

# Michael Flores

---

Lecturer I

[Michael.c.flores01@utrgv.edu](mailto:Michael.c.flores01@utrgv.edu)

956-207-9972

**Robert C. Vackar College of Business and Entrepreneurship, Marketing Department**  
**University of Texas Rio Grande Valley**  
ECOB 211K, 1201 W. University Drive  
Edinburg, TX 78539

---

## EDUCATION

M.S. **Texas Tech University**, May 2023. Marketing Research and Analytics

M.S. **University of Texas Rio Grande Valley**, 2021. Business Analytics

M.B.A. **University of Texas Pan American**, 2015. Business Administration

B.A. **University of Texas Pan American**, 2008. Political Science

A.A.S. **Cochise College**, 2006. Intelligence Operations

## PROFESSIONAL EXPERIENCE

August 2020-Present **ROBERT C. VACKAR COLLEGE OF BUSINESS AND ENTREPRENEURSHIP - MARKETING DEPARTMENT and HOSPITALITY AND TOURISM DEPARTMENT**

**UNIVERSITY OF TEXAS RIO GRANDE VALLEY, EDINBURG, TX**

Lecturer I: Courses taught include Personal Branding and Communication, Fundamentals of Marketing, Event Marketing, Professional Sales and Sales Management, Social Media and eMarketing, Advanced Digital Marketing, International Tourism, and Destination Marketing. Responsible for the 2023 Germany Study Abroad Sustainable Business Minimester Program and the 2024 Switzerland Study Abroad Destination Marketing Minimester Program. Serve as library liaison and assisting with the departmental internship program.

January 2022-June 2022 **SCHOOL OF BUSINESS AND LEADERSHIP - MARKETING DEPARTMENT**

**OUR LADY OF THE LAKE UNIVERSITY, SAN ANTONIO, TX**

Adjunct Lecturer: Marketing Research Project. Responsible for teaching courses and assisting with the student-community marketing research project capstone.

January 2015-May 2020 **CITY OF SOUTH PADRE ISLAND, TX – CONVENTION AND VISITORS BUREAU**

Director of Marketing Research and Analytics: Interim CEO from November 2018-May 2019. Responsible for all marketing contracts, copy, content, advertising, analytics, and public information reports.

January 2005-March 2013 **UNITED STATES ARMY – COUNTERINTELLIGENCE AND CHEMICAL WEAPONS**

Officer: Executive officer, Aide-de-Camp, Platoon Leader, and other company-grade officer roles. Deployed to Kabul, Afghanistan from 2011 to 2012. Bronze Star recipient, honorable discharge in 2013.

### PROFESSIONAL AFFILIATIONS

**American Marketing Association.** Faculty Co-Chair of the UTRGV AMA Student Chapter.

**Travel and Tourism Research Association.** Active member.

### COMMITTEE WORK, FACULTY ADVISOR, and CONFERENCES

2024 **UTRGV Study Abroad Switzerland Program**, Faculty Advisor. Lausanne, Switzerland.

2023 **UTRGV Study Abroad Germany Program**, Faculty Advisor. Luneburg, Germany.

2022-2023 **UTRGV Vackar Student Scholar Research Program**. Mentor and faculty advisor for undergraduate student researcher.

2021-2023 **UTRGV School of Medicine (Pediatrics Department), Healthy Families**, Steering Committee Member. Marketing Chair.

2023 **Young Hotelier's Summit**. Faculty Advisor for student Pitch Competition. Lausanne, Switzerland.

2023 **American Marketing Association, International Collegiate Conference**. Faculty Judge for Undergraduate Research Competition and Marketing Strategy Competition.

2022 **Texas Travel Alliance, Annual Conference**. Faculty panel presenter on Diversity, Equity, and Inclusion for the student-led marketing campaign. Galveston, TX.

2021-2023 **America's Lodging Investment Summit, Annual Conference**. Faculty advisor for student ambassadors. Los Angeles, CA.

## SERVICE PROJECTS

2022 **Weslaco EDC and UTRGV Marketing Department, Social Media Workshop**, Weslaco, TX. Workshop Presenter.

2021-2023 **UTRGV RCVCOBE, Academic Resource Center Workshop Series**, Branding, Self-Worth, and Value, Edinburg, TX. Workshop Presenter.

2021-2022 **Mission Economic Resiliency, Innovation, and Training (MERIT) Project**, Mission, TX. Marketing Coach.

2021-2022 **UTRGV School of Medicine – Healthy Mujeres Marketing Campaign**. Marketing Account Manager.

2021-2022 **UTRGV School of Medicine – Centering Families Marketing Campaign**. Account Manager.

2021-2022 **UTRGV School of Medicine – John Austin Peña Clinic Mental Health Awareness Campaign**. Marketing Account Manager.

2020- 2022 **UTRGV School of Medicine – Congenital Syphilis Awareness Campaign**. Marketing Account Manager.

2020 to Present **UTRGV Continuing Education Department**. Course Instructor for Guest Service Tourism Gold/Hospitality Certification.

## TEACHING EXPERIENCE – University of Texas Rio Grande Valley, Edinburg

### Student Comments

2022

“Honestly just want to say thank you for actually making class fun and enticing. It honestly was the best experience with a class I've had and one of the little times a professor has actually made a change in my perspective and effort. Mr. Flores is a prime example of what/how a professor should be doing here at the university for their students. I can tell Mr. Flores really cared about us and our education. Mr. Flores's attitude and spirit really makes a difference in the class.” -Social Media and eMarketing

2021

“The professor was well prepared for this class. The material was very engaging and useful for my professional career. I feel like my Personal Brand was actually improved by this class. I feel like I learned more from this class. Having guest speakers gave me something to look forward to every week. The reason this class works is because it has a lot of variety. I feel like there is always something different to do which makes the material interesting for the student.” -Personal Branding and Communication

2020

“Excellent professor, I am super honored that he was my marketing professor. I had the opportunity to do an extra project for the Brownsville Police Department along with him and other classmates and everything that he was teaching had something to do with real-life problems. He gave good feedback on our assignments and the assignments were perfect, the assignments were about the material we covered in the lectures. The best marketing professor! He made me like marketing even more.” -Principles of Marketing

### **Summer 2023**

- MARK 4370 –Business Sustainability, Study Abroad Program, Leuphana University, Lüneburg, Germany 5.00 rating
- MARK 3320 - Personal Branding and Communication
- MARK 6300 – Social Media for Business

### **Spring 2023**

- MARK 4370 Advanced Digital Marketing (Topics in Marketing) 5.00 rating
- MARK 3300 Principles of Marketing 4.93 rating
- MARK 3300 Principles of Marketing 4.91 rating
- MARK 3300 Principles of Marketing 4.90 rating
- HOST 4370 Destination Marketing (online) 4.64 rating
- HOST 3320 International Travel and Tourism (online) 4.81 rating

### **Fall 2022**

- MARK 4370 Advanced Digital Marketing (Topics in Marketing) 4.94 rating
- MARK 3300 Principles of Marketing 4.94 rating
- MARK 3300 Principles of Marketing 4.87 rating
- MARK 3300 Principles of Marketing 4.94 rating

### **Summer 2022**

- MARK 3320 Personal Branding and Communications 4.89 rating
- MARK 4384 Professional Selling and Salesmanship 4.82 rating
- MARK 4360 Social Media and eMarketing 5.00 rating
- MARK 3392 Event Marketing 4.89 rating

### **Spring 2022**

- MARK 3320 Personal Branding and Communications 4.99 rating
- MARK 3320 Personal Branding and Communications 4.83 rating
- MARK 3300 Principles of Marketing 4.88 rating
- MARK 3300 Principles of Marketing 4.97 rating

### **Fall 2021**

- MARK 3320 Personal Branding and Communications 4.83 rating
- MARK 3320 Personal Branding and Communications 4.77 rating
- MARK 3300 Principles of Marketing 4.87 rating
- MARK 3300 Principles of Marketing 4.85 rating

### **Summer 2021**

- MARK 3320 Personal Branding and Communications (online) 4.90 rating
- MARK 4384 Professional Selling and Salesmanship (online) 5.00 rating
- MARK 4380 Internship Course (online) 5.00 rating
- MARK 3392 Events Marketing (online) 4.97 rating

### **Spring 2021**

- MARK 3320 Personal Branding and Communications (online) 4.97 rating
- MARK 3320 Personal Branding and Communications (online) 4.94 rating
- MARK 3320 Personal Branding and Communications (online) 4.73 rating

### **Fall 2020**

- MARK 3320 Personal Branding and Communications (online) 4.79 rating
- MARK 3300 Principles of Marketing (online) 4.83 rating
- MARK 3300 Principles of Marketing (online) 4.73 rating

## **TEACHING EXPERIENCE – Our Lady of the Lake University, San Antonio, TX**

### **Spring 2022 – 4.85 student rating**

- MKTG 4210 Marketing Research Project Capstone Course (online); 4.85 rating

## **PUBLICATION REVIEWS**

### **2023**

*Social Media: How to Engage, Share, and Connect*, Regina Luttrell; Rowman & Littlefield

*Tourism: Concepts and Practices*, John Walker and Christopher John Walker; Kendall Hunt