

# Denise Cordova

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## **EDUCATION**

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Master of Human Resources, Rollins College	Degree Conferred	GPA 3.6
B.S. Psychology (I/O Track), University of Central Florida	Degree Conferred	GPA 4.0
Executive Doctorate Coursework in Business Administration, Rollins College		GPA 4.0

**LANGUAGES:** Bi-lingual Native Proficiency in English and Spanish (spoken and written 100%)

## **PROFESSIONAL EXPERIENCE**

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**University of Texas at Dallas, Naveen Jindal School of Management** **August 2023 - Present**  
*Associate Professor of Practice, Business Communication*

The BCOM Program teaches required undergraduate courses in business communication, including topics like professional development and business communication. The program has a wide span of communication research interests, including pedagogy, workplace communication, professional communication, intercultural and cross-cultural communication, and diversity, equity, and inclusion connected to communication.

- Demonstrate a commitment to teaching excellence. Contribute assessment information and data as requested
- Prepare and teach undergraduate and/or graduate classes in Business Communication and Management.
- Mentor and/or advise undergraduate and/or graduate student. Establish an independent line of research.
- Continue to expand professional influence in the academic discipline through research and/or publication.
- Engage in service within the academic unit, the university, and the profession as appropriate based on teaching and research constraints.

**Virginia Tech, Pamplin College of Business, Dept. of Management**

*Assistant Professor of Practice, Career Coach* **December 2021 – August 2023**

- Lead Faculty coordinator for all Careers in Management and Management Internship courses; oversee curriculum development, planning and execution. Train undergraduate teaching assistants.
- **Teach 18-21 credit hours per academic year; courses taught:** *Principles of Management, Careers in Management, Management Internships for Credit, and Foundations of Business.*
- Serve as the exclusive Career Coach to 625+ undergraduate students in the following majors: *Entrepreneurship Innovation & Tech., Management Consulting & Analytics, Human Resources and General Mgt.*
- Dedicated faculty appointed to the continuous development of a strong company and recruiter network providing internship programs as well as full-time career opportunities that benefit the department's students.
- Contribute to the diversity, equity, inclusion, and belonging efforts of the Pamplin College of Business community via career support for international, minority and non-traditional student groups, student recruitment directed towards underrepresented populations.
- Provide diverse teaching and learning strategies that accommodate the learning styles of every student and that promote both acquisition and applications of knowledge and understanding.
- Supervise and execute all MGT Mentorship Programs via our Advisory Board and Recent Alumni Board.
- Support the diversification of our undergraduate student recruitment by targeting high schools in marginalized areas.
- Faculty Advisor for MGT Recent Alumni Board and Dean's Advisory Board of Students' International Projects.
- Chair of SRES (Student Retention Engagement & Success) Subcommittee on Engagement; managing all departmental student as well as external stakeholder engagement with the Department of Management.
- Identify, cultivate, and enhance relationships within the community that provide connection, engagement, and business development opportunities for VT's Dept. of Management.
- Co-Chaired Business Leadership Center Annual Review during my first semester at Virginia Tech in Spring '22.
- Manage all aspects of Professional Trainings, Externship Programs and Recruitment Events for Management students.
- Interact with industry professionals and remain active in the business community in ways that contribute to specific university assignments; examples include executive teaching, industry consulting, and serving in professional societies.
- Monitor and analyze departmental engagement strategies and tactics for best practice implementation.
- Coordinate career-related programming and student interactions for management students.
- Assist the department and faculty on student recruitment and attend all Open Houses/Family Weekends.
- Responsible for diversifying Management Student Leadership involvement with non-traditional and underrepresented student group participants; promote the management major and student organizations related to management.
- Secure and manage community event bookings and schedules for VT's Dept. of Management and continuously engage

appropriate stakeholder involvement and fulfillment (employer engagement events, corporate table presence at significant business/community events student recruitment at key high schools/community colleges, etc.)

### **University of Central Florida- College of Business, Dept. of Management**

**Lecturer (Adjunct-Faculty, Full Time Course Load)**

**December 2017- December 2021**

- **Courses taught:** *Teamwork/Group Dynamics, Applied Business Technologies, Strategic Management, Career Dev., Bus. Interviewing Techniques, Executing Your Career, Student Life Skills, Intro. to American University Life*
- Consistent history of high-quality teaching outcomes regarding course delivery, student learning, and student perception with written recognition by multiple Department Chairs. Ranked in the top percentile of teaching expertise at UCF's Department of Management and overall College of Business during 3.5 consecutive years.
- Taught broad range of transferable professional development, business communication, personal branding and cross-cultural communication skills with a heavy emphasis placed on oral presentation and professional writing.
- Selected Faculty Advisor for The Pegasus Group. The Pegasus Group immerses students in real world Investment Management & Strategy Consulting by participating in competitions while operating a student-managed fund and providing strategic consulting services to local businesses. Managed all employer engagement activities for the group.
- Utilized consistent, timely, formative, and summative assessment measures to enhance learning for all while complying with laws governing student disabilities in education.
- Use consistent, timely formative and summative assessment measures to enhance learning. Proven ability to design learning opportunities that acknowledge, draw upon and are enriched by student diversity in the learning environment (Inclusion and Diversity).
- Effectively communicate interpersonally (in group and one-on-one settings), orally, and in writing with 65+ students per class.

### **Rollins College- Center for Career & Life Planning**

**October 2018 – December 2021**

**Assistant Director of Employer Engagement & Adjunct Professor (Department of Business)**

- **Courses taught:** *Critical Thinking & Problem Solving in Business MGT 316, Advanced Topics in Professional Development: Executing Your Career CLP 295, Making Any Major Marketable CLP 102*
- Fully developed and implemented turn-key modality career development course for advanced professionals and non-traditional students named *Advanced Topics in Professional Development: Executing Your Career CLP 295*.
- Trained faculty and Career Center Team Members on how to effectively train students while teaching CLP 295 *Advanced Topics in Professional Development: Executing Your Career*. Led "train-the-trainer" sessions.
- Successfully revamped DEIB framework for Rollins Center for Career & Life planning by training employer partners on NACE's DEIB standards and gathering data on where diverse student populations wish to obtain employment; resulting in meeting the specific wants and needs of underrepresented student groups.
- Assigned to develop all employer engagement events for Rollins Black Student Union; resulting in employer partners becoming exceedingly engaged with this student organization.
- Conduct research and analysis of regional and global economic and recruiting trends affecting college graduate employment in various realms. Develop employer engagement events for our underrepresented student groups.
- Constructed, implemented, and managed a fully integrated collection of lifelong professional development programming, services, events, and resources to meet the needs of alumni and students at all stages of career management, including new graduates, experienced professionals, career transitions and underrepresented groups.
- Served as the Rollins College Center for Career & Life Planning representative for all requests to collaborate with local media channels; including Hispanic media representation requested on behalf of the college.
- Assigned as keynote speaker at top-tier external stakeholder/donor events (Family Weekend, Alumni Weekend, Parents Day etc.) Collaborate with community leaders to identify potential for mutually beneficial partnerships.
- Serve as the center's representative to employer steering committees on and off campus.
- Cooperate with campus partners, including Institutional Advancement, the Alumni Association, and various college administrators to build campus-wide relationships with employers.
- Collaborated, with campus partners to increase program effectiveness and ensure professional development resources are accessible to all students/alumni with a specific focus on DEIB employment initiatives and overall outcomes.
- Ensure compliance with all EEOC/AA, ADA, federal, state, and University guidelines on employment.
- Regularly gather and align to student/alumni and employer feedback related to campus recruiting program services and events. Report employer recruitment needs assessment with target goals specific to Rollins and develop actions plans.
- Leverage the capabilities of Rollins' Handshake, the career services (CRM) system, and the knowledge of the career counselors to research, analyze and define student employment needs and opportunity gaps.

**University of Central Florida- College of Business**

**January 2016- October 2018**

***Associate Director of International Programs, Career Coach & Teaching Faculty***

- Recognized for developing and executing The Global Advantage Program, the first successful short-term business study program that bridged the diversity gap represented in UCF CBA's International Programing providing a financially efficient and timely modality for nontraditional students from diverse socio-economic backgrounds to participate in business-relevant study abroad opportunities.
- Teaching Faculty for 1-2-week MBA style international residency programs. Lead Instructor for the assigned UCF Business Global Advantage Study Abroad Programs listed below:
- ***Coffee Industry in Costa Rica, May 2017*** – Course instruction covered international negotiation, cross-cultural communication, culture shock, Hofstede and Trompenaars dimensions. Students visited several business development presentations ranging from local to international coffee companies.
- ***Doing Business in Hong Kong, December 2017*** – Course designed to provide in-depth understanding of the current business environment in Hong Kong by examining the political, economic, social, cultural, and legal factors through lectures, case studies, and meetings with business executives.
- Career Coach for international students in business majors supporting their academic and professional development.
- Significantly increased the number employers accepting international student employment applicants (CPT/OPT); supplying a greater amount of obtainable professional opportunities for our international student groups.
- Advised students individually on integrating international programing into their UCF degree program to ensure timely matriculation. Oversaw college wide academics regarding the International Business Minor and Certificate Program.
- Designed unique study abroad program curriculum tailored to UCF College of Business's courses learning objectives. Managed international program strategy aimed to increase the number of underrepresented students going abroad.
- Recruited 50+ students per year to the Global Advantage Programs. Promoted internships abroad for business majors.
- Increased the awareness of study abroad through promotional materials and internationally focused events.
- Collaborated with university offices and departments to ensure the successful delivery of programs.
- Represented the College at conferences and events and various campus committees.
- Leveraged data analysis to assess student satisfaction to create the best possible experience for students.
- Act as the main point of contact and "On-Campus Recruiter" for companies recruiting at UCF; assist them with their full-cycle recruitment strategy. Establish strong partnerships with local, national, and international companies.

**NBC Universal's Golf Channel-**

**August 2015- January 2016**

***Client Support Specialist- (Sales & Marketing)***

***(Seasonal Role)***

- Serve as primary operations and systems support for hundreds golf course clients in the Northeast Region of the US.
- Utilize Salesforce CRM system to track all client interaction along with sales and marketing outcomes.
- Maintain, organize & distribute digital media content for top-tier clients to increase their quarterly revenue margins.
- Leverage data analysis software capabilities to conceptualize market trends for current and potential clients.
- Create strategic communication and branding campaigns for GolfNow's Partners & sales-blitz initiatives.
- Manage online marketing, distribution, and dynamic pricing strategy of golf sales for assigned North America regions.
- Conduct continuous market competition research to provide sustained competitive advantage sales solutions to clients.
- Provide web hosting, development, and customer management solutions; understand revenue optimization database.
- Respond to inbound correspondence, both through email and by phone, from course clients related to the operations and administration of GolfNow. Advanced skillset in the use of GolfNow Central, management software that powers the tee time inventory (Salesforce).

**Tecnológico de Monterrey University- Mexico City, Mexico**

**December 2014 – August 2015**

***Full Time Teaching Professor (English Language for Business & Professional Development (2 Semester Contract )***

- Taught abroad full time in Mexico City, Mexico at Tecnológico de Monterrey's Santa Fe Campus.
- Led Advanced English Language for Business Courses and Professional Development Courses for non-native English-speaking students with a high level of fluency in the language. All courses included topics related to workplace communication, intercultural communication, and cross-cultural communication as well as professional communication.
- Developed and implemented advanced curriculum for multiple Career Development Courses across diverse majors.
- Utilized diverse group dynamic techniques, teaching strategies and engagement practices to maintain students' interest.
- Train and prepare students for international study-abroad experiences via mock cross-cultural interaction scenarios.
- Created individualized action plans for "high needs" students to help them succeed in courses where they struggled.

**PepsiCo – México City, México**

**May 2014 –December 2014**

***Organizational Management & Development Lead (HR Operations, Manufacturing)***

- Prepare course materials and deliver various trainings related to professional communication, union member rights and protocol, goal setting, leadership development, salary calibration, and management quality assessments such as

360 evaluations, MQPI ( Manager Quality Performance Index) and Hogan Leadership Index.

- Provided continuous training and communication to HR Units within Mexico City's PepsiCo's Production Ops.
- Oversaw Talent Management value offer for Production Ops by offering continuous improvement processes; actively identifying programs, seminars, courses, and bibliography regarding Talent Management discipline.
- Led the communication, training, and deployment of "Core People Processes". Reported to senior leadership on capitalizing lessons learned, best practices and experiences during warehouse ops site visits assigned by HR.
- Designed and led Talent Management improvement initiatives to increase process effectiveness.
- Coordinated Talent Management Agenda, provided tools, Key Performance Indicators, initiatives, and governance that supported and enhanced PepsiCo Mexico's People Planning Process.
- Acted as an advisor for both HR Business Partners by ensuring high quality People Planning Process documentation.
- Support the definition of Macro Career Paths through development conversations and career planning.

**SeaWorld Parks & Entertainment-  
Human Resources Assistant**

**January 2014 – May 2014  
(Part-Time / Seasonal)**

- Trained new hires during on-boarding process on office protocol and documentation required for full time employment.
- Attended job fairs & offsite recruitment to recruit for roles related to park ops, management, and seasonal jobs.
- Worked closely with local agencies, schools, universities, DEIB groups, charities and compassion programs related to SeaWorld's Corporate Social Responsibility programming and strategic vision.
- Assist with full cycle recruitment and pre-screening of applicants ranging from initial interview calls to substance testing and fingerprinting. Managed all I-9 identity verification and pre-screening of documents for seasonal employees.

**NBC Universal's Golf Channel-**

**January 2013 – January 2014**

**Human Resources & Digital Marketing Assistant**

**(Contract)**

- Developed and implemented companywide Timekeeping-Procedure Training Program resulting in 55% more efficiency.
- Facilitated monthly "Lunch & Learn" educational sessions and trained employees on adequate Timekeeping Procedures.
- Processed company-wide I-9 U.S.A. Government employment verifications for all new incoming employees.
- Initiated Diversity and Inclusion project at Golf Channel called: "Growing the game of golf to the Hispanic community."
- Created and delivered Merit Statements based on performance as per HR Department's standards and regulations.
- Scheduled interviews and contacted potential candidates as requested by the head of the HR Department.
- Successfully created digital content, wrote athlete news stories & distributed materials on GolfChannel.com
- Interviewed and assessed Golf Channel Intern candidates along with senior management. Trained new marketing interns.
- Managed public relations network updates for Golf Channel.com. Analyzed search marketing metrics and trends.

**Hollister - Abercrombie & Fitch**

**February 2009- September 2012**

**Team Manager /Diversity Recruiter**

- Manage a team of 25 full-time and seasonal employees. Served as a Diversity Advocacy Recruiter at state wide career fairs, college campuses, university career fairs and professional guest lectures/presentations.
- Tracked employee retention and turnover data to identify areas of opportunity. Implemented retention strategies resulting in a 10% decrease in yearly employee turnover. Organized & maintained team member database with confidentiality.
- Successfully trained more than 300+ Sales Associates in operations protocol & inventory management procedures.
- Processed expenses and tracked budget reports while conducting all bank deposits of more than \$10,000 USD.
- Managed team member development and promotion strategies. Informed new hires of pay rate and benefits packages.
- Conducted weekly Merchandise Inventory Analysis and reported discrepancies to regional manager.
- Promoted from sales associate to team manager due to continuously outstanding performance in all areas of operations.

**University of Central Florida- Department of Psychology**

**Team Training & Workforce Development Research Laboratory**

**Lead Research Assistant**

**January 2010- August 2012**

- Led Undergraduate Research on a 5-million-dollar Navy research grant for UCF. Selected to present research at the 33rd Annual IOOB Conference. Acquired extensive knowledge in the area of Industrial Psychology and Cognition.
- Trained new hires and other Research Assistants. Applied research focus on team training and team development.
- Entered data and assisted in maintaining large data base for statistical data mining purposes.

**UCF Wellness Center Research Team**

**UCF Wellness / Alcohol and other substance abuse center**

**August 2011-August 2012**

**Research Assistant**

- Successfully applied surveys to 8,000+ UCF students regarding UCF campus student health.

- Advocated for implementation of healthier lifestyle choices for students.
- Utilized high technology equipment to conduct surveys on campus.
- Interpreted data collected and transformed survey data onto Microsoft Excel.

## **BOARD MEMBERSHIPS**

### **Florida International University – Board Member – Executive Women of Influence '22- Present**

- This program, a partnership between FIU Executive Education and Zschool, serves as a platform to inspire positive change and to help women engage as business leaders. Through education and instruction, we help women learn how to navigate the nuances of leading a powerful organization through thought leadership, barrier destruction, and influence

### **University of Central Florida- Board Member - College of Arts & Humanities, Latin American Studies '21- Present**

- The LAS Advisory Board consists of representative faculty members who teach LAS and elective courses, as well as individuals representing related units; in sum, we are a multidisciplinary group whose goals align with those of UCF.
- Our mission is to strengthen existing ties and build new bridges that connect cultures, geographies, political contexts, economies, and histories.

## **OTHER UNIVERSITY LEVEL TEACHING EXPERIENCE**

### **University of Central Florida – (Global UCF) College Education & Human Performance**

#### ***Adjunct Professor- Foundations of American University Life 1282* December 2016- December 2017**

- The course supports international student success through active, learner-centered dynamics and teaches methods to sustain international student success beyond the first year and the university.
- Course is designed for UCF's Global Achievement Academy students who are transitioning to the university academic culture in the U.S.
- The course provides international students the opportunity to gain new learning tools while fully participating in the U.S. academic culture and the English language.
- Orientation of international students to American cultural contexts.

#### ***Adjunct Professor- Career Development & Student Life Skills SLS 1501***

- Teach courses designed to assist students in transitioning to the University & collegiate life.
- Instruct students on how to build a strong academic foundation in their first semester at UCF by developing important life organization and study skills.
- Implemented the flipped classroom approach to have a better opportunity to deal with mixed levels of student difficulties and differentiated learning preferences during in-class time.
- Show students how to apply critical thinking skills towards diversity and social justice issues, career- readiness and other topics that promote student success through the first year and beyond.
- Proctor exams as needed by following laws governing student disabilities in education.
- Work closely with international students through their adaptation process at UCF.

**Course Topics Taught:** Effective Time Management, Self-Reflective Techniques, Career- Readiness, Critical Thinking, Effective Goal Setting, Motivation, Introduction to the American University

## **TECHNOLOGYPROFICIENCY**

Digital Marketing Tools, Microsoft Office Suite, Canvas, HRIS, Salesforce, Pivot Tables and other excel functions.