

Michael Flores

Lecturer I

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

EDUCATION

M.S. **Texas Tech University**, 2023 (anticipated). 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.

Graduate Certificate in User Experience/User Interface, **University of Texas Rio Grande Valley**, 2023 (anticipated).

Graduate Certificate in Healthcare Analytics, **University of Texas Rio Grande Valley**, 2023 (anticipated).

PROFESSIONAL EXPERIENCE

1/22-6/22 **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.

8/20-Present **ROBERT C. VACKAR COLLEGE OF BUSINESS AND
ENTREPRENEURSHIP - MARKETING DEPARTMENT
UNIVERSITY OF TEXAS RIO GRANDE VALLEY, EDINBURG, TX**

Lecturer: Personal Branding and Communication, Fundamentals of Marketing, Event Marketing, Professional Sales and Sales Management. Responsible for teaching courses and assisting with the student-community internship program.

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 UTRGV AMA Student Chapter.

MARKETING-RELATED SERVICE PROJECTS

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

2021-2022 **UTRGV RCVCBE, 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 (Pediatrics Department), Healthy Families,** Steering Committee Member. Marketing Chair.

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

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

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

2020- 2022 **UTRGV School of Medicine (Pediatrics Department) – Congenital Syphilis Awareness Campaign.** Account Manager.

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

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

Fall 2022

- Advanced Digital Marketing (Topics)
- Principles of Marketing
- Principles of Marketing
- Principles of Marketing

Summer 2022 – 4.91 avg. rating

- Personal Branding and Communications
- Professional Selling and Salesmanship
- Internship Course
- Social Media and eMarketing
- Events Marketing

Spring 2022 – 4.91 avg. rating

- Personal Branding and Communications
- Personal Branding and Communications
- Principles of Marketing
- Principles of Marketing

Fall 2021 – 4.83 avg. rating

- Personal Branding and Communications
- Personal Branding and Communications
- Principles of Marketing
- Principles of Marketing

Summer 2021 – 4.92 avg. rating

- Personal Branding and Communications
- Professional Selling and Salesmanship
- Internship Course
- Social Media and eMarketing
- Events Marketing

Spring 2021 – 4.86 avg. rating

- Personal Branding and Communications
- Principles of Marketing
- Principles of Marketing
- Principles of Marketing

Fall 2020 – 4.80 avg. rating

- Personal Branding and Communications
- Principles of Marketing
- Principles of Marketing
- Principles of Marketing

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

Spring 2022 – 4.85 avg. rating

- Marketing Research Project