.
- Efforts increased enrollments by 266%.
- Managed the financial model, including in-depth analysis and budget forecasting.
- Implemented and maintained an extensive customer database to record program acceptance rates and usage.
- Developed and implemented a new training package for 1,305 advertising sales representatives over a nine-state region in the Southeast.

- Introduced a direct mail program to raise program awareness.
- Developed a new tracking report to promote management buy-in of the program.
- Updated website for easier use and improved tracking of loyalty points.

Marketing Manager

Mackays Stores (Glasgow, Scotland and London, England) 2000 – 2004

- Identified strategic objectives and implemented the multi-channel marketing plan/budget for 260+ stores across the UK.
- Managed employees, agencies and the supply chain to meet demanding deadlines for all marketing campaigns.
- Successfully positioned and launched new products, ranges and stores via in-store promotions, direct mail, advertising, online activities and key media titles.
- Coordinated and conducted different types of qualitative and quantitative research to answer strategic questions.
- Developed and implemented a tactical marketing program to drive footfall, increase average transactional values and improve marketing efficiency of local stores.
- Implemented CRM segments in customer database to allow for targeted offers and communications to increase marketing efficiency and reduce costs.
- Managed all aspects of the store credit card, including direct mail, communications, third-party offers, promotions and recruitment.
- Created a series of nationwide Public Relations campaigns, which generated over 520 articles in local, regional and national publications.

New Media Marketing Officer

Stirling Council (Stirling, UK) 1999 – 2000

Webmaster and Marketing Specialist

Intelligent Technologies (Greensboro, NC) 1997 - 1999

Staff Writer

The Daily Tar Heel and The UNC Journalist (Chapel Hill, NC) 1996 – 1999

MEDIA APPEARANCES

- MacSween, S. (2024) 'Best Airline Credit Card', WalletHub. Available at https://wallethub.com/best-airline-credit-card#expert=Sara_MacSween
- MacSween, S. (2023) 'Who Should Purchase Gap Insurance?', WalletHub. Available at https://wallethub.com/edu/ci/gap-insurance/9002#expert=Sara_MacSween
- MacSween, S. (2022) 'The Most Popular Credit Cards', WalletHub. Available at: https://wallethub.com/most-popular-credit-cards#expert=Sara_MacSween
- MacSween, S. (2022) 'Winning the Credit Card Popularity Contest', WalletHub. Available at: https://wallethub.com/most-popular-credit-cards#expert=Sara_MacSween

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- MacSween, S. (2021) 'Panic Buying', WXII12 News. Available at: <https://www.wxii12.com/article/experts-say-gas-prices-and-outages-in-the-triad-are-expected-to-fall-soon/36424334>
- MacSween, S. (2021) 'Cheap Car Insurance', WalletHub. Available at: https://wallethub.com/cheap-car-insurance/north-carolina#experts=Sara_MacSween
- MacSween, S. (2021) 'Car Insurance for College and High School Students', MoneyGeek. Available at: <https://www.moneygeek.com/insurance/auto/best-cheapest-car-insurance-for-students/#expert=sara-macsween>
- MacSween, S. (2021) 'The Super Bowl of commercials', WFMY 2 News. Available at: <https://www.wfmynews2.com/article/sports/nfl/superbowl/are-super-bowl-ads-worth-the-cost/83-bb7b1acb-7295-4d56-85f3-55239dd24c67>

PUBLICATIONS

- MacSween, S. & Canziani, B (2023). 'COVID communications: preferred brand tones for consumer during stressful times', *INNOVAR Journal of Administrative and Social Sciences. Special Issue: Marketing and Consumer Behavior During and Amidst the Over-Coming of a Pandemic*, 33(87), 43-58.
<https://doi.org/10.15446/innovar.v33n87.105501>
- Canziani, B. & MacSween, S. (2021). 'How Traveler Type Impacts Risk Perceptions and Booking Intentions', *Tourism Economics, Management and Policy Research* (TEMAPOR), 1(2), 104-116. <http://temapor.com/index.php/tema/article/view/16>
- Canziani, B. & MacSween, S. (2021). 'How learning style interacts with voice-assisted technology (VAT) in consumer task evaluation' in C. Cobanoglu, & V. Della Corte (Eds.), *Advances in global services and retail management* (pp. 1–12). USF M3 Publishing. <https://www.doi.org/10.5038/9781955833035>
- MacSween, S. & Canziani, B. (2021). 'Travel booking intentions and information searching during COVID-19,' *International Hospitality Review*.
<https://doi.org/10.1108/IHR-08-2020-0046>
- Canziani, B. & MacSween, S. (2021). 'Consumer Acceptance of Voice-Activated Smart Home Devices for Product Information Seeking and Online Ordering,' *Computers in Human Behavior*. <https://doi.org/10.1016/j.chb.2021.106714>

PUBLICATIONS IN PROGRESS

- MacSween, S. & Boles, J. 'Gamification in a sales context: a case study in a complex high-end selling environment'.
- Byrd, E.T., Boles, J., LaPan, C., Troy, S., MacSween, S. 'Experience mavens: influential consumers and experiential product marketing'.

FUNDED CONTRACTS & GRANTS

- MacSween, S. (2024) 'Supporting Local NC Communities with Marketing,' NC CORE Grant (\$5,000).
- Byrd, E.T., Bhadury, J., Boles, J., LaPan, C., Troy, S. & McSween, S. (2024) 'Strategic Plan for the North Carolina Wine and Grape Industry (2025-2029),' NC Wine and Grape Council (\$22,500).
- Byrd, E.T., Boles, J., LaPan, C., Troy, S., MacSween, S. (2023), 'NC Wine Experience: Creating Positive Memorable Experiences Through NC Wine', Sponsored by N.C. Department of Agriculture and Consumer Service, State. Involves community engagement and undergraduate research (\$15,620).
- Byrd, E.T., Boles, J., LaPan, C., Troy, S., MacSween, S. & Sloan, M. (2022) 'NC Wine Consumer Marketing Study', North Carolina Department of Agriculture and Consumer Services (NCDACS) (\$22,770).
- MacSween, S. & Pierce, J. (2022) 'Necessary Conditions for Student Success', UNCG Student Success Grant (\$15,000).

CONFERENCES

- 2023 AMS World Marketing Congress – July 2023 in Kent, England
Presented 'Gamification in a sales context: a case study in a complex high-end selling environment'.
- CBIM International Conference – June 2021
Virtual presentation on a sales gamification case study.
- Global Conference on Services and Retail Management – May 2021
Virtual presentation on learning styles and voice-activated technology.
- International AMA Collegiate Conference – March 2020 in New Orleans, LA
Served as a judge for the Perfect Pitch competition.

- VOICE Summit – July 2019 in Newark, NJ
Speaker at this conference, which was attended by over 5,000 participants.
- Sales Educator's Academy – June 2019 in Orlando, FL
Attended this intensive three-day conference to identify ways to improve sales pedagogy.
- International AMA Collegiate Conference – March 2019 in New Orleans, LA
Judged all rounds of the Market Research competition.

SERVICE TO INDUSTRY

Sales Coach

Prepare students to compete in the National Sales Competition
2018 – Present

RNMKRS Faculty Alliance Member (National)

2019 - Present

Judge

American Marketing Association Annual Plan Competition
2017 - Present

Member

North Carolina Sales Institute Advisory Board
2017 – Present

Judge

Regional DECA Competition
2022 - Present

SERVICE TO UNCG

Director

Small Business Institute
2024 - Present

Chair

University Undergraduate Curriculum Committee
2022 – Present

Faculty Advisor

American Marketing Association at UNCG
2017 – Present

Faculty Advisor

NCSI Student Business Group at UNCG
2017 – Present

Member

University MAC Implementation Committee
2022 – Present

Member

Faculty Senate Chairs Committee
2022 - Present

Member

MEHT Service Task Force
2022 - Present

Member

MEHT Teaching Task Force
2021 – Present

Member

University MAC Subcommittee Appeals Committee
2021 - 2022

Member

University Undergraduate Curriculum Committee
2019 – 2022

Member

University General Education Council
2019 - 2022

Member and Secretary

Bryan School Faculty Executive Committee
2017 – 2020

SERVICE TO COMMUNITY

Board Member and Marketing Committee Chair

Growing Connections for Pediatric Achievements (Greensboro, NC)
2022 – Present

Trustee

Friendly Avenue Baptist Church (Greensboro, NC)
2019 - Present

Missions Coordinator and Communications Specialist

Friendly Avenue Baptist Church (Greensboro, NC)
2008 – Present

Board Member

Friendly Avenue Christian Preschool (Greensboro, NC)
2016 – 2019

Board Member

Pregnancy Network (Greensboro, NC)

2015 – 2020