

DONNA WERTALIK

PROFILE

As a seasoned marketing and advertising executive, I provide a focus on digital marketing along with expertise in consumer, pharmaceutical, direct mail, social media, gaming and user experience. My core skills are centric to strategic marketing and predictive data analysis, through analytic solutions and effective brand building. My core passion resides in the mentorship of my students and assisting in building impactful career paths.

From industry experiences and academia successes, to professional relationships and diverse team leadership, I bring a unique perspective to my seat at the table.

PROFESSIONAL EXPERIENCE

Professor of Practice, 2020 - Present

Associate Professor of Practice, 2008 - 2020
Virginia Tech

Founder & Specialist

Carpe Marketing
2020 - Present

Director of Marketing, Strategy & Analytics

Pamplin College of Business / Virginia Tech
2015 - Present

Founder & President

SPEAK Marketing, LLC (Consulting): 2010 - Present
SPEAK Advertising Group, LLP: 2004 - 2010

Vice President, Account Supervisor

Ogilvy Commonwealth
1999 - 2003

Account Supervisor


Pace, Inc.
1996 - 1999


Field Account Manager


Nestle Food Corporation
1992 - 1994

CONTACT

 wertalikd@vt.edu

 540-231-3096

 donnawertalik

 www.donnawertalik.com

PROFESSIONAL PREPARATION

Fairleigh Dickinson University

Marketing, BS
1993 / Rutherford, NJ

Southern New Hampshire University

Marketing, MS
2013 / Manchester, NH

AWARDS / HONORS / RECOGNITION

2021 VT Faculty Advisor of the Year (2011, 2015)

2020 Silver Addy

2019 Outstanding Student Organization of the Year

2018 Silver Telly Award

2017 Gold Telly Award, 2 Bronze Telly Awards

2016 Bronze Telly Award, GOLD MUSE Award

2013 Teaching Excellence-Pamplin College of Business
Pi Sigma Epsilon-Faculty Advisor of the Year

2012 Bloomberg Business Week, Favorite Professor

EXPERTISE & INTERESTS

Data Analytics | Social Media | Personal Branding |
Advertising & Positioning | Mentorship & Service |
Professional Placement | Digital strategy

PASSION PROJECTS

GBAC: Drove all research, analytics and marketing communications for the Global Business and Analytics Complex, a \$250 million dollar initiative and new home for the VT Pamplin College of Business. Successful outcomes of campaign and messaging led to a fully funded complex, with data and innovation as it's core drivers.

PRISM: An interdisciplinary ad agency, run by the next generation of creatives, strategists, analysts and marketing mavens. I built this organization from the ground up and have been advising the students in it since 2009. These student advertisers have a deep understanding of the ever-changing digital landscape and keep a close eye on the latest trends. The team is constantly looking for what's next, developing innovative, forward-thinking solutions for our clients. With a love for ideation and an insatiable appetite to learn from industry mentors PRISMites are constantly working to push boundaries and brands we build, to the next level.

PUBLICATIONS

Ballentine, C. (2018, August 31). The Hot College Gig: Online Brand Promoter. The New York Times. Retrieved from <https://www.nytimes.com/2018/08/31/technology/college-students-online-influencers.html>

"Strategic Social Media Plan for First & Main, an Outdoor Shopping Mall." In Tuten, T. and Solomon, M. (2018), Social Media Marketing, Third Edition. London, UK: Sage

"Strategic Social Media Planning for a University Business School." In Tuten, T. and Solomon, M. (2018), Social Media Marketing, Third Edition. London, UK: Sage.

Wertalik, Donna. "Social media and building a connected college." Cogent: Business & Management, vol. 4, no. 1, 27 Apr. 2017.

Donna Wertalik, (In collaboration with VT PRISM). "Pamplin College of Business Social Media Organization". Online Access: <https://itunes.apple.com/us/book/pamplin-college-of-business-social-media-organization/id930221825?mt=11>. Published October 2014.

Donna Wertalik. "The Marketing Experience". Pearson Learning Solutions. Published 2014.

Chris Ayers, Brian Collins, Kent Nakamoto, and Donna Wertalik. "What Senior Executives Want Salespeople to Know". Online Access: <https://www.scribd.com/doc/287553616/What-Senior-Executives-Want-Salespeople-to-Know>. Published 2009.

SERVICE

Professional

AMA / PSE / Advertising Federation

External

Marketing Committee Board Member for Promote Care Prevent Harm / Montgomery County Sheriff's Department / Personal Branding & Training / Board Member at The Weight Club - Marketing & Social Media

Department, College, or University Service

Marketing Website management, career advising and video content / VT MKTG & Coca-Cola Barracuda Bowl / Virginia Tech Branding RFP & Current Steering / Pamplin Women in Business Leadership Team / Marketing Department Lead & Advisory Board, 2016 / Apex CIE-Marketing Consulting / Committees (Creativity & Technology-Destination Area, VT Master Brand Committee, Unirel Search Committee, Awards Committee) / Board of Advisors, Undergraduate Research Virginia Tech / National Society of Collegiate Scholars

Service Promoting Diversity or Inclusion

Selected as Committee Member for Entrepreneurship & Innovation by Virginia Tech President Sands / Personal Branding and Marketing Training for DSA, Athletics and Career Services

Service to Students

Pi Sigma Epsilon / VP Educator / PRISM Founder & Advisor / American Marketing Association Advisor

GRANT ACTIVITIES

Altria Funding 2012 / \$5,000	First & Main / \$15,000
Altria Funding 2013 / \$10,000	Click & Pledge / \$25,000
Altria Funding 2014 / \$15,000	Altria / \$15,000
Altria Funding 2015 / \$15,000	First & Main / \$12,000
Altria Funding 2016 / \$15,000	