

VITA

I. Madison Thornhill

Lecturer

Nontenure

Stafford School of Business

Joined ABAC as a lecturer in 2022

Teaching Experience: Fall 2022 – Fall 2023

Areas: Principles of Marketing, Consumer Behavior, Social Media Marketing, Selling and Negotiating, Marketing Management

II. Education Background

- 18 hours in graduate level marketing courses
- Master of Arts in Journalism and Mass Communication, with a concentration in integrated advertising and public relations (University of Georgia)
- Bachelor of Arts in Public Relations (University of Georgia)
- Associate of Science (Abraham Baldwin Agricultural College)

III. Prior Experience not in Education

- Sourcing Strategist and Talent Acquisition Partner, Phoebe Putney Health System
- Logistics Operations Manager, Omega Peanut Company
- Communications Assistant, University of Georgia College of Agriculture and Environmental Sciences
- Admissions Assistant, Abraham Baldwin Agricultural College
- Freelance Journalist and Marketer for various businesses and magazines

IV. Professional Memberships (include offices held)

Director of Communications, University of Georgia, South Georgia Alumni Chapter

V. Professional Meetings Attended (include dates)

Innov8GA Conference, October 2023

VI. Papers Presented (include dates)

N/A

VII. Publications

- Thomasville Magazine, Winter 2023 Issue
- Southwest Georgia Magazine, Jan/Feb 2024 issue
- Thomasville Magazine, Fall 2023 Issue
- Southwest Georgia Living, Fall 2023 Issue
- Raised Southern Magazine, Spring 2022 Issue
- Raised Southern Magazine, Winter 2022 Issue

VIII. Other Research Activity

N/A

IX. Consulting

- Small business marketing consulting through Mentioned by Madison (personal brand)

X. Professional Growth Activities

N/A

XI. Seminars, Training Programs, etc., Conducted for Business and Industry

N/A

XII. Professional Presentations, Speeches, etc.

Presented on Social Media Marketing at South Georgia Nonprofit Network Conference

XIII. Institutional Services Performed

- Promote Stafford School of Business at open campus events
- Serve on committees for student engagement activities
- Advisor for Enactus/Entrepreneurs Club
- Advisor of 40+ business students

XIV. Recognition and Honors

- Summa Cum Laude, University of Georgia

- George P. Donaldson Award, ABAC

XV. Professionally-Related Community Activities

- Chamber of Commerce Banquets