

Curriculum Vitae of Yla Eason

SUMMARY

Award winning marketing professional internationally recognized as pioneering the market niche of multicultural toys. Proven success in leveraging educational theories and methodologies to design, develop, and deliver successful curriculum and learning programs. Marketing strategist with a track record for generating revenue and successfully developing new products. Experience in developing content, and integrating digital technology in teaching ecommerce, social media, advertising and interactive marketing. Trained in public speaking, speech writing, mentoring and e-learning methods.

EXPERIENCE

July 2019 – Present **Assistant Professor of Professional Practice**
Rutgers, The State University of New Jersey, Business School, Newark, NJ

January 2017 – June 2019 **Instructor of Professional Practice**

January 2014 – December 2016 **Lecturer (Part-Time)** Rutgers

- Teach Business Communications, Consumer Behavior, Brand Management, Marketing Strategy, Advertising and Promotion and Consumer Behavior in the Undergraduate and Masters of Business Administration degree program.

August 2012 – December 2016 **Lecturer (Adjunct)**

City University of New York, School of Professional Studies (SPS), New York, NY

- Taught fully online Electronic Commerce course, member of Marketing Curriculum Committee and the SPS Governing Council

January 2016 – June 2016 **Lecturer (Adjunct)** Essex County College, Newark, NY

- Taught Remedial English

April 2014 – Dec. 2015 **Acting Director of Marketing, Communications and Recruiting**

- Wrote speeches for the President, developed advertising campaign that doubled applications.

July 2011 – June 2013 **Director of Learning and Development**

R/GA Media, Inc. A digital agency; New York, NY

- Directed R/GA University delivering more than 78 global learning events discussing trends, ideas and processes that affect the fast changing digital, social and mobile marketing landscape. Wrote curriculum and conduct and source instructors for management and leadership classes for executives.

Feb. 2011 – Sept. 2013 **Director of Learning and Development**

Center for Excellence in Advertising (CEA) at Howard University of Washington, D.C. in their New York City based program

- Developed and taught a 12-module advertising curriculum for CEA's Lateral Mover Program which was designed with the 4As to prepare qualified diversity candidates for hiring opportunities in advertising.

Oct. 2010 – Feb. 2011 **Coordinator**, Entrepreneurship Training Program; Medgar Evers College
School of Business and Adult Education; Brooklyn, NY

- Taught entrepreneurship course and developed website for hybrid entrepreneurship program to improve financial and marketing skills for potential and existing small business owners.

Sept. 2007 – Sept. 2010 **Adjunct Lecturer**, Medgar Evers College (CUNY), School of Business

- Developed Bachelor of Science Marketing Communications curriculum.
- Conducted Web site analysis, with 11 students, for the Thurgood Marshall College Fund.
- Wrote case study for the National Black Writers' 2010 Conference with students from the Marketing Management course, which is now used for the College's Center for Black Literature.
- Created a hybrid online Marketing course.
- Developed the Medgar Evers/Omnicom Internship Program resulting in 17 internships.
- Invited to attend Omnicom University's Senior Management Graduate Program at Babson College.
- Coached School of Business marketing students to win first place at the University of Pennsylvania, Wharton School of Business Case Study Competition.

2007 – 2008 **Regional Vice President**, Business Development, Prime Visibility; Melville, NY

- Managed client digital campaigns utilizing Search Engine Optimization (SEO), keywords, copywriting, programming, database design, affiliate marketing, E-commerce, and social media and sold SEO services.

2004 – 2007 **Executive Vice President**, Avocet Travel, New York, NY

- Analyzed and improved Web site user experience.
- Implemented E-commerce functionality with secure site servers and "opt-in" e-mail campaign.

2002 – 2003 **Vice President**, Business Development; Diversity, Inc., New Brunswick, NJ

- Initiated keyword online advertising strategies.
- Increased subscriptions to online news service by more than 100% with three accounts.

2000 – 2002 **Marketing Director**, Hunter Miller Group, New York, NY

- Led market research project evaluating product segmentation strategies for Allstate and Royal Caribbean Cruise Lines.

1985 – 1998 **Founder/President**, Olmec Toy Company; New York, NY

- Grew start-up revenue to \$5 million in sales.
- Persuaded Walmart, K-mart, Target, and Toys "R" Us stores to carry new diversity products thereby pioneering an entire multicultural retail category.

PUBLICATIONS, PRESENTATIONS & CURRICULUM DEVELOPMENT

- Selected to be a mentor for an AI training program partnership with Code Academy and the Black and Brilliance Alliance (a non-profit organization with a mission to get more People Of Color (POC) hired at Marketing and Advertising agencies. Participation began March 1, 2021.
<https://www.linkedin.com/company/theblackandbrilliantadvocacynetwork/posts/>
- Speaker at the Black History Month at my undergraduate alma mater, Fitchburg State University, on February 11, 2021. The topic: 'Black Images Matter.' <https://fitchburgpoint.com/12663/news/fitchburg-state-alumnus-stresses-the-importance-of-positive-black-images/>
- Speaker at the Women's History Month at Christina Seix Academy (a day and boarding school in Trenton whose goal is to educate and encourage children from single parent homes and economically marginalized communities) .www.christinaseixacademy.org I spoke to third grade students about entrepreneurship and studying marketing at Rutgers on a Zoom call on February 9, 2021.
- Wrote an article for Black History Month by invitation from RBS Communication. My article which appeared on the Rutgers University wide website on February 9, 2021, featured research conducted by Jerome Williams about AI bias in banking: <https://www.business.rutgers.edu/news/its-time-banks-treat-black-owned-businesses-fairly>
- [Wrote blog for LinkedIn "It's Time For Banks To Treat Black-Owned Businesses Fairly" on February 10.,2021](#)
- Spoke during an interview by MSNBC's Trymaine Lee for 'Into America' for a segment titled: 'Black Toys R Us' on December 4, 2020:

<https://podcasts.apple.com/us/podcast/intoamerica/id1499906821#episodeGuid=gid%3A%2F%2Fart19-episode-locator%2FV0%2FTwrW3IDD0RTsbfAdcNJWo3RYb6Jay-wjtPsR0tK5Ejs>

- Organized and obtained as a speaker New York Attorney General, Letitia James, for the 115th anniversary of the Vernon A.M.E. church, the last building standing from the 1921 Race Massacre in Tulsa, Oklahoma. She was the keynote speaker, via Zoom, at the fundraising event on October 17, 2020.
- Featured in the Rutgers RU-N Reports Weekly Newsletter, September 29, 2020, in the In The News section because I receiving the Alice H. Parker Women Leaders in Innovation award.
- Asked to join the Black and Brilliant Digital Media Leadership Group on July 17, 2020. This new organization of about 2,000 mostly People of Color (POC) media and advertising executives and allies seeks to increase diversity in the media, marketing, and advertising industries.
- Planned and helped organize a fundraiser for a cancer research non-profit organization <https://oralee.org/drgreen/> A group of New Jersey Black women lawyers (*When Black Women Gather*) sought me as a pro bono marketer for their “Ten In A Million Women event.” I suggested the theme: June 21st Juneteenth Celebration and that it be conducted as a web-a-thon and I paid for a team to develop the website and promote the event. The four hour web-a-thon raised \$10k for the cancer research organization.
- Moderated a panel at Reckitt Benckiser in February 2018 to discuss the Super Bowl ad strategy for their musinex product which they videotaped to use as a recruiting tool for students. The panel included a representative from NBC Sports (who will be a participant of our Sales Summit), Google (who I invited to speak to our MBA students), Twitter and McCann advertising agency.
- Wrote Search Engine Marketing (SEM) course for the Masters of Science in Digital Marketing online program in June 8, 2019.
- Wrote “Office Street Smarts” curriculum for a micro-credential for the non-profit Sustainable Progress and Equality Collective. This free asynchronous course taught students whose parents may not have had corporate careers the “soft” skills needed to be successful in a corporate culture on March 2, 2020: <https://www.specollective.org/>
- Wrote “Marketing for Non-Profit Organizations” course for the Rutgers’s Honors Living Learning College (HLLC) accepted as a part of the curriculum for Spring, 2018. It was revised as a part of the Marketing Department’s course offering and renamed “Marketing and Society” in the Fall 2019 semester.
- Eason, Y., Leadership Workshop, “How Do You Show Up? Leading By Being Present”; Society for Marketing Professional Services; New York, NY; August 17, 2017
- Eason, Y., “Using Google Tools for Group Projects”; Hispanic Educational Technology Services Conference; Commonwealth of Puerto Rico; January 2010
- Eason, Y., “Teaching Collaborative Experiential Learning and Community Service Using Google Tools”; CUNY Information Technology Conference, John Jay College; December 2009

UNIVERSITY SERVICE

- Speaker at RBS Jerome O. Williams Marketing Seminar: Case Study: Mattel’s He-Man partners with Olmec Toy’s Sun-Man, on October 22,2021.
- Participated in discussion with the People of Color MBA strategic session on March 2, 2021.
- Moderator for RBS Women’s History Month. Worked with seven (7) different presidents of RBS student groups : BHMBAA, RAMS, RWIB, RFC, RBS, SCSJ, and PMC - to help them organize the event and source panelists including six female executives from different companies such as EY, Clarins, and Amazon. The Zoom event’s theme was “Strategies for Aspiring Women Leaders” and was held during Women’s History Month on March 26, 2021.
- Co-planned and organized, beginning in June 2020, with Jerome Williams the Digital Diversity event. We were planning it for RBS Marketing Department event and were solicited by SUNY to be a part of their Diversity Forum. With his unfortunate and untimely passing, the event is now a tribute to his research in Artificial Intelligence (AI) bias. <https://thebuffaloproject.wixsite.com/tbpinternship/post/7th-annual-diversity-forum-april-12-12-1pm-est-digital-discrimination>
- Member of the Inaugural Planning Committee to launch the RBS Center for Women in Business

- Advised MBA Admissions Committee September 16, 2020
- Participated in the Teaching with Technology Workshop on October 23, 2020
- Attended Prime Sustainable Conference on October 26, 2020. Was a member of the Steering Committee.
- Speaker at the Rutgers 2020 PREP cohort of Juniors in local high schools. Gave them a presentation about careers in Marketing and the opportunities available to them and the courses they would take at Rutgers to become a marketer. Wore a Rutgers sweater. This Zoom session occurred on Saturday, May 2, 2020.
- Served as a judge for the Honors Living Learning Community (HLLC) Voice, Citizenship, and Community Engagement Symposium on May 1, 2020. The winning team – RU Creative – a group of five students proposed painting a mural on the wall of a building on the Newark campus. Subsequently, I met with the students weekly throughout the summer, fall, and spring semesters. I brought in a former MBA student and RBS alumni, Vanessa Martinez Munoz, as a consultant. (*She who worked for the organization that planned the mural painting on the wall on McCarter Highway*). This initiative will be realized by the fall semester of 2021 after a community solicitation of an artist and will be painted for all the community and RU to enjoy.
- Conducted digital marketing workshops to help more than 30 local small businesses take their businesses online to survive Covid. I wrote the Digital Marketing curriculum for four three-hour classes which I taught virtually from May 21, 2020 to June 4, 2020. This was sponsored by the Center for Urban Entrepreneurship & Economic Development (CUEED).
- Developed and got CUEED to fund a pilot program to train 10 RBS marketing students to learn digital marketing and go work for 10 of the small CUEED businesses. Students were paid \$12/hour to take a Digital Marketing workshop for 12 hours. Then they were assigned to a company as Digital Marketing Interns and met with me one hour each week to discuss their deliverable for the companies which included, website search engine marketing coding analysis, email marketing, social media marketing, and creating a landing page and writing paid ad search campaign. and were paid \$15/hour to work remotely for four weeks. This was a five-week program ran from December 1, 2020 through February 15, 2021.
- Spoke the Rutgers Global - Professional Development and Training program, in August 2018 to be a lecturer for a group of 10 Chinese high school student to talk about the basic composition and organization of a business. Invited by Shuman Wen.

HONORS AND AWARDS

- Honored by the New Jersey Chamber of Commerce with the 2020 Alice H. Parker Women Leaders in Innovation award on November 10, 2020. The award recognizes women who have contributed significantly to the state's rich legacy of innovation." I was given it for creating the first multicultural toy company, Olmec Toys. <https://njchamber.com/events/wia>
- Excellence in Education Award from the African American Chamber of Commerce of New Jersey, February 2020
- "Recognition of Outstanding Support" from Dean Lei for advising "our students in the National Black MBA Association (NBMBA) Graduate Case Competition, September 2019.
- "Outstanding Achievement" award from the New Jersey Chapter of the National Black MBA Association, Inc. for helping coach a MBA Rutgers team to second place against 34 other colleges and Universities in the NBMBA Graduate Business Case Competition, December 2018.
- Accepted into the Quality Online Course Initiative (QOCI) Summer 2017 Cohort to develop an online Business Communication course for the RBS MBA program.

- Awarded \$32,000 grant to lead 16 students in developing a marketing communications strategy for the Harlem Dowling West Side Center for Children and Family Services. 2009
- Won faculty-wide competition to attend CUNY Teaching with Technology Faculty Development Summer Institute to create online marketing courses. 2009
- The Business Enterprise Trust Award, 1998; awarded by President Bill Clinton, who said: "Eason's success has helped change the entire toy industry...and have helped promote positive images of beauty and self-worth for countless minority children."

CONSULTING

- Advising Mattel Inc. in their multicultural marketing efforts beginning June 12, 2020. Wrote "Marketing Black Toys" report for them outlining the strategy to introduce Black characters into the boys toy line. Signed agreement for Mattel to reintroduce toy I created in 1985 into their Masters of the Universe action figure line on September 22, 2021.
- Arranged licensing agreements for Olmec Toys and created the YlaSun, Inc. business to license intellectual property of Olmec to various production agencies including Hello Sunshine (owned by Reese Witherspoon) for bio pic on March 19, 2020 and negotiated agreement for a live action Sun-Man licensing project to Amazon on March 8, 2019.

DEVELOPMENTAL ACTIVITIES AND CERTIFICATIONS

- Attended the Student Fall Digital Marketing Summit, for courses focusing on Search Engine Optimization (SEO) in November 6, 2020
- Fundamentals of Designing and Teaching Online Courses, from Rutgers Division of Continuing Studies, July 2018
- Attended Shop.org conference, an online retail show in Las Vegas Sept 12-14, 2018 as part of our National Retail Federation university membership. Used it as an opportunity to find out the trends in e-commerce, make contacts with prospective speakers and employers and to find out what trends need to be a part of our MS in Digital Marketing e-commerce online course.
- Certificate in Effective College Instruction, from The Association of College and University Educators (ACUE) and The American Council on Education, July 27, 2017
- Adobe Captivate 7 Certificate
- CUNY Essential Instructional Design for Faculty Certificate
- Lego® Serious Play® Workshop Facilitator
- Global Novations Leadership 2020 Diversity Trainer^[SEP]

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

- Association for Business Communication (ABC)
- American Marketing Association
- American Society for Training and Development
- Society for Human Resource Management

EDUCATION

Honorary Doctor of Laws, LLD, Bloomfield College, Bloomfield, New Jersey
May 26, 1994

Master in Business Administration, MBA, Harvard University, Boston, Massachusetts
June 16, 1977

Bachelor of Arts, BA, English; Fitchburg State University; Fitchburg, Massachusetts
June 13, 1971