

# Kristin Kelly Minetti

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## Education

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<b>Washington State University</b> Master's in Business Administration	Graduated: May 2015 GPA: 3.83	Pullman, WA
<b>California State University, Chico</b> B.S. in Business Administration, Option in Marketing	Graduated: May 2009 GPA: 3.17	Chico, CA
<b>La Universidad Rey Juan Carlos</b> USAC Study Abroad, Spanish Language Studies	May 2006 - July 2006 GPA: 4.0	Madrid, Spain

**Additional Accomplishments:** Accredited in Business Ethics, Certified in Localization, received Lt. Rawlins Merit Award/Scholarship, received Marketing Association Outstanding Member Award and four Certificates of Excellence in Marketing from the College of Business at CSU, Chico, Featured in article for WSU Dividend Magazine in 2016

## Work Experience

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<b>Lecturer, California State University, Chico</b>	August 2015 – Present	Chico, CA
<ul style="list-style-type: none"><li>▪ Instructor for 12+ units a semester with classes of 35 - 50 students in the Marketing and Management department</li><li>▪ Courses Taught: <b>MKTG 305:</b> Survey of Marketing, <b>MKTG 371:</b> Consumer Behavior, <b>MKTG 380:</b> Marketing Research, <b>MKTG 465:</b> E-Marketing, <b>MKTG 475:</b> Retailing, <b>MKTG 477:</b> International Marketing, <b>MKTG 478:</b> Services Marketing, <b>MGMT 305:</b> Human Resource Management</li><li>▪ Contributed to John Hopkins University Connect Efficacy Study in Fall of 2016</li><li>▪ Nominated four students who were selected for the 2016, 2017, 2018, 2019 &amp; 2020 Lt. Rawlins Merit Awards</li><li>▪ Consistently scores high on Student Evaluations. Notable aggregate scores include:<ul style="list-style-type: none"><li>• My overall knowledge of the subject matter has increased due to the instruction of this course: 4.82 out of 5</li><li>• The instructor presents the material in an understandable way: 4.9 out of 5</li><li>• The instructor communicates high expectations for student achievement: 4.82 out of 5</li></ul></li></ul>		

### *Contributions and services to the College and University:*

<i>Faculty Mentor, Go Virtual Summer Institute 1</i>	May 2020 – August 2020	
<ul style="list-style-type: none"><li>▪ Partnered with faculty and leadership from various departments to design and execute Go Virtual Institute</li><li>▪ Mentored 17 peers through the process of transition their courses from face-to-face to online</li></ul>		
<i>Adviser &amp; Professional Member, American Marketing Association</i>	December 2015 - Present	
<ul style="list-style-type: none"><li>▪ Advisor to over 50 students in the association; statuses with board on a weekly basis to help organization grow</li><li>▪ Assists organization with competition preparation, attends annual conference, plans WIB Summit annually</li><li>▪ AMA won "Student Organization of the Year" through SOLE for 2019-2020 Academic year</li><li>▪ Co-Founder of the Women in Business Summit; reaches around 150 students and community members a year</li></ul>		
<i>REACH Faculty Mentor</i>	August 2020 - Present	
<ul style="list-style-type: none"><li>▪ Faculty mentor to 11 first-generation freshman to assist with navigating the university environment</li><li>▪ Meets weekly, attends events, hosts lectures and build relationships to increase likelihood of student success</li></ul>		
<i>District Director, Delta Sigma Pi</i>	September 2014 – Present	
<ul style="list-style-type: none"><li>▪ Monitors Chapter activities and oversees progress with deadlines, national requirements and submissions</li><li>▪ Completed all requirements to be designated a Certified DeltaSig Leader</li><li>▪ Awarded "District Director of the Year" for the Sierra Nevada Region for 2017-2018</li></ul>		
<i>Adviser, Chico Snow Club</i>	August 2017 – Present	
<ul style="list-style-type: none"><li>▪ Advisor to over 25 students in the association; assists with planned and executing events</li></ul>		

- Sales Competition Coach, Seufferlein Sales Center* January 2016 - Present
- Mentors and coaches student finalists in preparation for local, regional and national sales competitions
  - Led CSU, Chico to place 1<sup>st</sup> in the 2016 and 2018 Western States Collegiate Sales Competition
- Facilitator for Assurance of Learning (AOL)* August 2018 – Present
- Responsible for facilitating all AACSB assessments for BADM, MBA and BSIS
  - Coordinates and executes ratings and reports on a semester basis
- Mentor, International Friendship Program* August 2018 – May 2020
- Selected to mentor and provide friendship to international students through the study abroad office
  - Currently working with one student from Japan and one from China
- Research Assistant for Assurance of Learning (AOL)* October 2015 – August 2018
- Evaluates and rates student responses in regards to College of Business Learning Goals
  - Compiles and analyzes data from various years and writes reports for the University Curriculum Council
- Professional Development Activities:**
- Quality Learning and Teaching (QLT) July 2020 - August 2020 Virtual
- Successfully completed Introduction to Teaching Online Using QLT training resulting in knowledge and skills to effectively develop blended and online courses
- American Marketing Association Collegiate Conference April 2017, 2018 & 2019 New Orleans, LA
- Participated in Adviser break-out sessions and paper sessions; discussed trends in marketing & implications for teaching and leading students
- Center for Excellence in Learning and Teaching Conference October 2015, 2016 & 2017 Chico, CA
- *Attended CELT Conference three years in a row.* The annual CELT conference brings together a community of scholars from different institutions and perspectives to discuss what makes learning possible and how to participate in it. Personally attended over 14 break-out sessions contributing to professional development
- Leadership & Excellence Academies for Delta Sigs (LEAD) November 2017 & March 2018 Sacramento & San Diego
- Attended multiple LEAD events to polish leadership and business skills
  - Participated in forums and break-out sessions on professional life, community involvement and development
- McGraw Hill Education – Transformative Teaching Event February 2016 & October 2017 Virtual
- *Attended the following sessions:* Inside the Minds of Students: Data Driven Teaching and Learning, How Today's Students are Different and Why It Matters, Teaching and Learning with Digital Tools
- Pearson's Academic Partner Summit February 2016 Amelia Island, FL
- **Personally selected to participate in a student panel to discuss online learning environments and strategies**
  - *Attended the following sessions:* Be Curious First and Critical Second, The Future of Higher Education
- Section Instructor, Washington State University** June 2017- Present Online
- Section Instructor for 35 - 70 online students during 5, 7 and 10-week intensive online MBA and EMBA courses
  - Courses Taught: **MKTG 577:** Promotional Management, **BA 501:** Foundations in Marketing, **MKTG 506:** Marketing Strategy, **BA 599:** Strategic Planning for Success
- Visiting Professor, University Study Abroad Consortium** July 2018 Verona, Italy
- Section Instructor for 4-week course with 17 US and 2 Italian students while they studied abroad
  - Courses Taught: **MKTG 400: International Retail Marketing**

**Manager/Co-Owner, Minetti Investments**

June 2010 – Present

Chico, CA

- **Assists in running family-business;** maintains relationships with loan officers, title companies and real estate agents to identify investment opportunities
- **Analyzes market trends to identify flip properties and has successfully flipped multiple properties**
- Scopes, purchases, remodels and rents out multiple student rental properties
- Assists clients with identifying market trends, analyzing their needs and matching properties with their needs
- Manages personal properties and properties of clients to ensure low vacancy rates and satisfied tenants
- Utilizes problem solving and customer service skills to interact with potential renters and buyers
- Experience with permitting and inspection processes, has created a network with various companies and individuals
- Builds relationships with private investors and researches various formats for attaining capital
- Utilizes multiple online websites and resources to identify opportunities and stay current
- Studies and executes design concepts when staging homes for sale; has successfully sold 100% of staged homes

**Executive District Manager, Arbonne International**

January 2015 – August 2020

Northern California

- **Personally responsible for training, developing and leading a team of 10 Independent Consultants**
- Supports 20 personal clients and ensures customer satisfaction, promoted two Consultants to District Managers
- **Executes direct sales techniques including warm and cold calls, one-on-one presentations and group events**
- Prospects, recruits and on-boards new consultants; ensures proper training and tools
- Attends regional and national trainings to develop leadership and sales skills
- Creates promotional materials, event themes, promotion ideas and overall brand messaging
- Involved in the customer purchasing process from pre-purchase, purchase and follow-up
- Attained all sales-incentives and reached first promotion at a 30% faster rate than the average District Manager

**Logistics Executive Team Leader, Target Corporation** March 2015 – July 2015

Chico, CA

- Personally selected for this complex position due to excellent performance and leadership ability
- Successfully leads a diverse team comprised of individuals from a large spectrum of backgrounds and cultures
- Responsible for hiring, developing and all aspects of talent management of the largest team in the entire store
- **Manages three team leaders and over 60 team members on the floor, presentation, pricing and backroom teams**
- Creates strategies to improve store performance; creates teams and innovates to improve store results
- Manages merchandise flow process and stock replenishment to drive sales in a \$40 million annual sales store
- Exceeding sales and operational goals; contributes to store showing 4% sales improvement over previous year
- Plans and executes complex “back to college,” Black Friday, and Thanksgiving plans

**Assets Protection Business Partner, Target Corporation** March 2013 – March 2015

California and Nevada

- Involved in sourcing, interviewing, hiring and performance management of over 60 individuals across 19 stores
- Direct Manager of 19 Executive Team Leaders and responsible for their training, budgets and performance.
- **Head instructor for two Target Business College Courses: Safe and Secure and Investigative Framework**
- Successfully leads diverse teams comprised of individuals from a large spectrum of backgrounds and cultures
- Conducts in-store visits to assess, advise, teach and evaluate current processes; holds meetings to discuss goals
- Assesses results and provides recommendations to corporate to improve operations
- **Responsible for safety and security of over 3500 team members across 19 stores that do \$665 Million in annual sales**
- Leads trainings and creates partnerships with law enforcement and regulatory agencies for company compliance
- Works with Executives to develop and promote them; champions the Assets Protection Internship program and promoted five Executives in 2013 and five in 2014.
- Executes high-level crisis management and conducts investigations ranging from workplace violence to theft
- Responsible for safety, security and driving profitability through reducing shortage for two Districts (19 stores)

**Leader on Duty**, February 2010 – March 2013, March 2015 - Present

- Acting leader on duty 30% of workweek; sole person in charge of retail store that does \$35 Million in sales
- Successfully led diverse teams comprised of individuals from a large spectrum of backgrounds and cultures
- **Instructor of “Flexible Communication Styles” diversity course for Team Leaders**
- **Assisted with planning and presentations at new team member Orientations**
- Gained understanding of payroll, sales, operations and long-term implications of business decisions
- Responsible for driving legal compliance in stores and leading Regulatory visits
- Delegated tasks to teams; ensured completion of processes and handled obstacles by strategic decision making
- Entrusted to secure building on a daily basis; handled crisis situations from fires to high level guest complaints

**Logistics/Sales Floor**, November 2012 – March 2013

- Led the trailer unload and merchandise flow process; Oversaw entire sales floor, including transition planning, staffing, and daily routines to drive sales
- **Directly managed two team leads and 40 team members; responsible for sourcing, developing and performance management**
- Exceeded sales and operational goals; successfully executed the most challenging Executive roles with minimal training
- **Contributed to store ranking 1<sup>st</sup> out of 52 stores for sales with a 17% sales increase over prior year**

**Remodel**, December 2011 – November 2012

- Responsible for hiring, planning, staffing, training and communication for two complex remodels to bring produce into stores; Recognized as “Top Contributor” by two Store Team Leaders
- **Managed two team leads and 60 team members; responsible for hiring, developing and performance management**
- Worked with local and federal agencies to ensure stores were compliant and meeting legal requirements
- Strategized and made quick decisions when plans were altered; ensured team and guests could experience business as usual
- Closely managed execution of profiling and creating stockrooms and setting and auditing planograms

**Assets Protection**, September 2010 – December 2011

- **Saved the company over \$120,000 and attained best Inventory score in over 300 Target Stores**
- **District Trainer and taught multiple classes for peers; trained three Executive Team Leaders**
- In charge of protecting people, profit and reputation of a \$35 Million Target store
- Led Safety Focus Program, including monthly meetings, observation cards & delegating safety action items
- Responsible for safety and security of over 150 team members; designed and executed crowd control plans
- Utilized technological knowledge to run, maintain, and utilize camera and computer systems

**Guest Experience**, February 2010 - September 2010

- **Directly managed and was responsible for creating weekly schedule for over 65 team members**
- Monitored and met sales goals; directly managed guest service on the sales floor to drive sales
- Ensured proper training for all guest service team members; delivered corrective actions
- Drove Guest Service department to all positive scores, resulting in being promoted to second management position three times faster than a typical Target manager

**Account Coordinator, Engelbrecht Advertising**

April 2009 - February 2010

Chico, CA

- **Assisted with creating and implementing marketing initiatives for multiple clients**
- Trained in media buying and account coordination
- Managed job database, assisted with billing, hosted client meetings, and scouted and introduced new clients
- Demonstrated effective administration, organization and communication skills
- Gained communication and conflict resolution skills by working with clients and media representatives

**Campus Rep for Dell Corporation, RepNation LLC**

March 2008 - January 2009

Chico, CA

- Responsible for increasing campus awareness of Dell products, discounts, and events while building relationships with community and campus members; responsible for representing the brand
- Received “Rookie Award,” an award given to only one new-hire Rep in all of the western region

**Intern & Campus Liaison, Target Corporation**

January 2006 - May 2007

Chico, CA

- Designed and implemented recruitment events, set own schedule, and raised awareness of Target opportunities
- Developed relationships with candidates, organizations, professors, administration, and community members
- Acquired fundamental leadership skills from various trainings and practice; developed understanding of retail
- Practiced merchandising, guest service, and inventory management

**Advisory Intern, KPMG LLP**

June 2007 - August 2007

Seattle, WA

- Gained accounting experience; assisted Finance Engagement for Microsoft and SOX Engagement for T-Mobile
- Analyzed businesses and created strategies and programs to ensure company is compliant with regulations
- Developed understanding of Tax, Audit and Advisory services for companies

## **Activities**

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**Delta Sigma Pi Business Fraternity:**

January 2007 - Present

Chico, CA

- Attended weekly meetings and events to develop professional and social skills
- Assisted in making decisions within the fraternity around finances, initiatives, and activities
- Held multiple leadership positions including Vice President of Professional Activities and President
- Held District Director volunteer role since 2014
- Founder and President of the Chico Alumni Chapter since 2019

***Achievements as President in 2008:***

- Led weekly meetings, planned and ran recruitment events, and managed an organization with over 40 members
- **Increased attendance rate by 50%** and created sponsorship packages to increase revenue
- Received “Brother of the Semester” Award for accomplishments as President

**American Marketing Association:**

September 2006 – May 2009

Chico, CA

- Attended weekly meetings to develop business marketing skills
- Planned and implemented professional and fundraising events
- Elected as President and led the organization for an academic year

***Achievements as President in 2007:***

- Increased membership by over 30% and managed the Board of Directors and over 60 members
- Placed 6<sup>th</sup>, **the highest CSUC AMA has placed**, and recognized as a “Distinguished Chapter” at national competition; managed a diverse organization in an academic setting