NICOLE DAVIS

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**EDUCATION**

Ph.D. **2024 (Expected)**, Terry College of Business, University of Georgia

*PhD Candidate in Marketing – Consumer Behavior*

M.S. 2020, Muma College of Business, University of South Florida

*Marketing*

B.A*.* 2012, College of Humanities and Social Sciences, George Mason University

*Major in Communications, Minor in Film (cum laude)*

**RESEARCH INTERESTS**

Diversity, Equity, & Inclusion, Consumer Identity, Stereotyping, Race, Gender, and Branding.

**PUBLICATIONS & MANUSCRIPTS UNDER PEER-REVIEW**

**Davis**, Nicole, Nils Olsen, Vanessa G. Perry, Marcus M. Stewart, and Tiffany B. White (2023),“I’m

Only Human? The Role of Racial Stereotypes, Humanness and Satisfaction in Transactions with Anthropomorphic Sales Bot Agents,” *Journal of the Association for Consumer Research*, 8(1), 47-58.

**Davis**, Nicole, Rosanna K. Smith, and Julio Sevilla, “Interracial Relationships in Marketing Appeals

Influence Brand Outcomes.” Under 3rd round review at the *Journal of Consumer Research*

(no additional data collection requested)*.*

* Best Paper in Track Award, 2023 AMA Winter Academic Conference
* Best Talk in Track Award, 2022 SCP Academic Conference

**Davis**, Nicole and Tami Kim, “‘Women-Owned Business’ Label Enhances Perceived Competence.”

Invited for 3rd round review at the *Journal of Consumer Research*.

* Best Paper in CB Track Award, 2022 AMA Summer Academic Conference

**Davis**, Nicole, Esther Uduehi, André Martin, and Broderick Turner, “Signal of Safety: Consumer

Response to Marketing Anti-Bias Training,” under review at *Journal of Marketing*.

**INVITED PEER-REVIEWED PUBLICATIONS**

Pena, Priscilla, Jennifer Riley, and Nicole **Davis**, “Increasing Student Engagement & Contributions:

Introducing the Semester-long Participation Competition,” conditionally accepted, *Marketing Education Review*.

**SELECTED RESEARCH IN PROGRESS**

**Davis**, Nicole and Julio Sevilla, “Racial Diversity in Marketing Promotions Improves Preferences for Stigmatized Products,” (*dissertation essay 2)* data collection complete, target: *Journal of Consumer Research*.

**Davis**, Nicole, Elham Yazdani, Anindita Chakravarty, and Julio Sevilla, “Evidence of Lower Donations for Women Victims on GoFundMe Campaigns,” data collection in progress, target: *Journal of Marketing*.

Saint Clair, Julian, Nicole **Davis**, and Tari Dagogo-Jack, “Countering Stereotypes with Additive Cues of Counter-Stereotypical Information,” conceptual development.

**AWARDS & GRANTS**

2023 Three-Minute Thesis Dissertation Winner

2023 Geraldine Rosa Henderson Excellence in Research on Race and Inclusion (G.E.R.R.I.) Mentor / Mentee Research Award

2023 UGA Summer Research Grant ($1,500)

2023 Best Paper in Track Award at the AMA Winter Conference

2023 AMA-Sheth Foundation Doctorial Consortium Fellow

2022 Gies Research Grant ($12,000)

2022 Colorado State University’s Business for a Better World Dissertation Proposal Competition Winner (one of three winners)

2022 Eli Jones Promising Young Scholar Research Excellence Award 2022 Terry College Sustainability Seed Initiative Grant ($9,000)

2022 Best Paper in Track Award at the AMA Summer Conference

2022 Best Talk in Track Award at the Society for Consumer Psychology Conference 2021-2022 Lieutenant Joel Hirsch Goldberg Scholarship Award Winner

2021 AMA Valuing Diversity Ph.D. Scholarship ([https://www.ama.org/valuing-diversity-phd-](https://www.ama.org/valuing-diversity-phd-scholarship/) [scholarship/](https://www.ama.org/valuing-diversity-phd-scholarship/))

2020-2021 Diversity Research and Scholarship Grant (DRSG) Program ([https://news.uga.edu/new-](https://news.uga.edu/new-research-grant-program-fosters-diversity-inclusion/) [research-grant-program-fosters-diversity-inclusion/](https://news.uga.edu/new-research-grant-program-fosters-diversity-inclusion/))

**PROFESSIONAL SERVICE**

* 2023-2024 President of the PhD Project – Marketing DSA Chapter
* 2023 Ad-hoc reviewer for Association for Consumer Research Conference
* 2022-2023 Vice President of the PhD Project – Marketing DSA Chapter
* 2023 Ad-hoc reviewer for Society of Consumer Psychology Conference
* 2023 Ad-hoc reviewer for AMA Marketing & Public Policy Conference
* 2022 Ad-hoc reviewer for Association for Consumer Research Conference
* 2021 Conference host, Association for Consumer Research (Virtual) Conference

**CONFERENCE PRESENTATIONS (\*presenter)**

***Competitive Papers***

**2024 Society for Consumer Psychology (SCP) Annual Conference**

* Davis, Nicole and Julio Sevilla\*, “Racial Diversity in Marketing Promotions Improves Preferences for Stigmatized Products”.

**2023 AMA Winter Annual Conference**

* Davis, Nicole\*, Rosanna K. Smith, and Julio Sevilla, “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes”.
* Davis, Nicole\* and Tami Kim, “Owner Attribute Labels Increase Perceptions of Competence for Marginalized Populations”.

**2023 Association of Consumer Research (ACR) Annual Conference**

* Davis, Nicole, Rosanna K. Smith\*, and Julio Sevilla, “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes”.
* Davis, Nicole\*, Broderick Turner, Esther Uduehi, and Andre Martin, “Signaling Safety: Evidence That Anti-Bias Training Alters Physician Selection”.
* Davis, Nicole\* and Julio Sevilla, “Racial Diversity in Marketing Promotions Improves Preferences for Stigmatized Products”.

**2023 Marketing Science Conference on Diversity, Equity and Inclusion**

* Davis, Nicole\*, Broderick Turner, Esther Uduehi, and Andre Martin, “Signaling Safety: Evidence That Anti-Bias Training Alters Physician Selection”.

**2022 American Marketing Association (AMA) Summer Conference**

* Davis, Nicole\* and Tami Kim, “Owner Attribute Labels Increase Perceptions of Competence for Marginalized Populations”.
* Davis, Nicole\*, Rosanna K. Smith, and Julio Sevilla, “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes”.

**2022 Society for Consumer Psychology (SCP) Annual Conference**

* Davis, Nicole\*, Rosanna K. Smith, and Julio Sevilla, “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes”.

**2022 Southeastern Marketing Symposium & 2022 Marketing Symposium hosted by Clemson University**

* Davis, Nicole\*, Rosanna K. Smith, and Julio Sevilla, “Mixed Couples, Mixed Attitudes: How Interracial Relationships in Marketing Appeals Influence Brand Outcomes”.

**2021 Society for the Advancement of Socio-Economics (SASE) International Conference**

* Davis, Nicole\*, Nils Olsen, Vanessa G. Perry, Marcus M. Stewart, and Tiffany B. White, “I’m Only Human? The Role of Racial Stereotypes, Humanness and Satisfaction in Transactions with Anthropomorphic Sales Bot Agents”

**INVITED SPEAKER / PANEL DISCUSSANT**

2021 Summer AMA Academic conference panel discussant on Diversity, Equity, and Inclusion in Marketing Academia.

2022 Invited to present research on interracial couples to the PepsiCo. Marketing Team and discuss their diversity initiatives.

2023 Invited to participate as a panelist for “The Evolution of DEI in Marketing” for the American Marketing Association thought series for AMA members.

**TEACHING EXPERIENCE**

Instructor, University of Georgia

*Services Marketing* (undergraduate)

Fall 2022 (31 students), Ratings: course (**4.48/5.00**) instructor (**4.79/5.00**)

Fall 2022 (49 students), Ratings: course (**4.43/5.00**) instructor (**4.62/5.00**)

Fall 2023 (52 students), Ratings: course (**4.61/5.00**) instructor (**4.88/5.00**)

**SELECTED DCOTORAL COURSEWORK**

*Marketing*

Seminar in Buyer Behavior (Julio Sevilla)

Advanced Seminar in Consumer Behavior (Marcus Cunha Jr.) Seminar in Marketing Strategy I (Son Lam)

Seminar in Marketing Strategy II (Sundar Bharadwaj)

Theory Construction (Ajay Kholi)

*Psychology*

Advanced Experimental Psychology (Drew Abney)

The Psychological Study of Race and Racism (Allison Skinner) Advanced Theories of Social Psychology (Jody Clay-Warner)

*Methodology*

Multivariate Statistics (John Hulland)

Marketing Models (Anindita Chakravarty)

Applied Correlation and Regression Methods (Zhenqiu (Laura) Lu)

Analyzing, Interpreting, and Writing Advanced Research Methods for Publication (Fadel Matta)

Analysis and Interpretation of Sociological Data II (Man Kit (Karlo) Lei)

**PROFESSIONAL AFFILIATIONS**

**The PhD Project**, American Marketing Association (AMA), Association of Consumer Research (ACR), and Society for Consumer Psychology (SCP).

**PROFESSIONAL EXPERIENCE**

JANUARY 2019 – MAY 2020 | TAMPA, FL

**Graduate Assistant**, Employer of Office Relations / Muma College of Business

* Coordinated networking and recruiting events which successfully attracted hundreds of students and recruiters throughout each semester
* Designed marketing materials to promote events and utilized Qualtrics to track RSVPs, perform surveys and collect information to improve programs
* Oversaw resume reviews by meeting with students weekly to advise and recommend improvements on their resume, perform mock interviews and strengthen cover letters
* Moderated communication with employers to confirm information sessions hosted by employers at the USF Tampa campus, including room set up and concierge service

MARCH 2018 – DECEMBER 2018 | TAMPA, FL

**Associate Digital Marketing Manager**, SeaWorld / Busch Gardens Tampa Bay

* Strategically planned for and successfully launched a new website design for Adventure Island Tampa Bay which increased online sales conversion rate by over 50%
* Created and implemented an SEO strategy which increased organic search by 16% YoY
* Managed all content creation and strategies for Busch Gardens Tampa Bay and Adventure Island websites, including promotional marketing messages

SEPTEMBER 2014 – JANUARY 2019 | TAMPA, FL

**Founder & Chief Marketing Consultant,** Nixx Media LLC

* Performed market research and used data to build accurate target demographics and marketing strategies, which increased clients and/or sales for small to medium sized businesses
* Analyzed and measured campaign effectiveness, results, and ROI using Google Analytics and a variety of data reporting tools
* Identified patterns and gaps in marketing campaigns and created solutions which improved conversion rates by a minimum of 25% for each client (as much as 600% for some clients)
* Cultivated and facilitated an internship program to successfully train students on Nixx Media’s programs and strategies, many of which moved on to higher positions as a result

NOVEMBER 2013 – SEPTEMBER 2014 | TAMPA, FL

**Marketing Director,** Wetherington Hamilton P.A.

* Developed and implemented a marketing strategy to increase annual profit for the firm
* Established a social media strategy that increased brand recognition and search engine rankings, which also increased organic website traffic
* Decreased marketing and advertising costs by 12% by negotiating with vendors on marketing materials and services
* Coordinated all print and digital promotional materials
* Originated and implemented a website redesign project while also saving the firm money by learning website development and doing the work myself