

Kesha K. Coker

Assistant Professor of Marketing
Department of Marketing, Miller College of Business
Ball State University, Muncie, IN 47306
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EDUCATION

Ph.D., Business Administration (Marketing), Southern Illinois University Carbondale (2010)
M.B.A., Southern Illinois University Carbondale (2003)
B.Sc., Management, The University of the West Indies (2000) **Graduated 1st Class Honors*

ACADEMIC EXPERIENCE

Assistant Professor of Marketing, Ball State University (2017 – Present)
Associate Professor of Marketing, Eastern Illinois University (2016 – 2017)
Assistant Professor of Marketing, Eastern Illinois University (2010 – 2016)

RESEARCH

Journal Articles

- Drehmer, Charles E., Kesha K. Coker, and Prachi Gala (2020), “Big Impact Teaching Moments in The Big Easy,” *Marketing Education Review*, DOI: 10.1080/10528008.2020.1753542.
- Coker, Kesha K., and D. Joel Whalen (2019), “Shining in The Classroom with Teaching Moments,” *Marketing Education Review*, 29 (2), 147–152.
- Coker, Kesha K., and Suzanne A. Altobello (2018), “Product Placements in Social Settings: The Impact of Coviewing on the Recall of Placed Brands,” *Journal of Business Research*, 87 (June), 128–136.
- Coker, Kesha K., and D. Joel Whalen (2018), “Teaching Moments: Rapidly Diffusing Pedagogical Advances,” *Marketing Education Review*, 28 (3), 155–158.
- Coker, Kesha K., Richard L. Flight, and Dominic M. Baima (2017), “Skip It or View It: The Role of Video Storytelling in Social Media Marketing,” *Marketing Management Journal*, 27 (2), 75–87.

- Coker, Kesha K., Richard L. Flight, and Kelly N. Valle (2017), "Social Entrepreneurship: The Role of National Leadership Culture," *Journal of Research in Marketing and Entrepreneurship*, 19 (2), 125–139.
- Whalen, D. Joel, and Kesha K. Coker (2017), "Classroom Ready Teaching Moments," *Marketing Education Review*, 27 (2), 119–123.
- Coker, Kesha K., and Suzanne A. Altobello (2016), "The Role of Disclosure of Social Shopping Rewards in Social Buzz," *Journal of Research in Interactive Marketing*, 10 (4), 321–337.
- Whalen, D. Joel, and Kesha K. Coker (2016), "Outside the Box Teaching Moments: Classroom-Tested Innovations," *Marketing Education Review*, 26 (2), 119–123.
- Flight, Richard L., and Kesha K. Coker (2016), "Brand Constellations: Reflections of the Emotional Self," *Journal of Product & Brand Management*, 25 (2), 134–147.
- Coker, Kesha K., Denise S. Smith, and Suzanne A. Altobello (2015), "Buzzing with Disclosure of Social Shopping Rewards," *Journal of Research in Interactive Marketing*, 9 (3), 170–189.
- Balasubramanian, Siva K., Hemant Patwardhan, Deepa Pillai, and Kesha K. Coker (2014), "Modeling Attitude Constructs in Movie Product Placements," *Journal of Product & Brand Management*, 23 (7), 516–531.
- Coker, Kesha K., Robert E. Boostrom, Jr., and Suzanne A. Altobello (2014), "What Makes Social Shoppers Click? The Role of Social Rewards in Social Shopping," *Marketing Management Journal*, 24 (1), 66–79.
- Coker, Kesha K., Suzanne A. Altobello, and Siva K. Balasubramanian (2013), "Message Exposure with Friends: The Role of Social Context on Attitudes Toward Prominently Placed Brands" *Journal of Consumer Behaviour*, 12 (2), 102–111.
- Coker, Kesha K., Deepa Pillai, and Siva K. Balasubramanian (2010), "Delay-Discounting Rewards from Consumer Sales Promotions" *Journal of Product & Brand Management*, 19 (7), 487–495.

Conference Proceedings & Presentations

- Coker, Kesha K. (2019), "A Brand Audit Project with a Twist," Society for Marketing Advances Annual Conference, New Orleans, LA (November 6–8).

- Coker, Kesha K. (2018), "Keeping It Real with Product Scavenger Hunts," Society for Marketing Advances Annual Conference, West Palm Beach, FL (October 31–November 3).
- Coker, Kesha K. (2017), "Social ME Labs: Lessons in Social Media Marketing of Students' Personal Brands," Society for Marketing Advances Annual Conference, Louisville, KY (November 7–11).
- Amendah, Eklou, Kesha Coker, Leila Samii, and Omer Topaloglu (2017), "Examining Challenges and Opportunities in the Online Classroom," Marketing Management Association Fall Educators' Conference, Pittsburgh, PA (September 20–22).
- Coker, Kesha, Katharine Howie, Holly Syrdal, Rebecca VanMeter, and Parker Woodroof (2017), "The Truth About Transparency and Authenticity on Social Media: How Brands Communicate and How Customers Respond," Academy of Marketing Science Annual Conference, Coronado, CA (May 24–26).
- Baima, Dominic M., Kesha K. Coker, and Richard L. Flight (2017), "Skip it or View it: The Role of Video Storytelling in Social Media Marketing," Marketing Management Association Spring Conference, Chicago, IL (March 22–24).
- Altobello, Suzanne, Kesha Coker, and Carrie S. Trimble (2017), "Technical Skills-Based Assignments in Social Media Digital Analytics Courses: A Primer for Professors," Marketing Management Association Spring Conference, Chicago, IL (March 22–24).
- Coker, Kesha K., Katherine A. Shaw, and Brittany A. William (2016), "Promoting Fashion Brands in Social Shopping Communities: The Role of Consumer Fashion Innovativeness," Society for Marketing Advances Annual Conference, Atlanta, GA (November 2–5).
- Valle, Kelly N., Kesha K. Coker, and Richard L. Flight (2015), "Social Entrepreneurship in Marketing Education: Where Are We Now?" Marketing Management Association Fall Educators' Conference, San Juan, PR (September 16–18).
- Agozzino, Alisa, Kesha Coker, RJ Podeschi, Leila Samii, and Carrie Trimble (2015), "Enhancing Learning Using Multimedia Innovation," Marketing Management Association Fall Educators' Conference, San Juan, PR (September 16–18).

- Richard Flight, Kelly Valle, and Kesha Coker, and (2015), “When in Rome: The Role of Leadership Culture and Social Entrepreneurship,” Annual Macromarketing Society Conference, Chicago, IL (June 25–28).
- Valle, Kelly N., Kesha K. Coker, and Richard L. Flight (2015), “Social Entrepreneurship in its Social Context: The Role of National Leadership Culture,” Marketing Management Association Spring Conference, Chicago, IL (March 25–27).
- Samii, Leila, and Kesha Coker (2015), “The Brand in the Mirror: Toward Brand Identity-Image Congruence in Social Media Marketing,” Marketing Management Association Spring Conference, Chicago, IL (March 25–27). **Best Paper Award in Promotions & Digital Marketing Track.*
- Coker, Kesha K. (2014), “Teaching to Suit: Techniques to Facilitate an Adaptive Marketing Classroom,” Society for Marketing Advances Annual Conference, New Orleans, LA (November 4–8).
- Preston, Teresa, and Kesha Coker (2014), “Revisiting the Skeptic: Claim Objectivity and Product Price in Consumer Skepticism of Advertising,” Society for Marketing Advances Annual Conference, New Orleans, LA (November 4–8).
- Coker, Kesha K., Stacey Hills, Jeanetta D. Sims, Zina Taran, Christopher T. DePamphilis, Hung-Lin Lai, and Oon Feng Lim (2014), “Perspectives and Issues in Undergraduate Student Research,” Marketing Management Association Fall Educators’ Conference, San Antonio, TX (September 17–19).
- Boostrom, Robert E., Kesha K. Coker, and Suzanne A. Altobello (2014), “The Intersection of Social Shopping and Consumption Communities,” Marketing Management Association Spring Conference, Chicago, IL (March 26–28).
- Coker, Kesha K., Denise S. Smith, Robert E. Boostrom, and Suzanne Altobello (2014), “True Love: Marketing and Legal Considerations in Disclosing Social Shopping Rewards,” Midwest Academy of Legal Studies in Business Conference, Chicago, IL (March 26–28).
- Coker, Kesha K. (2013), “Videos with a Big Bang and More from Pop Culture,” Society for Marketing Advances Annual Conference, Hilton Head, SC (October 30–November 2).
- Flight, Richard L., and Kesha K. Coker (2013), “A Consumer Personality Approach to Brand Constellation Formation,” Society for Marketing Advances Annual Conference, Hilton Head, SC (October 30–November 2).

- Coker, Kesha K., Robert E. Boostrom, and Suzanne A. Altobello (2013), "What Makes Social Shoppers Click? A Conceptual Model of the Role of Social Shopping Rewards," Marketing Management Association Spring Conference, Chicago, IL (February 27–March 1).
- Nasco, Suzanne A., and Kesha K. Coker (2012), "An Exploratory Analysis of Customer Engagement with Mobile Channels of Communication," Society for Marketing Advances Annual Conference, Orlando, FL (October 31–November 3).
- Hackney, Kaylee, Melody Wollan, and Kesha Coker (2012), "Employee Motives Behind Organizational Citizenship Behavior: Is Competition Among Them?," Institute of Behavioral and Applied Management Conference, Nashville, TN (October 4–6).
- Nasco, Suzanne, Robert E. Boostrom, and Kesha K. Coker (2011), "The Role of Virtual and Mobile Commerce in Commerce Research," Society for Marketing Advances Annual Conference, Memphis, TN (November 2–5).
- Coker, Kesha K., and Siva K. Balasubramanian (2011), "Social Influence in Product Placements: The Impact of Group Composition and Coviewing Context on Brand Recall and Attitudes," Academy of Marketing Science Annual Conference, Coral Gables, FL (May 24–27).
- Patwardhan, Hemant, Siva K. Balasubramanian, Deepa Pillai, and Kesha K. Coker (2010), "Modeling Antecedents of Attitude to the Brand in Movie Placements," North American Society for Marketing Education in India, Chennai, India (December 23–24).
- Nasco, Suzanne A., and Kesha K. Coker (2010), "Impact of Disclosure and Deception on Consumer Evaluations of User-Generated Advertisements," Society for Marketing Advances Annual Conference, Atlanta, GA (November 3–6).
- Boostrom, Robert E., Suzanne A. Nasco, and Kesha K. Coker (2010), "The Evolution of E-tailing," Marketing Management Association Spring Conference, Chicago, IL (March 24–26).
- Coker, Kesha K., Deepa Pillai, and Siva K. Balasubramanian (2009), "An Experimental Analysis of Consumer Preference for Sales Promotions Formats," American Marketing Association Summer Educators' Conference, Chicago, IL (August 7–10).

Balasubramanian, Siva K., Wanki Moon, Arbindra Rimal, and Kesha Coker (2009), “Antecedent Factors that Influence Soy Consumption: A Structural Equation Modeling Approach,” Agricultural & Applied Economics Association, Milwaukee, WI (July 26–28).

Fraedrich, John P., Deepa Pillai, and Kesha K. Coker (2009), “Teaching Ethics in the Classroom: Lessons Learnt from a Business Reality Simulation Exercise,” Academy of Marketing Science World Marketing Congress, Oslo, Norway (July 22–25).

Coker, Kesha K., and Siva K. & Balasubramanian (2009), “Analysis of US Automobile Market: Insights from Hedonic Regressions,” INFORMS Marketing Science, Ann Arbor, MI (June 4–6).

Coker, Kesha K., and Suzanne A. Nasco (2009), “User-Generated Advertisements: Does Disclosure Affect Consumer Evaluations of the Ad and Brand?,” Marketing Management Association Spring Conference, Chicago, IL (March 18–20).

Pillai, Deepa, Suzanne A. Nasco, and Kesha K. Coker (2009), “Implicit Measures of Attitudes in Consumer Behavior: Concepts, Issues, and Future Directions,” Marketing Management Association Spring Conference, Chicago, IL (March 18–20).

Coker, Kesha K., Suzanne A. Nasco, and Deepa Pillai (2009), “Understanding the Retired Athletes Segment: Insights from a Cluster Analysis of Retired Athletes,” Marketing Management Association Spring Conference, Chicago, IL (March 18–20).

Coker, Kesha K., and Suzanne A. Nasco (2008), “Consumer Intentions Toward Using Mobile Devices to Obtain Commercial Messages,” Marketing Management Association Spring Conference, Chicago, IL (April 2–4).

Book Chapter

Nasco, Suzanne A., Robert E. Boostrom, and Kesha K. Coker (2010), “Virtual Commerce,” in *Encyclopedia of E-Business Development and Management in the Global Economy*, Chap. 116, Hershey, PA: Business Science Reference, 1160–1166.

Research Grants

Lumpkin Research Support Grant, School of Business, Eastern Illinois University, \$500, Funded, 2016, 2015, 2014, 2013.

Faculty Award for Interdisciplinary Research (FAIR) Grant with Katherine A. Shaw, Lumpkin College of Business & Applied Sciences, Eastern Illinois University, \$2,500, Funded, 2015.

New Faculty Research Grant, School of Business, Eastern Illinois University, \$500, Funded, 2012, 2011.

Research Grant with Suzanne A. Altobello, Pontikes Center for the Management of Information, College of Business, Southern Illinois University Carbondale, \$1,550, Funded, 2010, 2009, 2008.

AWARDS & HONORS

Recognition for Years of Outstanding Service and Dedication as Director of Electronic Communications, Society for Marketing Advances (2019)

Outstanding Teaching Award, Miller College of Business, Ball State University (2019)

Faculty Initiate, National, Delta Sigma Pi, Ball State University (2019)

Axcess-Capon Distinguished Teaching Competition Runner-Up Award, Recognition, Society for Marketing Advances (2017)

Research Pool Credit Hour Release Award, Lumpkin College of Business & Applied Sciences, Eastern Illinois University (2016)

University Achievement and Contribution Award: Balanced Category - Teaching, Research, and Service, Eastern Illinois University (2016)

Balanced Contribution Award - Teaching, Research, and Service, School of Business, Eastern Illinois University (2016)

Best Paper Award in Promotions & Digital Marketing Track, Marketing Management Association (2015)

Outstanding Reviewer Award, Journal of Research in Interactive Marketing, Emerald Literati Network Awards for Excellence (2015)

Holley Ethics Curriculum Award, School of Business, Eastern Illinois University (2015)

Outstanding Teaching Award, School of Business, Eastern Illinois University (2013)

Special Recognition of Teaching Excellence Award, Award, School of Business at Eastern Illinois University (2011)

AMA Sheth Doctoral Consortium Fellow, Southern Illinois University, Carbondale, IL (2009)

AsthaGiri Chandra Sekaran Award for the Most Outstanding Woman M.B.A. Graduate Student, Southern Illinois University, Carbondale, IL (2003)

Fulbright Scholarship, Fulbright Program c/o United States Department of State (2001)

TEACHING

Ball State University

Undergraduate Courses

Product Management
Integrated Marketing Communications
Social Media Marketing
Senior Honors Project **Honors Thesis Advisor*
Independent Study in Marketing
Marketing Strategy **Substitute taught*

Eastern Illinois University

Undergraduate Courses

Social Media Marketing **Developed, launched, and taught course.*
Retail Management
Promotion Management
Independent Study in Marketing
Principles of Marketing
Honors Independent Study

Graduate Courses

M.B.A. Marketing Management **Online and Face-to-Face*
M.B.A. Seminar in Business Administration: Social Media Marketing
M.B.A. Business Research Project **M.B.A. Thesis Advisor*
M.B.A. Business Research Proposal **M.B.A. Thesis Advisor*
M.B.A. Independent Study: Research Methods

Study Abroad

Co-Leader, Study Abroad: Panama Spring Break 2013

Southern Illinois University

Undergraduate Courses

Marketing Management (Principles of Marketing)

Graduate Courses

Ph.D. Lab, Seminar in Multivariate Statistics

Student Advising

Dissertations

Dissertation Committee Member, Ph.D., Business Administration (Marketing), Bryan McLeod, “The Ties That Bind: Social Comparison’s Influence on Consumer Attitudes and Behavioral Intentions,” College of Business, Southern Illinois University (2015 – 2016)

Dissertation Committee Member, Ph.D., Business Administration (Marketing), Shuqin (Monica) Wei, “Customers’ Emotional and Coping Responses to Service Failures: The Role of Self-Congruence,” College of Business, Southern Illinois University (2014)

Master’s Theses & Independent Studies

M.S. Thesis Committee Member, Canaan Daniels, “Impact of Employment on Academic Achievement,” College Student Affairs, Eastern Illinois University (2015 – 2016)

M.B.A. Thesis Chair, Kelly Valle, “When in Rome: The Role of Leadership Culture on Social Entrepreneurship,” School of Business, Eastern Illinois University (2014 – 2015)

M.B.A. Independent Study: Research Methods Instructor and Advisor, Kelly Valle, “M.B.A. Thesis Research Design,” School of Business, Eastern Illinois University (2014)

M.B.A. Research Methods Advisor, Kaylee Hackney, “Employee Motives behind Organizational Citizenship Behavior: Is Competition among Them?” School of Business, Eastern Illinois University (2012)

Undergraduate Theses & Independent Studies

Honors Thesis Advisor, Maddy Gross. “Spreading Good News: An Empirical Study on Brand Evangelism in Christian Communities,” Miller College of Business, Ball State University (2019 – 2020)

Independent Study in Marketing Advisor, Maddy Gross, “Website Redesign for Society for Marketing Advances” (please see finished work here: <https://www.societyformarketingadvances.org>), Miller College of Business, Ball State University (2018)

Independent Study in Marketing Advisor, Dominic Baima, “Skip It or View It? The Role of Brand Storytelling in Video Marketing,” School of Business, Eastern Illinois University (2016)

Honors Independent Study in Marketing Advisor, Victoria Michels, “Motivations of Opinion Leaders in Online Social Networking Brand Communities,” School of Business, Eastern Illinois University (2012)

SERVICE

Ball State University

University

Beta Tester for New University Writing Challenge Software (2020)

Ad-Hoc Committee Member, University Academic Ethics Hearing Panel (2019)

Panelist, Alpha Day – Ball State University New Faculty Orientation, “Life at Ball State” (2019)

Presenter, “Building Your Professional Brand on Social Media,” Ball State University Beneficence Leadership Conference (2018)

College

Member, MCOB Business Research Day Committee (2020 – Present)

Member, MCOB Student Professional Development Program Committee (2019 – Present)

Member, MOCB Undergraduate Curriculum Committee (2019 – Present)

Member, MCOB Faculty Development Committee (2018 – Present)

Member, MCOB Honors Committee (2018 – 2020)

Panelist, MCOB Scholar for a Day (2018 – 2020)

Interviewer, MCOB Honors Scholarships (2018 – 2020)

Moderator, MCOB Dialogue Days, “Digital Marketing Analytics” (2020)

Member, MCOB Dean Search Committee (2018 – 2019)

Panelist, Miller Kickoff Faculty Panel (2019)

Representative, Ball State University Orientation Family Member Breakfast (2018)

Representative, Meeting with Prospective Student-Athlete Recruit, Ball State Football (2018)

Moderator, MCOB Dialogue Days, “Professional Sales: Myth or Fact” (2018)

Member, MCOB Social Committee (2017)

Department

Member, Department of Marketing Journal Ranking Committee (2017 – Present)

Member, Department of Marketing Salary Appeals Committee (2017)

Panelist, Marketing Professor Panel, American Marketing Association – Ball State University Chapter (2017)

Community

Panelist, Junior Youth Salute High School Q&A at Ball State University (2019)

Presenter, Workshop (virtual), “LinkedIn 101,” American Marketing Association – Eastern Illinois University Chapter (2017)

Eastern Illinois University

University

Member, University Personnel Committee (2017)

Member, Undergraduate Research Task Force Committee (2014 – 2017)

Participant, Focus Group with The Thorburn Group for University Student Recruitment (2017)

Presenter, “Using Business for Good: A Cross-Cultural Study on Social Entrepreneurship,” EIUnity Diversity Conference (2017)

Member, International Education Council Study Abroad Sub-Committee (2015 – 2016)

Member, Committee on Retention Efforts Undecided Major Subcommittee (2015 – 2016)

Vice-Chair, International Education Council (2015 – 2016)

Member, International Education Council (2014 – 2016)

Member, Committee on Retention Efforts Committee (2013 – 2016)

Presenter, “Marketing EIU Online,” Eastern Illinois University Online Advisory Board (2016)

Participant, Provost’s Student Recruitment Brainstorming Session (2016)

Participant, Eastern Illinois University Student Research and Creative Discovery Conference (2016)

Member, International Education Council Scholarship Sub-Committee (2014 – 2015)

Presenter, Mock Classroom Presentation, Future Panthers Day for Student Recruitment (2015)

Leader, International Student Recruitment Outreach, U.S. Embassy in Trinidad & Tobago (2015)

Participant, University Student Recruitment Efforts, EIU Admissions (2013 – 2014)

Member, EIU Admissions Counselor Search Committee, (2013)

Member, Integrative Graduate Studies Institute Board (2012)

Member, Honors College Fulbright U.S. Student Program Campus Committee (2011)

College

Member, College Undergraduate Research Committee (2014 – 2017)

School of Business

Advisor, Beta Gamma Sigma (2015 – 2017)

Member, Technology & Resources Committee (2014 – 2016)

Member, Recruitment & Retention Committee (2011 – 2016)

Advisor, M.B.A. Association (2016)

President, Beta Gamma Sigma (2011 – 2015)

Member, Strategic Planning Committee (2010 – 2015)

Member, Chair of the School of Business Search Committee (2013 – 2014)

Member, OB/HR – Management Discipline Search Committee (2013 – 2014)

Chair, Recruitment & Retention Committee (2011 – 2013)

Coordinator and Presenter, Workshop, “Creating Surveys Using Qualtrics” (2013)

**Recommended Qualtrics to Technology & Resources Committee and influenced University-wide adoption of the software.*

Presenter, International Business Club Presentations on Trinidad & Tobago (2010 – 2012)

Department

Panelist, Professor Panel on Career Advice, Delta Sigma Phi (2017)

Presenter, Workshop, “Your Personal Brand & Social Media,” Public Relations Student Society of America – Eastern Illinois University Chapter (2016)

Presenter, Workshop, “Making LinkedIn Work for YOU!” American Marketing Association – Eastern Illinois University Chapter (2016)

Presenter, Workshop, “LinkedIn & Networking 101,” Delta Tau Delta (2016)

Presenter, Workshop, “LinkedIn & Networking 101,” American Marketing Association – Eastern Illinois University Chapter (2015)

Presenter, Workshop, “Building Your Personal Brand,” American Marketing Association – Eastern Illinois University Chapter (2014)

Representative, Open House Student Recruitment (2010 – 2013)

Member, Marketing Discipline Search Committee (2012)

Representative, Advertising Minor (2011)

Professional Service

Editorial Boards & Executive Roles

Editorial Board Member, Marketing Education Review (2020 – Present)

Editorial Board Member, Marketing Management Journal (2018 – Present)
Editorial Board Member, Journal for Advancement of Marketing Education (2015 – Present)
Director of Electronic Communications, Society for Marketing Advances (2015 – 2019)
Board of Directors Member, Marketing Management Association (2016 – 2018)
Publications Council Member, Marketing Management Association (2015 – 2018)

Editor Roles

Guest Editor, “Better Together: Teaching Innovations in Marketing Spring 2020,”
Marketing Education Review (2019 – 2020)
Co-Associate Editor for the Americas, Journal of Research in Interactive Marketing
(2013 – 2016)

Journal Reviewer

Journal of Advertising (2020 – Present)
Journal of Advertising Research (2019 – Present) **Added as ad-hoc reviewer*
Marketing Education Review (2015 – Present)
Journal of Product & Brand Management (2014 – Present)
Journal of Business Research (2013 – Present)
Journal of Consumer Behaviour (2015 – 2016)
Journal of Research in Interactive Marketing (2012 – 2017)
Journal of Small Business Management (2010 – 2019)
Journal of Strategic Marketing (2010)

Conference Track Chair

Marketing Pedagogy and Education, Academy of Marketing Science Annual Conference
(2019 – 2020)
Teaching Moments, Society for Marketing Advances (2015 – 2020)
Marketing Technology, Society for Marketing Advances (2014 – 2015)
Services, Sales & Retailing, Marketing Management Association (2015)
Product & Brand Management, Society for Marketing Advances (2013)

Judge

Master Teacher Competition, Marketing Management Association (2018)

INDUSTRY EXPERIENCE

Business Systems Analyst, SAP Software Solutions Department, Petroleum Company of Trinidad & Tobago Limited, Pointe-a-Pierre, Trinidad & Tobago, West Indies (2005 – 2006)

Graduate Trainee, SAP Software Solutions Department, Petroleum Company of Trinidad & Tobago Limited, Pointe-a-Pierre, Trinidad & Tobago, West Indies (2001)

Graduate Marketing Intern, Marketing Department, Angostura Limited, Laventille, Trinidad & Tobago, West Indies (2000 – 2001)

Bank Teller, Customer Service Department, Scotiabank Trinidad & Tobago Limited, Port of Spain, Trinidad & Tobago, West Indies (1999)