VITA AND BIOGRAPHICAL DATA SHEET

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University of North Texas
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EDUCATION:

2002 M.S. Industrial-Technical Merchandising and Fabric Analytics University of North Texas Thesis: A Comparison of Mall Shopping Behavior Among Hispanic Americans and Caucasian Americans

2000 B.S. Merchandising

University of North Texas

Minor: Business

PROFESSIONAL EXPERIENCE:

Spring 2020 – Present Principal Lecturer The University of North Texas Denton, Texas

- Teach 4 undergraduate courses each semester: Introduction to Merchandising, Consumer Psychology, Dallas Study Tour, and Merchandising Internship.
- Serve as Internship Coordinator and hold internship information meetings, review internship
 applications, meet with employers to develop internship programs and promote students as viable
 candidates for part-time and full-time positions, meet with students to assist with finding and securing
 internships, and manage the internship class.
- Lead the Dallas Study Tour every Friday to visit with local merchandising related companies to learn about careers, internships, and full-time opportunities. Engage with employers during visits to further develop relationships that could result in new opportunities for students.
- Serve on appointed committees.
- Teach full to part-time during summer sessions, including 3WK, 5WK, and 10WK sessions.

Fall 2008 – Present Senior Lecturer The University of North Texas Denton, Texas

- Teach 4 undergraduate courses each semester: Introduction to Retail Merchandising, Consumer Studies, Visual Merchandising and Promotion, and Internship.
- Teach full to part-time during summer sessions, including 3WK, 5WK, and 10WK.
- Serve as Internship Coordinator and hold internship information meetings, give the internship
 information meeting to the Career Development class, review internship applications, meet with
 industry to develop internship programs, meet with students to assist with finding and securing
 internships, and manage the internship class.
- Lead New York Study Tour during 3WK Maymester session.

Fall 2003 – Summer 2008 Lecturer The University of North Texas Denton, Texas

- Taught 4 undergraduate courses: Apparel Evaluation, Aesthetics and Environment, Introduction to Apparel Merchandising, Textiles, Advanced Textiles, Promotion.
- During summer sessions taught New York Study Tour and Internship.

Summer 2003 Research Assistant The University of North Texas Denton, Texas

- Assisted Dr. Lisa Kennon on a study funded by a USDA NRI competitive grant.
- Translated video script from English to Spanish.
- Served as Spanish-speaking individual on Women, Infants, and Children (WIC) video to be used by WIC counselors.

Summer 2003 Upward Bound Teacher The University of North Texas Denton, Texas

- Part of the Upward Bound program geared primarily towards minority high school students about to become first-generation college students.
- Taught a mini-course in Fashion Merchandising.
- Identified student who most improved over the summer to receive a recognition award.

Spring 2003 Adjunct Faculty Texas Women's University Denton, Texas

Taught two undergraduate courses, Cultural Perspectives of Personal Appearance and Retail Buying.

Fall 2002 – Summer 2003 Adjunct Faculty The University of North Texas Denton, Texas

• Taught one to two undergraduate courses.

Fall 2001 Teaching Fellow The University of North Texas Denton, Texas

Taught one to two undergraduate courses.

Summer 2000 Product Development Intern Fossil Corporate Richardson, Texas

- Worked extensively in developing the Fossil August 2000 catalog to be used by vendors.
- Assisted in writing specification sheets for new watch designs in early development stages.
- Communicated on a daily basis with other Fossil departments and Hong Kong factory supervisors and employees.

Summer 1999 Manager-in-Training Intern Target McKinney, Texas

- Rotated among all departments within specific Target store location.
- Worked directly with an Area Team Leader in arranging, stocking, and overseeing the Back-to-School department.
- Used Target corporate plan-o-gram guides to reconfigure department layout, making necessary changes due to product and inventory variances.

AREAS OF EXPERTISE:

Teaching

- Merchandising
- Consumer psychology
- Retailing

- Internship
- Career and professional development
- Global sourcing
- Manufacturing
- Visual merchandising
- Fashion promotion
- Textile performance and end-use selection
- Apparel quality and evaluation
- Product development
- New York fashion market
- Presentation techniques

Research

- Sustainable manufacturing
- Ethnic shopping behavior
- Mall shopping behavior
- University branding

Online Teaching Technology

- Over 20 years of experience with multiple online learning systems
- Manage grades online and support student communication via email and discussion forums related to course content for courses of up to 120 students
- Develop and manage online quizzes, self-assessments, and exams
- Develop online grading rubrics
- Manage and implement online examinations with careful attention paid to maintaining academic integrity

Software Knowledge

Microsoft Office (WORD, POWERPOINT, EXCEL)

RESEARCH EXPERIENCE:

mBrio

- Member of UNT faculty team working with mBrio as an industry partner who launched a new national sizing program.
- UNT team identified ethnic differences in clothing preferences and shopping behavior.
- Worked on instrument development and interpretation specifically for Hispanic consumers.
- Met with faculty team to review measures and develop an integrated model.

Thesis

- Worked with a national mall group to collect data and led a team of 12 undergraduate and graduate students to conduct mall intercept surveys.
- Presented research findings to mall executives for their use.

GRANTS:

Building a Global Websphere

- Funded by the UNT Hispanic and Global Studies Initiative Fund
- Award: \$16,654

- Time of grant December 2008 August 2009
- Tammy Kinley, HaeJung Kim, Dee Knight, Kiseol Yang, Christy Crutsinger, Lynn Brandon, Marissa Zorola, and Sua Jeon

SCHOLARSHIP:

Kim, J. & **Zorola, M.** (2018). Sustainable Innovation in the Apparel Supply Chain: Case Study on TAL Apparel Limited, In Chow et al. (Eds), *Contemporary Case Studies on Fashion Production, Marketing and Operations*, Springer.

Research Papers Accepted for Presentation at Professional Conferences (R=refereed, double-blind reviewed)

Crutsinger, C., Pookulangara, S, & **Zorola, M. (2020)**. Mentor Up: Preparing for the 21st Century Classroom. ITAA (virtual meeting). (R)(I)

Sanchez, M., Kim, H., & Dotter, T. (2006) *University Bookstore Merchandise Purchasing Behavior, Shopping Motivation, Product Satisfaction, and Purchase Intention*. (Presentation at November 2006 International Textile and Apparel Association Annual Meeting, San Antonio, Texas). **(R)**

Kim, H., **Sanchez, M.,** & Stouffer, A. (2005) *Apparel Mini-Line Project: Integrating Product Development into Merchandising Program.* (Presentation at November 2005 International Textile and Apparel Association Annual Meeting, Washington, DC). **(R)**

Sanchez, M., & Kim, K. (2002) *A Comparison in Mall Shopping Behavior Between Hispanic-Americans and Anglo-Americans.* (Special topic presentation at August 2002 International Textile and Apparel Association Annual Meeting, New York, New York). **(R)**

Sanchez, M., & Clay, J. (2002) *Green Hotels: Consumers' Attitudes Towards the Environmental and Cost-saving Practice.* (Special topic presentation at August 2002 International Council on Hotel, Restaurant, and Institutional Education Annual Meeting, Orlando, Florida). **(R)**

Kim, K., Pruekpairojkul, E., & **Sanchez, M.** (2002) A *Comparison of Shopping Behavior Between Tourists and Non-tourists*. (Presentation at May 2002 First Asian Pacific Forum for Graduate Student' Research in Tourism, Macao, Hong Kong.) (R)

Sanchez, M., & Clay, J. (2002) *Green Hotels: Consumers' Attitudes Towards the Environmental and Cost-saving Practice.* (Poster presentation at January 2002 Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Annual Meeting, Houston, Texas). **(R)**

Sanchez, M., & Clay, J. (2000) *English-only: Business Necessity or Illegal Practice?* (Special topic presentation at July 2000 International Council on Hotel, Restaurant, and Institutional Education Annual Meeting, Toronto, Canada). **(R)**

Presentations made at Professional Conferences

Zorola, M. (2023) *Positive and Powerful Personal Brands: Storytelling for Students.* (Presentation at January 2023 Family and Consumer Sciences Teachers Association of Texas Summer Professional Conference).

Zorola, M. (2022) *How the Disney Parks Create the Ultimate Customer Experience*. (Presentation at July 2022 Family and Consumer Sciences Teachers Association of Texas Summer Professional Conference).

PROFESSIONAL MEETINGS ATTENDED:

Family and Consumer Sciences Teachers Association of Texas 2022 Summer Professional Conference, San Antonio, Texas, January 2023

Family and Consumer Sciences Teachers Association of Texas 2022 Summer Professional Conference, San Antonio, Texas, July 2022

National Retail Federation's Big Show, New York, New York, January 2011

International Textile and Apparel Association Annual Meeting, San Antonio, Texas, November 2006

First Asian Pacific Forum for Graduate Student' Research in Tourism, Macao, Hong Kong, May 2002

Graduate Education and Graduate Student Research Conference in Hospitality and Tourism Annual Meeting, Houston, Texas, January 2002

International Council on Hotel, Restaurant, and Institutional Education Annual Meeting, Toronto, Canada, July 2000

COLLEGE/DEPARTMENT SERVICE:

Personal Affairs Committee (PAC) Member – Spring 2022 – Present

- Assist committee in the review of non-tenure track (NTT) annual peer evaluations, faculty appointments, promotion recommendations and other departmental decisions as needed.
- Take part in meetings and answer questions from NTT faculty regarding the annual review process.

Faculty Peer Mentor – Spring 2022 – Fall 2023

- Paired with a new MDR Lecturer to assist with questions related to course and class management, grading, examinations, and more.
- Served as a consultant and shared ideas related to teaching skills, workplace culture, collegiality, and service opportunities.

Deloitte University: Strategic Planning Workshop – August 2023

• Invited by the Department of Merchandising and Digital Retailing Chair to take part in workshop to jump start the College's new 5-year strategic plan.

• In collaboration with other CMHT faculty and administration, developed ideas on major goals for the college.

Europe Study Tour Co-Leader – Summer 2023

- Prior to departure, assisted by attending student meetings, reviewing and providing feedback on forms and assignments, answering students' questions, and collaborating with the service provider (Eden Travel).
- While in-country, assisted by traveling and guiding students to and from appointments, monitoring student behavior, serving as an additional resource to problem solve, and assisting with appointment needs.

UNT Preview Day – November 2022 and March 2022

- Meet with prospective students and their parents to inform them about the opportunities in the Department of Merchandising and Digital Retailing, including majors, courses, study tours, industry opportunities, and more.
- Collaborate with other faculty to develop an engaging activity for visitors to take part in and promote a welcoming environment of inclusion and kindness.

Merchandising Inc. Faculty Advisor – Fall 2022 – Spring 2023

- Serve as a resource for the student organization officers and members.
- Attend all officer meetings and organization meetings.
- Provide feedback and advice to organization officers.
- Help treasurer manage funds and maintain a budget.
- Mentor incoming Faculty Advisor by meeting with them to discuss processes, rules, guidelines, etc.

Merchandising Coordinator – Fall 2021 – Present

- Plan and coordinate projects and tasks for the Merchandising program.
- Work closely with the Department Chair and faculty to review curriculum development, assist in program assessment, develop recruitment ideas, etc.

Recruiting/Marketing Committee Member – Fall 2021 – Present

- Develop marketing ideas and other tools for recruiting new students to CMHT.
- Review and recommend changes and updates to the CMHT website.
- Completed a Meet the Faculty video for sharing to the UNT CMHT website.

Undergraduate Committee Member – Fall 2020 – Summer 2021

- Served on the search committee to hire the UNT Co-Lab Assistant Director.
- Participated in interviews via Zoom.
- Met with committee to discuss candidates and arrive at a final hiring decision.

Search Committee Member – Summer 2021

- Served on the search committee to hire the UNT Co-Lab Assistant Director.
- Participated in interviews via Zoom.
- Met with committee to discuss candidates and arrive at a final hiring decision.

Strategic Planning (Ad-hoc committee) Member 2020 – Present

- Assisted with the CMHT SWOT analysis.
- Incorporated college-wide feedback into an updated SWOT and plan.
- Developed new taglines for the college to be used in marketing materials.

Undergraduate Committee Member – 2019 – Present

- Assisted committee in developing concept for the new Leadership Academy.
- Scheduled to meet and discuss proposed curriculum changes in spring 2020.
- Met with committee to consider the addition of a required EXCEL course in the curriculum.

Merchandising Inc. Faculty Advisor – 2020 – 2021

- Serve as a resource for the organization officers and members.
- Attend all officer meetings and organization meetings.
- Provide feedback and advice to organization officers.
- Help treasurer manage funds and maintain a budget.

Career Connect – Summer 2020 – Spring 2021

- Worked closely with the Career Connect team to identify skills being developed in classes.
- Worked with faculty to identify classes and assignments the skills are developed in.

Search Committee Member – 2020

- Committee member for search committee to fill a full-time Lecturer position.
- Participated in first interviews via Zoom.
- Contributed thoughts for final hiring decision.

Search Committee Chair - Fall 2019

- Served as chair for the search committee to hire the UNT on the Square Director
- As the chair of the search committee, I was tasked with leading the team of 3 faculty and 1 staff to
 develop the position announcement, review applications, conduct reference checks, take part in
 interviews, and provide feedback on the candidates interviewed.
- All committee tasks were completed in a short time frame due to the urgency to fill the role as quickly
 as possible with the most qualified candidate possible.

Career Team Ad-hoc Committee Member – Summer 2019

- Served on committee with the Associate Dean, Industry Liaison, Hospitality Internship Coordinator, and Career Center Liaison
- Developed action plan for completing site visits to summer interns.
- Reviewed and discussed the CMHT 2790 Career Development course objectives to bring back a more rigorous resume review and instruction.
- Established a plan to incorporate the UNT Career Center in the classroom instruction.
- Strategized the best way to disseminate information regarding internship and job opportunities.

Search Committee Member – Summer 2018, Summer 2009, Fall 2008

- Served on search committee for a total of three lecturer positions.
- Summer 2018 Lecturer position in Merchandising
- Summer 2009 Lecturer position in Merchandising
- Fall 2008 Lecturer position in Hospitality
- As a member of the search committee, I reviewed applications, assisted with interviews, completed reference calls, and contributed feedback on candidates interviewed.

Best Practice on Grading Ad-hoc Committee – Fall 2017

- Discussed best practices for distribution of notes, quizzes, exams, and other course materials.
- Made recommendations for how to protect intellectual property against digital uploads online.

Internship Coordinator – Fall 2017

- Meet with students multiple times a week to review resumes, discuss internship opportunities, and assist in the internship application process.
- Meet with and conduct phone conferences with industry professionals to develop partnerships for formal internship programs.
- Hold internship information meetings and visit classes to share internship guidelines with juniors and seniors.

Scholarship Committee Chair – 2016-2017

- Recruit and retain high-performing UG and G students via awarding of competitive scholarships.
- Review and update scholarship MOUs, edit eligibility requirements if needed, review scholarship applications, determine awards and amounts, and promote external scholarship opportunities.
- Met a total of 4 times, 1 time in fall 2016 and 3 times in spring 2017 to review a total of 55 applications.
- Distributed funds according to score or ranking against other students in the same major.
- Attend scholarship reception held in April.

Hong Kong / China Study Tour – Assistant to the Instructor of Record – Summer 2012 and Summer 2013

- Assisted the instructor of record during 3-week trip to China, including stops in Hong Kong, Jiangmen, and Beijing.
- Led students on several cultural visit trips while in Hong Kong.
- Met with students to track progress on their major group project for course credit.
- Visited several textile factories and explained to students the various steps in the production cycle.
- Responsible for leading students back to the U.S. from Beijing, ensuring safety of all students.

Merchant Development Program – Fall 2012

- Assisted faculty members in developing the Merchant Development Program, a program for the best merchandising students that will present them with unique professional opportunities such as mentoring and internships.
- Developed the criteria required from students to be part of the program.

Merchandising Inc. Faculty Advisor – Fall 2007 – Fall 2016

- Assist student members in our major fundraiser, merchandising product stands at the Texas Motor Speedway. Work approximately 30 hours at two major races (April and November each year) to raise approximately \$6000 each year for the organization's scholarship fund.
- Work with each officer to help them meet their officer responsibilities and achieve their goals for organization members. There are 10 different officers that I meet with on a regular basis. In addition to meeting with officers individually, I attend the organization's meetings every other Wednesday night.
- Geared organization towards service projects. Members have volunteered time and raised funds for: Attitudes & Attire, Children's Medical Center of Dallas, The North Texas Food Bank, Reading for Success Literacy Program, and Denton County Friends of the Family.
- With input from student officers and members created the Jamie Regen New York Study Tour Award. Guide the student officers through the process of updating the application each year, promoting the scholarship, developing the evaluation sheets, reviewing the applications, and making the award.
- Grew membership over the years and reached a member high of 141 in Fall 2013.
- Developed a budget for organization that has allowed us to grow our savings account from under \$200 in 2007 to a current balance of over \$21,000 (to be placed in an account to endow our own scholarship).
- Mentored organization's Presidents and other student officers to earn Merchandising Inc. 'Recognized' student organization status.

Undergraduate Committee Member – Fall 2010 – Spring 2013

- Meet with the Undergraduate Committee to develop goals for the academic year.
- Organized an event that called for faculty to visit classrooms during pre-finals week to distribute candy to students and wish them well during final exams.
- Contributed to development of ideas for Undergraduate events to foster community among CMHT students, faculty, staff.
- Collaborated with contacts from Campbell's Distribution Center in Paris, Texas for canned good donations for the Yes We CAN event, benefiting the Denton Community Food Center.

Alumni Committee Member – Fall 2007 – Spring 2008

• Worked with other CMHT faculty to promote interaction among alumni and the College. The Alumni Committee fosters participation in various alumni websites such as LinkedIn and InCircle.

UNIVERSITY SERVICE:

UNT Faculty Leadership Fellow 2023 – Present

- Nominated by the CMHT Dean and Department of Merchandising and Digital Retailing Chair due to leadership potential.
- Selection was based on a record of scholarship, significant university service, and strong leadership potential.
- Will work on a year-long project to enhance student learning and experiences, as well as meet with senior-level administrators and receive executive coaching.

UNT Disney Club Faculty Advisor 2023 – Present

- Serve as Faculty Advisor and support the student organization's goal of uniting all students who love Disney.
- Represent the 'Keys' of the Walt Disney Company, especially Courtesy, Inclusion, and Show.
- Advise the group by adhering to the company values of optimism, inspiration, and community.

University of North Texas Scholarship Committee 2022 – 2023

- Along with the committee members, responsible for university-wide scholarships, policies, qualifications, and procedures.
- Serve on appeals committee when students submit university scholarship appeals.

Cross-Disciplinary Mentor Program 2017 – 2020

- Assigned with 2 other lecturers to serve as mentor for a group of new UNT lecturers.
- Attend mentor functions, mentor-mentee functions.

Grandparent's University Instructor – Summers 2009 – 2012

- Developed curriculum for a Merchandising major to teach to grandparents and their grandchild(ren). Focus of major was on textiles and included tie-dyeing shirts.
- Taught two 90-minute sessions in Merchandising, focusing on developing sessions that were both interesting and interactive for different generational groups.

One Busy Girl Program – Spring 2010

- Worked closely with the One Busy Girl program coordinator to develop a professional clothing fashion show for female engineering students.
- Oversaw the selection of clothing pieces for the fashion show at Kohl's department store, working with students, models, and Kohl's employees/managers.
- Developed PowerPoint presentation used during fashion show.

Emerald Eagle Scholar – Fall 2009 – Spring 2009

- Served as a mentor to two Emerald Eagle Scholars (EES).
- Initiated communication with the EES via email and phone.

Faculty Ambassador – Fall 2008

- Welcomed prospective students and their parent(s) to the UNT campus.
- Answered questions related to the university and major.

AWARD NOMINATIONS:

UNT Foundation Outstanding Lecturer Award – October 2023

Ulys & Vera Knight Faculty Mentor Award – January 2023

President's Council Teaching Award – November 2022

UNT Brand Ambassador Award – April 2021

J.H. Shelton Excellence in Teaching Award – 2019

'Fessor Graham Award presented by the Student Government Association (SGA) – 2018

UNT Foundation Outstanding Lecturer Award- 2017