



Gatton College of  
Business and Economics  
Department of Marketing & Supply Chain

## Michael R. Jenkins

Gatton College of Business and Economics-445J  
University of Kentucky  
Lexington, KY 40506-0034

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## Curriculum Vitae

### EDUCATION

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- Ph.D. University of Kentucky, Gatton College of Business and Economics, Lexington, KY  
*Concentration:* Marketing, CB  
*Expected Graduation:* May 2025
- BSc Brigham Young University, Marriot School of Business, Provo, UT  
*Major:* Marketing  
*Minors:* Statistics, Creative Writing  
*Graduation:* December 2019

### WORKING PAPERS

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- Jenkins, Michael**, Daniel Sheehan, "Try Hard: The Effect of Brand Design Effort on Authenticity"  
*Status:* Running preliminary studies. Manuscript and theory in early development  
*Targeting:* Journal of Marketing (2023)

### TEACHING

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#### *Instructor (substitute)*

BYU MKTG 201: Introduction to Marketing Management (Summer 2019)

#### *Teaching Assistant*

BYU MTKG 201: Introduction to Marketing Management (Summer 2019), multiple sections  
*Instructors:* Prof. Mike Bond, Prof. Doug Witt, Prof. Jerry Christensen, Prof. Jason Alleger  
BYU MTKG 490R: Introduction to Business Analytics (Fall 2019)  
*Instructor:* Dr. Jeff Larson

UKY MKT 450: Marketing Strategy and Planning (Fall 2020)

*Instructor:* Dr. Jordan Moffett

UKY MKT 310: Consumer Behavior (Spring 2021)

*Instructor:* Dr. Daniel Sheehan

### SERVICE

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BYU Behavioral Research Lab Manager 2018-19

BYU Research Assistant 2017-19

*Advisors:* Dr. Darron Billeter, Dr. Tamara Masters

UKY Research Assistant 2020-21

*Advisors:* Dr. Daniel Sheehan, Dr. Jordan Moffett, Dr. Corinne Hassler

## **HONORS, AWARDS, AND SCHOLARSHIPS**

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BYU Full Academic Merit Scholarship 2016, 2017, 2018, 2019

BYU Marriot School of Business Dean's List 2017 2018 2019

UKY Lockett Doctoral Fellowship (2020)

UKY Gatton Doctoral Fellowship (2020)

## **PROFESSIONAL EXPERIENCE**

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BlueFire Leads — Provo, UT | Jan 2020-July 2020

*Position:* Digital Strategist

- Grew revenue by over \$200,000 for book of solar industry clients using Facebook ads
- Developed creative strategies for new Facebook campaigns that increased CTR by 2% points

Rapid Reboot Recovery Products LLC — Lindon, UT | Feb 2017 - Aug 2018

*Position:* Director of Digital and Video Marketing

- Grew revenue to \$2M+ and increased brand awareness by 33% through developing first marketing campaign ("Thrive Under Pressure")
- Increased Facebook CTR by 28% through targeted Facebook Ad campaigns, included writing and producing video content
- Sold \$250K in direct product sales through innovative sales techniques at events around the country
- Facilitated contracts with new cooperate partners such as [TeamUSA](#) and [Chiltonic](#).

*Position:* Client Relations Representative

- Organized and sold at events around the country, bringing in over \$250,000 in revenue over 6 months
- Facilitated professional contracts with new corporate partners that may generate \$1m+ in sales over the next few years
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AudioFlood LLC — Pleasant Grove, UT | Aug 2016 - Feb 2017

*Position:* Production Team Manager

- Developed innovative new procedures to increase production efficiency rate by 25%
- Implemented a new training program that increased initial production by 50% for 4 new employees

## **DOCTORAL COURSEWORK**

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### **Marketing Theory**

Seminar in Consumer Behavior I

Seminar in Consumer Behavior II

Seminar in Marketing Strategy

Seminar in Research, Design, and Analysis

Dr. Haipeng (Allan) Chen

Dr. John Peloza

Dr. Corinne Hassler

Dr. David Hardesty

### **Methods, Measurement, and Analyses**

Social Investigation

Causal and Quasi-Experimental Methods

Research Methodology

Dr. Tony Love

Dr. Joseph Waddington

Dr. Stephen Borgatti

**Teaching**

Teaching Methods in Business

Drs. Gail Hoyt and Robert Gillette

**RESEARCH INTERESTS**

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Branding and Brand Design, Individual Identity, Construal, Small Firm CB

**SOFTWARE PROGRAMS AND LANGUAGES**

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Qualtrics, iMotions, Tobii eye-tracking, R, SPSS, Stata, HTML, CSS

**FOREIGN LANGUAGES**

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English (Native) and French (Proficient)

**REFERENCES**

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Daniel Sheehan (Advisor)  
Assistant Professor in Marketing and Supply Chain  
Gatton College of Business & Economics University of Kentucky  
Email: [dan.sheehan@uky.edu](mailto:dan.sheehan@uky.edu)

Aaron M. Garvey (Director of Graduate Studies)  
Associate Professor of Marketing  
Gatton College of Business & Economics University of Kentucky  
Email: [aarongarvey@uky.edu](mailto:aarongarvey@uky.edu)

David M. Hardesty (Department Chair)  
Professor of Marketing  
Carol Martin Endowed Chair Gatton College of Business & Economics  
University of Kentucky  
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