

EMMANUEL FINNIH

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EDUCATION

PhD	UNIVERSITY OF SOUTH ALABAMA, May 2022, Marketing
MBA	UNIVERSITY OF HOUSTON, May 2015, Global Leadership
BA	TEXAS A&M UNIVERSITY, May 2005, English
AA	TYLER JUNIOR COLLEGE, May 2003, Journalism

TEACHING INTERESTS

1. Digital Marketing
2. Ecommerce
3. Entrepreneurial Marketing
4. Branding and Advertising
5. Business Communications
6. Global Leadership

PROFESSIONAL EXPERIENCE

FA18 to Present

TEXAS SOUTHERN UNIVERSITY
Adjunct Professor - MIS 677

Activities Included: Taught students the business, technical, social, and legal aspect of Electronic Commerce and conducting business online

Key Accomplishments

Released my new coursebook "Ecommerce Made Simple"
I also designed the curriculum for MIS 677. Key accomplishments were teaching students how to design an Ecommerce website, mobile application, a blog, and marketing strategies on attracting people to their online store.

FA16 to Present

TEXAS SOUTHERN UNIVERSITY
Adjunct Professor - BADM 230

Activities Included: Taught Advanced Communication Skills (BADM 230). Taught students the common genres of writing; how to speak before an audience; and to develop an understanding of different organizational cultures and business practices.

Key Accomplishments

Authored "The Complete Guide to Business Communications" used to teach the course; also developed the course curriculum; implemented live debating in the curriculum. Student's debate live

in front of a camera (about issues affecting our community and controversial topics in America); all debates are published on our YouTube Channel: *BADM 230 DEBATES*

FA15 to Present

TEXAS SOUTHERN UNIVERSITY
Adjunct Professor – MKTG 431

Activities Included:

Taught student the core concepts and how to develop an integrated digital Marketing Strategy, from formulation to implementation.

Key Accomplishments

Authored “The Complete Guide to Digital Marketing” used to teach the course; Developed the course curriculum; Taught students how to develop a mobile app; website, blog, and to launch live marketing campaigns; The Complete Guide to Digital Marketing has sold over 1500 copies worldwide; Authored a scholarly literature entitled “New Technology Supporting Teaching and Learning,” which was presented at JHJ **Southwestern Business Administration Teaching Conference**

FA15 to Present

TIMELINE COMPANY
Chief Editor

Activities Include

Had the final say and approval on publications we wrote for our clients (Business plans, grants, contracts, proposals, magazine publications etc.) I also represented the organization in attending business meetings and media interest.

Key Accomplishments

Wrote and published Monthly magazines for Lakewood Church entitled “Lakewood monthly”
Wrote and published two editions of The Dominion Magazine for Dominion International Church
Published articles in The Houston Chronicle
Published articles in The River Oak Magazine
Published articles in Katy Magazine
Published articles in Inside Bauer
Wrote over 100 business plans
Wrote a research grant that was awarded 250 million

2010-2015

TIMELINE COMPANY
Marketing Director

Activities Include

Guiding the day to day activities of the marketing team.
Implemented a marketing strategy - including campaigns, events, digital marketing, and PR. Led Marketing team every quarter to contract with over 1000 businesses, organizations and individuals

Key Accomplishments

Taught marketing workshops at The University of Houston Small Business Development Center; developed a marketing strategy that brought half a million in annual revenue.

2009 to present

HOUSTON CHRONICLE Contributing Editor

Activities Included:

Contributed articles to The Houston Chronicle Sunday Edition

Key Accomplishments

Contributed new articles in sports, entertainment, politics, technology, lifestyle, culture, healthy living, and comedy

TEACHING PUBLICATIONS

- 2019 "Ecommerce Made Simple – A Guide to Ecommerce Best Practices," Digital Course Book, Edited by E. Finnih, Apple iBook and Kindle for PC
- 2017 The Complete Guide to Business Communications, Digital Course book, Edited by E. Finnih, Apple iBook and Kindle for PC
- 2016 The Complete Guide to Digital Marketing, Digital Course Book, Edited by E. Finnih, Apple iBook and Kindle for PC
- 2016 "New Technology Supporting Teaching and Learning," E. Finnih, Southwestern Business Administration Teaching Journal (SBAJ)

PRESENTATIONS

"New Technology Supporting Teaching and Learning," E. Finnih, Texas Southern University, presented at The Southwestern Business Administration Teaching Conference, Jesse H Jones School of Business, Houston, Texas, Nov. 21, 2016.

"The Impact of Advertisements on Consumer Preference and Behavior," E. Finnih, Oklahoma State University at The PH.D. in Business for Executives Research Workshop, Stillwater, Oklahoma, Oct. 12, 2018

WORK-IN-PROGRESS

Authoring "New Technology Supporting Teaching and Learning," set to be released In 2019

Dissertation topic in progress: "Impact of Digital Marketing on Customers Perspective towards Brands"