

TYRHA M. LINDSEY-WARREN

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EDUCATION

Rutgers Business School
Newark and New Brunswick, New Jersey

Doctor of Philosophy (2017)
-Emphasis: Marketing (Consumer Behavior)
Minor: International Business

Peter F. Drucker School of Management at
Claremont Graduate University, Claremont, CA

Master of Business Administration (MBA)
-Emphasis: Marketing

Northwestern University
Evanston, IL

Bachelor of Science in Radio/TV/Film
Certificate in Musical Theater

PROFESSIONAL EXPERIENCE IN HIGHER EDUCATION

2017 to present	Clinical Assistant Professor of Marketing Faculty Director of Industry Relations and Experiential Learning (Appointed on 2/2022) Hankamer School of Business Baylor University (Waco, Texas)
2013-2014	Marketing Instructor (Undergraduate and MBA levels) Rutgers Business School New Brunswick and Newark, New Jersey
2011-2012	Adjunct Professor (MBA Program) Baruch College New York, New York
2002	Adjunct Professor Antonelli College Cincinnati, Ohio

RESEARCH

Research Interests

Research streams are rooted in “empowered storytelling,” which involves narrative transportation theory and how storytelling that exudes the emotion of empowerment positively impacts consumer attitudes, behavior, message recall, and purchase decisions; media and advertising; “health edu-tainment” and how to strategically use this communications strategy to impact targeted populations on health issues; emotional contagion/word-of-mouth for Millennials (especially as it relates to movies and non-traditional products); film and entertainment; advertising, media, and multicultural marketing and strategy.

PUBLICATIONS

Accepted Full Length Articles

Journal of the Association for Consumer Research

“A Multicultural Lens on Racism and Discrimination in the Multicultural Marketplace,” by Drs. Eva Kipnis, Chris Pullig, Cristina Galalae, Tara Licsandru, Lizzete Vorster, Shauna Kearney, Veronica Martin Ruiz, Emma Johnson, Catherine Demangeot, Carlo Mari, Charles, Cui, and Tyrha M. Lindsey-Warren (ACCEPTED ON 8.23.2022).

Advertising Society Quarterly Journal

“Advertising in Popular Culture: Stealth Marketing and *The Joneses*” by Drs. Mara Einstein, Tyrha M. Lindsey-Warren, Sharrona Pearl, Michael Sarazio, and Edward Timke, *Advertising & Society Quarterly* 23, no. 2 (2022) doi:10.1353/asr.2022.0015. Link to article: <https://muse.jhu.edu/article/859952>.

Advertising Society Quarterly Journal

“Roundtable on Equity and Inclusion in Advertising Since the Racial Reckoning of 2020,” by Drs. Tyrha M. Lindsey-Warren, Amber Chenevert, J.P. James, Nakeisha S. Lewis, Lukeisha Paul, and Kevin Thomas, *Advertising & Society Quarterly* 23, no. 2 (2022) doi:10.1353/asr.2022.0019. Link to article: <https://muse.jhu.edu/article/859956>

Advertising Society Quarterly Journal

“Author Meets Critics: Quantum Marketing: Mastering the New Marketing Mindset for Tomorrow’s Consumers,” by Raja Rajamannar, Paul Kurnit, Dawn Lerman, Tyrha M. Lindsey-Warren, Mark Truss, Edward Timke.
Volume 22, Issue 2, Summer 2021

Journal of Cultural Marketing Strategy

“Empowered Storytelling? An Examination of Narrative Transportation and Empowerment in Storytelling and Its Impact on Millennial Consumers in a Global Pandemic,” Drs. Tyrha M. Lindsey-Warren, Christine Ringler, Geraldine Rosa Henderson, and Jerome D. Williams
March 2021

Multidisciplinary Business Review

“More Davids Than Goliaths? -A Case for the Power of Small Firms To Be Stronger Innovators Compared to Larger Firms During a Global Pandemic”- By Dr. Tyrha M. Lindsey-Warren
December 2020

Advertising Society Quarterly Journal

“The Impact of Strategy on Today’s Climate: An Interview with Yusuf Chuku, Chief Strategy Officer for VMLY&R,” by Dr. Tyrha M. Lindsey-Warren
October 2020 / Volume 21, Issue 3, Fall 2020

Advertising Society Quarterly Journal

“The State of the Advertising Industry: Equity & Inclusion Matters – Part II,” by Dr. Tyrha M. Lindsey-Warren (lead author of industry roundtable)
October 2020 / Volume 21, Issue 3, Fall 2020

Advertising Society Quarterly Journal

“The State of the Advertising Industry: Equity & Inclusion Matters – Part I,” by Dr. Tyrha M. Lindsey-Warren (lead author of industry roundtable)
July 2020 / Volume 21, Issue 2, Summer 2020

Advertising Week’s 2019 Trends Report

“3 Things for Marketers: Making Your Marketing More Representative,” by Dr. Tyrha M. Lindsey-Warren.
January 2020

Journal of Cultural Marketing Strategy

“Making Millennials Healthy: Using Health Edu-tainment to Impact Health Intentions and Behaviors” by Dr. Tyrha M. Lindsey-Warren and Dr. Charlene A. Dadzie
August 2019

Journal for Advancement of Marketing Education: Special Issue on Teaching Innovations in Sales Education

Guest Editors: Dr. Andrea Dixon and Dr. Tyrha M. Lindsey-Warren
Summer 2018

Journal of Advertising Research

“An Examination of Television Consumption of the U.S. Ethnic Audience: Implications of Multicultural Media Planning” by Dr. J.P. James and Dr. Tyrha M. Lindsey-Warren
June 2018 (electronic version) / March 2019 (printed version)

Journal of Cultural Marketing Strategy

“Still Waiting for Olivia Pope and Wonder Woman: An event data analysis on the effects of emotional contagion in

movies starring women and actors of colour” by Dr. Tyrha M. Lindsey-Warren and Dr. Serdar Yayla
November 2017 (Best Paper Award)

Published Book Chapter

Book: *Entertainment Values*

Edited by Stephen Harrington and published by Palgrave Macmillan.

Book chapter: “Entertainment for the Mind, Body, and Spirit” by Dr. Tyrha M. Lindsey-Warren
August 2017

Published Case Studies

Book: *Advertising Creative: Strategy, Copy, and Design, 6th Edition*

Edited By Tom Altstiel, Jean Grow, Daniel Augustine, and Joanna Jenkins

Published by SAGE Publications, Inc.

Case: *Is Beauty Only in the Eye of the Beholder?* by Dr. Tyrha M. Lindsey-Warren
January 15, 2022

Book: *Marketing Strategy*

Edited By Dr. Diane Phillips

Published by Oxford University Press

Case: *Riding the Wave of the Natural Hair Movement: Product Line Extension at Curls, LLC.* by Dr. Tyrha M. Lindsey-Warren
August 2022

Accepted Book Chapter

Book: Transatlantic Black Health Project

“*I Believe I Can Fly*: An Exploration of Imagination Theory and Health Education and its Impact on the Health Behaviors of Children,” authored by Dr. Tyrha M. Lindsey-Warren, Dr. Charlene A. Dadzie, and Dr. Daniel Hagan
2021.

Submitted Papers

REVISE & RESUBMIT: “THIS IS ME! The Financial Impact of Ad Agency CEOs and CCOs Who Are Women and People of Color in the C-Suite” by Dr. Tyrha M. Lindsey-Warren, Dr. J.P. James, and Dr. Kyungwon Lee (Resubmitted to Advertising Society Quarterly on 9.25.2022).

“The Effect of Advertising Agency Ownership on Revenue and the Moderating Roles of Race and Ethnicity of the Ad Agency CEO and the Ad Agency Type,” by Dr. J.P. James, Dr. Kyungwon Lee, and Dr. Tyrha M. Lindsey-Warren
(Submitted to the Journal of Public Policy and Marketing on 8.26.2022).

“See You At The Movies-Empowered Storytelling and its POWER in Marrying Religion and Marketing in the Producing of International Film Festivals,” By Tyrha M. Lindsey-Warren (Submitted to the Race in the Marketplace (RIM) Conference on 10.5.2022).

Working Papers

2022-2023 TCR Research Group, “Strategic Philanthropy”

2021-2023 TCR Research Group, “The Multicultural Marketplace”

“More Than Meets the Eye: Gen Z’s Obsession with False Eyelashes as the New Standard of Beauty,” by Dr. Tyrha M. Lindsey-Warren

“Empowered Storytelling & Nursing? An Exploration of the Impact of Storytelling Among Registered Nurses in an Effort to Improve Employee Relationships and Minimize Bullying Acts in Hospital Settings” by Drs. Dr. Tyrha M. Lindsey-Warren and Donna Fountain

Research in Progress

“An Analysis of Cultural Appropriation in TikTok,” Drs. Mia Moody Ramirez and Tyrha M. Lindsey-Warren.

“Hollywood Celebrities and the Impact of Their Brands,” Drs. Tyrha M. Lindsey-Warren and Serdar Yayla

“African American Men and Retail,” authored by Dr. Pamela Richardson and Dr. Tyrha M. Lindsey-Warren.

“*And We’ll Never Be Royals: An Examination of Media Consumption by Gen Z Regarding Their Self-Identity: Is It Harming or Healing?*” by Dr. Tyrha M. Lindsey-Warren and Dr. J.P. James

CONFERENCE PRESENTATIONS

August 10-12, 2022: Lead Coordinator and Presenter at the Marketing Ethnic Faculty Association’s Annual Conference, “Reuniting Agents of Change.” (Chicago, IL).

August 11, 2022: TCR Impact Conference (Chicago, IL.)

Conference Presentation: “Leveraging Diversity for Innovative Outcomes”

March 2022: Society of Consumer Psychology

Poster Presentation: “Essential Cultural Recovery: African American Line Dancing- What Can Brands Learn Regarding Brand Loyalty and Consumer Bonds” by Dr. Tyrha M. Lindsey-Warren

November 2021: Invited Guest for the Advertising Society Quarterly Colloquium.

August 2021: Lead Coordinator and Presenter at the Marketing Ethnic Faculty Association’s Annual Conference, “Together, We Rise.”

June 2021: American Marketing Association’s Journal of Public Policy Conference (Arlington, Virginia)

Competitive Paper Presentation: “Effect of Advertising Agency Ownership on Revenue and the Moderating Roles of Race and Ethnicity of the Ad Agency CEO and Ad Agency Type”

Presented by: Dr. J.P. James, Dr. Kyungwon Lee, and Dr. Tyrha M. Lindsey-Warren

November 2020: NASA’s ASCEND Annual Conference (Virtual)

Presentations: 1) “How to Create Your Professional Brand Identity” / 2) “Effective Communications for Leaders” / 3) “Effective Pitching for Business Professionals”

Presented by: Dr. Tyrha M. Lindsey-Warren

August 2020: Lead Coordinator and Presenter at the Marketing Ethnic Faculty Association’s Annual Conference, “The New Normal.”

August 2019: PhD Project Conference, Chicago, IL.

Presentation: “How to Create Your Scholarly Brand Identity”

Presented by: Dr. Tyrha M. Lindsey-Warren

July 2019: #New Truths: Meeting of the Minds-Ethnic Marketing Roundtable, Cincinnati, Ohio

Lead Planner and Event Moderator at the National Underground Railroad Freedom Center

June 2019: Race in the Marketplace Conference, Paris, France

Paper Presented: “Empowered Storytelling: A Strategic Marketing Approach for Encouraging GREATNESS within Woman and Girls of Color Living in the Digital Divide”

Presented by: Dr. Tyrha M. Lindsey-Warren, Marcia Cole of IVY Digital, and Dr. Jerome D. Williams

November 2018: National Arts Marketing Project Conference, Seattle, Washington

Session: EmPOWERED Storytelling: Strategic Approach for Arts Organizations in the Digital Age

Presented by: Dr. Tyrha M. Lindsey-Warren, Marcia Cole of IVY Digital (NYC), and Jennifer Timm, L.A.I. Communications

November 2017: National Arts Marketing Project Conference, Memphis, Tennessee

Session: Marketing Strategies for Arts Organizations in the Digital Age

Presented by: Dr. Tyrha M. Lindsey-Warren

April 2016: International Child and Teen Consumption Conference, Aalborg, Denmark

Paper presented: "*I Believe I Can Fly: An Exploration of Imagination Theory and its Impact on the Health Behaviors of Multicultural Millennials*," authored by Tyrha M. Lindsey-Warren, Dr. Charlene A. Dadzie (University of South Alabama), and Daniel Hagan (Middlesex University, London, England)

December 2015: 16th Annual Cross-Cultural Research Conference, Playa del Carmen, Mexico

Presented a Special Session with J.P. James on "Multicultural Marketing Issues in Media, Entertainment, and Public Policy."

August 2015: PhD Project Marketing Doctoral Students Association Conference, Chicago, IL

Lead Conference Planner (President), Session Moderator, and Mistress of Ceremonies for annual two-day conference.

August 2015: American Marketing Association's Summer Educators Conference, Chicago, IL

Poster presented: "*How to Make Healthy Sexy: An Exploration of the Typology for Creating 'Health Edu-tainment' That Positively Impacts Millennials' Behavior and Attitudes Towards Health and Well-Being*" authored by Tyrha M. Lindsey-Warren

August 2015: PhD Project Marketing Doctoral Students Association Conference, Chicago, IL

Poster presented: "*How to Make Healthy Sexy: An Exploration of the Typology for Creating 'Health Edu-tainment' That Positively Impacts Millennials' Behavior and Attitudes Towards Health and Well-Being*" authored by Tyrha M. Lindsey-Warren.

June 2015: Marketing and Public Policy Conference, Washington, DC

Paper presented: "Making Millennials Healthy: The Impact of Health Edu-tainment on Intentions and Behaviors," authored by Tyrha M. Lindsey-Warren and Dr. Charlene Dadzie (University of South Alabama).

June 2015: Marketing and Public Policy Conference, Washington, DC

Poster presented: "And We'll Never Be Royals: An Examination of TV Consumption by Multicultural Millennials Regarding Their Self-Identity: Is It Harming or Healing?" authored by J.P. James (Rutgers Business School) and Tyrha M. Lindsey-Warren.

March 2015: Mid-Atlantic Doctoral Symposium at Fox Business at Temple University, Philadelphia, PA

Paper presented: "How to Make Healthy Sexy: An Exploration of the Typology for Creating 'Health Edu-tainment' That Positively Impacts Millennials' Behavior and Attitudes Towards Health and Well-Being," authored by Tyrha M. Lindsey-Warren.

October 2014: American Consumer Research (ACR) North American Conference, Baltimore, MD

Poster presented: "*Can Being Healthy Be Sexy? The Impact of 'Health Edu-tainment' on the Millennial Attitudes and Behaviors*," authored by Tyrha M. Lindsey-Warren and Dr. Christine Ringler (Rutgers Business School).

October 2014: 2nd Annual Black Doctoral Network Conference, Philadelphia, PA

Paper presented: "*Waiting For Olivia Pope, Gloria Delgado, Wonder Woman, and More in the Movies: Emotional Contagion and Its Effects on the Movie-Going Experience for Millennial Consumers*," authored by Tyrha M. Lindsey-Warren.

August 2014: PhD Project Marketing Doctoral Students Association, San Francisco, CA

Co-Conference Planner (Vice President), Session Moderator, and Mistress of Ceremonies for annual two-day conference.

August 2014: 6th Annual African American Collaborative Obesity Research Network (AACORN) National Workshop, Charlotte, NC

Paper presented: "*Makes You Want To Holla: Exploring African Americans' Responses to Obesity-Related Online News Articles*," authored by Dr. Jerome D. Williams, Tyrha M. Lindsey and Abdullah A. Aldousari (Rutgers Business School).

June 2014: American Marketing Association's Public Policy Conference, Boston, MA

Poster presented: "*I Believe the Children Are Our Future: Can 'Health Edu-tainment' and Other Drivers Influence Health*

Oriented Diet Change in Young Consumers?” authored by Tyrha M. Lindsey and Dr. Charlene A. Dadzie (University of North Texas).

April 2014: International Child and Teen Consumption Conference, Edinburgh, Scotland
Paper presented: “*I Believe the Children Are Our Future*: Can ‘Health Edu-tainment’ and Other Drivers Influence Health Oriented Diet Change in Young Consumers?” authored by Tyrha M. Lindsey and Dr. Charlene A. Dadzie (University of South Alabama).

March 2014: Society of Consumer Psychology (SCP) - National Conference, Miami, FL.
Poster presented: “*Feelings...Nothing More Than Feelings*: The Impact Of Embodied Cognition on Consumer Preference and Evaluation” by Tyrha M. Lindsey, Dr. Christine Ringler (Rutgers Business School), Dr. Nancy J. Sirianni (Northeastern University).

October 2013: Black Doctoral Network Conference, Philadelphia, PA
Paper presented: “*I Believe the Children Are Our Future*: Can ‘Health Edu-tainment’ Positively Influence the Behaviors and Attitudes About Health for Children of Color?” authored by Tyrha M. Lindsey and Charlene A. Dadzie.

TEACHING EXPERIENCE

Instructor of Record

Advertising Procedures (Undergrad and online in the Summer)	Fall 2017 to present
Digital Marketing	Fall 2017 to present
Promotional Campaigns (Advanced Advertising course)	Fall 2019 to present
Multicultural Marketing in a Global World	Spring 2021 to present
Marketing to the Performing Arts (Baylor University Theater School)	Spring 2019
Principles of Marketing	Spring 2017
Consumer Behavior	Spring 2017
Introduction to Advertising	Fall 2014
Advertising and Promotions (MBA level)	Summer 2013
Business Communications	Fall 2012
Managing Your Career	Summer 2012 ((MBA Level)
Effective Business Communications	Fall 2002

Teaching Assistantship

Advertising and Promotions	Fall 2012 – Spring 2014
Consumer Behavior	Fall 2012 – Spring 2015
Principles of Marketing	Fall 2015

Select Student Comments:

“Great course. Interesting material, amazing professor, and great class dynamic.”

“Professor Lindsey was very experienced in the subject and gave us a lot of insight into the “real world” and how things are done in an advertising agency. All of that is very rare to find and I appreciate how much time and effort the professor put into us. I felt like she really cared about our learning and progress.”

“Professor Lindsey was fantastic! She not only brought great real-world experience. But also, was able to effectively teach. I learned a lot from this class and never found myself counting down the minutes until class was over.”

“The Professor embraced an interactive learning culture and treated every student with respect.”

“Professor Lindsey is amazing...She brought the subject to life and was able to make what seemed mundane, more exciting, and relevant. Her personality and candor is perfect for this class...Her style, grace and presence made the summer session enjoyable.”

ACADEMIC SERVICE

2021 to present – Association of National Advertisers’ SeeHer Education Academic Advisory Board
2021 - Reviewer for the Academy of Marketing Science Annual Conference
2020 to present – Researcher, International Diversity, Equity, and Inclusion Network
2020 to present – Editorial Board, Advertising & Society Quarterly Journal
2020 to present – Reviewer, Appetite Journal and Journal of Personal Selling and Sales Management
2019 to 2023 - President, Marketing Ethnic Faculty Association (MEFA)
2019 to 2022 – Editorial Review Board Member, International Journal of Business Research
2019 – Graduate Advisor, Baylor Thesis Committee in Journalism School
2017 to present – PhD Project Student Mentor and Presenter
2017 – Conference Scribe for the Marketing Science Institute’s (MSI) Annual Meeting
2015 - 2016 Past President for the PhD Project’s Marketing Doctoral Students Association
2014 - 2015 President for the PhD Project’s Marketing Doctoral Students Association
2013 - 2014 Vice-President/President-Elect for the PhD Project’s Marketing Doctoral Students Association
2015 - Reviewer, Young Consumers Journal
2014 – Reviewer, Society of Consumer Psychology National Conference
2014 - Book Reviewer for Publisher, Alexander Street Business
2013 – Reviewer, Association of Consumer Research National Conference
2013 - Founding Education Committee Member for Ogilvy’s Cross-Cultural Marketing and Communications Association

Service to the University:

2022-2023 – Committee Member, Diversity & Inclusion Team for Baylor’s University’s Supplier Development Program
2021-2022- Member, Baylor Athletic Department’s Name, Image, and Likeness (NIL) Advisory Council
2021 to present- Faculty Advisor, Baylor Black Business Students Association
2021- Judge, Hankamer School of Business Diversity Awards
2021-Member of Search Committee for Baylor University Senior Coordinator for the Student Union
2020 – 2022 – Diversity Task Force Member, Hankamer School of Business, Baylor University
2020- Judge, *SING 2020*
2020 – Member, President’s Commission on Historic Campus Representations, Baylor University
2020 to 2021 – Co-Advisor, Baylor University Chapter of the American Marketing Association
2019 to 2022 – Member, Baylor University Honorary Degree Committee
2019 to 2021 - Co-Advisor, Baylor NAACP Chapter
2019 – Invited Faculty, Baylor Multicultural Affairs Hooding Ceremony
2019 – Keynote Speaker for Order of Omega and NAACP WIN Chapters at Baylor University
2018 – Member of Marketing Department Search Committee
2018 to present – Founder of the Annual “Baylor Business Advertising Summit: Celebrating Creativity in Waco”
2018 to present – Marshall for Baylor University Graduation Ceremonies
2017 to present – Trained Baylor University Media Expert
2017 to 2018 – Advisor for Sports, Sponsorship and Sales (S3) at Baylor Business
2017 to present - Member of Baylor University Black Faculty and Staff ERG
2012 - 2016 Consumer Behavior Lab Assistant for Rutgers Business School

2012 to present: Mentor to Marketing Students (Undergraduate and MBA)

Service to the Community:

2020 – Board of Trustee, Art Center of Waco

2020 – Board Member, Waco Symphony Orchestra

2020-2021 – Advisory Council Member, Waco Civic Theater

2019 to present – Founder, Waco Family & Faith International Film Festival

2018 to present - Vice-Chair, Waco Convention Center and Visitors Bureau Commission for the City of Waco

2018 – Featured Soloist, Waco Jazz Orchestra Annual Spring Fundraiser

2018 to present – Member of Alpha Kappa Alpha Sorority, Inc. Waco Central Texas Chapter

2017 to present – Member of The Links, Inc. Chapter of Waco and Central Texas

2008 – 2016 Treasurer and Board Member for Iris House (Leading HIV/AIDS non-profit in New York City)

2008 – 2016 Board Member for Jazz Forum Arts (Westchester, New York)

2013 – 2014 Event Chair for HBCU Gala for The Eastern Region of The Links, Inc.

2013 – 2016 Member and Co-Chair for the Arts Committee for the Greater Hudson Valley Chapter (NY) of The Links

2009 - 2017 Member of the Young Adult Ministry at Grace Baptist Church (NY) and Founder of “We Are Our World: A Leadership Speaker Series”

ACADEMIC HONORS / AWARDS

2022-2023 Baylor University’s AIM Leadership Program

2021-Baylor University BaylorPLUS Employee Nominee for November 2021

2020-Baylor University Solid Gold Recognition for Outstanding Community Service

2018- Baylor Business Research Award for *Journal of Advertising Research* article

2016 - 2017 Rutgers University Dissertation Fellowship Award

2015 Awarded Grant from Rutgers Business School Dean’s Competition for Summer PhD Research Assistants

2015 International Conference on Research in Advertising Doctoral Symposium in London, England

2014 American Marketing Association’s Valuing Diversity Scholarship Recipient

2014 American Marketing Association Sheth Doctoral Consortium Fellow

2014 American Marketing Association Marketing and Public Policy Doctoral Symposium

2014 Society of Consumer Psychologist (SCP) Doctoral Symposium

2014 Awarded Grant from Rutgers Business School Dean’s Competition for Summer PhD Research Assistants

2013 Awarded Grant from Rutgers Business School Dean’s Competition for Summer PhD Research Assistants

2009 PhD Project Fellow

MEDIA APPEARANCES & SPEAKING ENGAGEMENTS

Featured Panelist, “Dr. Jerome D. Williams Inaugural Lecture” at the University of Texas-Austin, Moody College of Communications and McCombs School of Business, October 3, 2022.

Diversity, Equity & Inclusion Master Class: “Letting Your Light Shine As Marketers Working in a Multicultural World,” presented to the YMCA of the Rockies (Colorado), September 20, 2022.

Master Class: “Letting Your Light Shine”- The Power of Narrative Transportation Theory and Empowered Storytelling,” presented to the Institute for Public Relations (Washington, DC), August 30, 2022.

“Letting Your Light Shine As Marketers in a Global Marketplace Using Empowered Storytelling,” presented to the Marketing/Brand Team of Dolby Sound, June 29, 2022.

“Edgy Ad Campaign for Christian TV Series Gets Mixed Reviews,” by Hiawatha Bray for The Boston Globe, May 18, 2022 (Link to article: <https://www.bostonglobe.com/2022/05/18/business/edgy-ad-campaign-christian-tv-series-gets-mixed-reviews>).

“Letting Your Light Shine: How to Use and Engage Social Media Influencers to EMPOWER Your Arts Marketing Efforts,” presented to the Texas Association of Symphony Orchestras, April 28, 2022, in Lubbock, Texas.

“Baylor advertising students get hands-on experience with local non-profits and businesses,” KWTX-Ch. 10/CBS’ ‘Tell Me Something Good’ TV featured segment, April 25, 2022 (Link to article: <https://www.kwtx.com/2022/04/26/baylor-advertising-students-get-hands-on-experience-with-local-non-profits-businesses/>)

“Brands Market to College Students in Hopes of Creating Lifetime Customer,” Baylor Lariat, October 20, 2021 (Link to article: <https://baylorlariat.com/2021/10/20/brands-market-to-college-students-in-hopes-of-lifetime-customers/>)

“Letting Your Light Shine: How to Use and Engage Social Media Influencers to EMPOWER Your Arts Marketing Efforts,” presented to the Texas Commission on the Arts, Summer 2021.

“Leading Women of Waco” – Women’s Empowerment Panelist presented by the Greater Waco Chamber of Commerce, May 20, 2021

Featured in “Enjoy A Film Festival in a Covid-19 Safe Ways” on KXXV TV/ Ch. 25 (ABC), February 4, 2021. (Link to segment: <https://www.youtube.com/watch?v=pZjICbshXnE>)

Featured in “Local film festival brings community together through storytelling focused on family and faith,” KWTX TV/Ch. 10 (CBS), February 4, 2021. (Link to segment: <https://www.kwtx.com/2021/02/04/local-film-festival-brings-community-together-through-storytelling-focused-on-family-and-faith/>)

Featured in “Waco Family & Faith FF Shines Light on Empowering Storytelling,” by John Kennedy, Beliefnet.com, February 2021. (Link to piece: <https://www.wacofamilyandfaithfilmfestival.com/post/waco-family-faith-ff-shines-light-on-empowering-storytelling-oscar-buzz-for-pray>)

Featured in “Waco Family & Faith Film Fest goes drive in on return,” Waco Tribune & Herald, February 4, 2021. (Link to piece: https://wacotrib.com/entertainment/movies/waco-family-faith-film-fest-goes-drive-in-on-return/article_275098c0-65a0-11eb-8c3e-d7c2ed426b81.html)

Featured Guest, “Ann Harder’s Waco Podcast,” December 2020.

Featured Guest, Voices of America’s “International Edition,” Discussion on *Wonder Woman 1984*, HBO Max, and the Impact of Streaming on Hollywood’s Domestic and International Box Office Sales, (November 22, 2020). (Link to segment: <https://www.voanews.com/episode/california-begins-curfew-curb-covid-19-4481651>).

Featured Presenter of three sessions on effective communications, branding and storytelling, NASA’s ASCEND 2020 Conference, (November 16-18, 2020).

Featured Guest, “Downtown Business News,” on KWBU-103.3FM (NPR), (September 4, 2020).

Featured Guest, “Center Court,” Produced by Mark Cuban’s Heroes Foundation, (August 20, 2020).

Featured Panelist, SAMSUNG US “Juneteenth: The Meaning, Celebration and the Importance,” (June 19, 2020).

“Focus On Filmmaking: Dr Tyrha M. Lindsey-Warren,” Davilanda Christian Lifestyle, (May 2020).

“Apple, Dove and Walmart Lead Top-10 List of Brands That Master “Empowered Storytelling” During Pandemic, Baylor Ad Expert Says,” Baylor Media (April 22, 2020). (Link: <https://bit.ly/3eJdwDO>).

“Feature: ‘Inspired Women’ – Dr. Tyrha Lindsey-Warren, ‘The Edutainer,’ – *Wacoan Magazine* - April Issue (April 2020).

“Meet Dr. Tyrha M. Lindsey-Warren of Waco Family & Faith International Film Festival in Waco,” by VoyageDallas Magazine (February 25, 2020).

“An Interview with Dr. Tyrha M. Lindsey-Warren,” by Act Locally Waco Podcast (February 19, 2020).

“See You At The Movies! The Inaugural Waco Family & Faith Film Festival Offers Inspiration for All,” by Kymberlee, ThisGospellife.com, (February 5, 2020).

“Along Fifth: Tyrha Lindsey-Warren, Baylor Connections on Edu-tainment and empowered storytelling,” Baylor Magazine, (Winter 2020).

“Reel Values: Waco Family & Faith Film Fest debuts at Hippodrome,” by Carl Hoover, *Waco Tribune and Herald*, (February 5, 2020).

Dr. Tyrha Lindsey-Warren on Empowered Storytelling and Marketing to Millennials, News Point 360 – TV, (January 12, 2021). (Link to piece: <https://www.youtube.com/watch?v=tPBmOxBjing>)

“Family and Faith Festival Makes February Debut,” by Carl Hoover, *Waco Tribune and Herald*, (December 18, 2019).

“Baylor Business Review: An Interview with Dr. Tyrha Lindsey-Warren” on KWBU-103.3FM (NPR), (December 2019).

“The Greatest Story Ever Sold: How brands are using empowered storytelling to connect with consumers,” by Eleanor Hunt, *Baylor Business Review*, (Fall 2019). (Link: <https://bbr.baylor.edu/tyrha-lindsey-warren/>)

“‘Edutainment’ can lead to positive health-related changes among multicultural millennials,” *News Medical Life Sciences*, www.news-medical.net, (September 20, 2019).

“Multicultural millennials respond positively to health 'edutainment,’” *PHYS.ORG*, (September 28, 2019).

“Positive health-related changes can be effected through "edutainment" among multicultural millennials, according to new research by professor of Marketing, Tyrha Lindsey-Warren,” *Science Daily*, (September 28, 2019).

“Multicultural Millennials Respond Positively to Health 'Edutainment,’” *Science Codex*, (September 28, 2019).

“Baylor Connections: An Interview with Dr. Tyrha M. Lindsey-Warren,” KWBU-103.3FM (NPR), (July 12, 2019). (Link to Radio Interview: http://cfvod.kaltura.com/pd/p/1900341/sp/190034100/serveFlavor/entryId/0_b90o7v1t/v/2/ev/2/flavorId/0_lectpngp/name/a.mp3)

“Empowered Storytelling Geared Towards Women Is A Winning Combination for Super Bowl Ads Says Baylor Expert.” (Link to piece: <https://www.baylor.edu/mediacommunications/news.php?action=story&story=206442>)

“How Much TV Do You Watch?” *Innovative Business at Baylor Newsletter*, Winter 2018 issue.

“A Discussion on Media Dictates in Advertising with Dr. J.P. James and Dr. Tyrha M. Lindsey-Warren” by Adam Jacobson for *Hispanic Radio Podcast*, (November 9, 2018).

“*HISPANIC CMO FIRSTTHOUGHT*™ - Tackling Prejudices, and Dictates” by Adam R Jacobson, Publisher, *Hispanic Market Overview*, Hispanic CMO Magazine, (November 2018).

“Morning Buzz: Black Panther Discussion, featuring Dr. Tyrha M. Lindsey-Warren,” KWTX-TV Ch.10 (CBS affiliate-Waco, TX), (February 20, 2018). (Link to interview: <https://www.kwtx.com/content/news/Morning-Buzz-Black-Panther-Discussion-474577953.html>)

“Oscar Nominations: ‘Positive Strides’ and Missed Opportunities, Says Baylor Entertainment Marketing Expert,” (January 23, 2018). (Link to article: <https://expertfile.com/spotlight/5615/oscar-nominations-positive-strides-and-missed-opportunities-says-baylor-entertainment-marketing-expert>)

“Dr. Tyrha Lindsey-Warren Joins Baylor Marketing Faculty,” *Anchor News*, (October 2017).

PROFESSIONAL EXPERIENCE

-SELECTED ACHIEVEMENTS-

- Award-winning marketing executive and film festival producer. Has served as the Lead Producer for Bishop TD Jakes International Faith & Family Film Festivals at MegaFest (Texas) and the Over-the-Rhine International Film Festival (Ohio). Founder of the Waco Family & Faith International Film Festival (Texas), Florida Family & Faith International Film Festival, Powered by AARP Florida, the Nigeria Family & Faith International Film Festival, and Event Producer for the the Cincinnati Black Music Walk of Fame. Has extensive experience in event fundraising/sponsorships and managing budgets of over \$700k+.
- Created the first development department for this federally mandated Organ Procurement Organization (OPO) in Greater Cincinnati/Kentucky area which included managing annual giving activities, planned giving activities, major gifts activities, special events, brand development, grant writing and strategic marketing efforts for the \$3.5 million dollar non-profit which resulted in over \$200,000 raised in first 18 months.
- Led the diversification of the National Speaking of Women's Health Foundation's (NSWHF) product line by leading the creation of the company's first national minority health initiative, *Universal Sisters*, which resulted in a 14% increase in the number of conference attendees who are women of color within two years.
- Monitored a \$350,000+ budget and secured grants from local and national funders including the P&G Fund; Abbott Labs; Toyota; Wal-Mart and Newman's Own resulting in \$3.5 million dollars raised over first two years of program launch.
- Led the creation and development of boutique marketing agency specializing in creating marketing/public relations and fundraising campaigns and events for clients in the health/ wellness, arts/entertainment, non-profit, and multicultural arenas. Won GOLD BIG W Awards for 4 years in a row for Best PR, Promotional, and Website Design campaigns.
- Extensive leadership training through The Volunteer Center of The United Way (Westchester County, NY).
- Launched UniWorld Group's "Urban Blogger Collective," a PR ambassador program for multicultural Influencers.

3/2010 to 4/2012 **UniWorld Group, Inc.** New York City/NY

Director of Public Relations

- Reported directly to the CEO and Founder, Byron Lewis, Sr. and oversaw the public relations teams in Brooklyn, Dearborn, Michigan and Atlanta, Georgia, as well as created PR strategy, cultivated new business, and managed communications (both internally and externally) for the longest standing multicultural advertising agency in the U.S. Serviced such clients as The Home Depot, Johnson Products Company, CVS/pharmacy, Vertex Pharmaceuticals, Western Union, Metropolitan College of New York and Colgate-Palmolive.

7/04 to present **L.A.I. Communications**, Westchester County/NY, Cincinnati/OH, and Waco/TX

Managing Director

- Producer of Bishop T.D. Jakes' *International Faith & Family Film Festival* at MegaFest in Dallas, TX (2013-2017), *Over-the-Rhine International Film Festival* in Cincinnati, Ohio (2018), Founder and Lead Producer of the *Waco Family & Faith International Film Festival* in Waco, TX (2020), Florida Family & Faith International Film Festival Powered by AARP (2020), Nigeria Family & Faith International Film Festival (2021), the Cincinnati Black Music Walk of Fame (2022).
- Multicultural Marketing and Public Relations Agency of Record for the YMCA of the Rockies (Colorado).
- Multicultural Marketing and Public Relations Agency of Record for Thrive Causemetics, Inc. (Los Angeles, CA).
- Communications Agency of Record for the Multicultural AIDS Coalition, Inc. (Boston, MA).
- Created annual Kroger Pharmacy calendar for 9 of the 11 Kroger divisions with a distribution of 188,500 copies in the Mid-West, Southwest, West and Northwestern regions of the U.S.
- Created health and wellness pilot for The Kroger Company under the agency's "Celebrate YOU!" program, targeted to empowering women and teen girls, especially those of color. Pilot was launched at 7 Kroger stores in Atlanta, Georgia in celebration of Diabetes Month. First of its kind that garnered an 85% favorable response from shoppers in first year.
- Served as marketing and public relations consultant for the National Action Network and Reverend Al Sharpton's "Education Reform Tour" with U.S. Secretary of Education, Arne Duncan and Former Speaker of the U.S. House of Representatives, Newt Gingrich.
- Served as publicist for 3G Entertainment's musical, "Hattie...What I Need You To Know," based on the life of Academy Award Winner, Hattie McDaniel, in Denver and New York City; Trey McIntyre Project (Dance

Company); Alvin Ailey American Dance Theater (AAADT). Handled all media relations and general public relations activities for AAADT and Judith Jamison, Artistic Director.

- Served as a consultant for a special multicultural marketing pilot effort servicing the United States Tennis Association (USTA), which resulted in creating strategic collaborations with media and multicultural organizations to promote tennis.

1/03 to 7/04 **LifeCenter Organ Donor Network, Cincinnati/OH**

Director of Development

- Created employee communications program to promote fundraising efforts as well as led the re-branding of the organization, including assisting with the new name change, creation of a new company logo and website development.
- Raised money as well as led organization's outreach to minority communities and created new community event targeted to communities of color called, "Celebrate Life!" that included an annual calendar celebrating organ donor families and recipients; a community breakfast and volunteer essay contest which has successfully taken place for past five years. Increased monies raised by 18% over a year and a half.

9/00 to 1/03 **National Speaking of Women's Health Foundation, Cincinnati/OH**

Regional Events Manager and Project Lead for *Universal Sisters*

- Developed and executed an integrated marketing campaign for NSWHF's *Universal Sisters* that incorporated brand/logo development; national celebrity spokespersons; reached over 6000 women via live events; 30,000 hits per month on website activities; placement in 43 newspapers and magazines reaching over 4,302,784 readers and reaching 19 million listeners a week through national television and radio activities.
- Produced high quality and sold-out women's health conferences for 300-50,000 persons in such cities as New York, Washington, D.C., St. Louis, Houston, Louisville, Cleveland, Jacksonville, Orlando, Merrillville, Philadelphia, Pittsburgh, Harrisburg, and Cincinnati.

BOARD EXPERIENCE

Vice-Chair, Waco Convention Center and Visitors Bureau Commission for the City of Waco	United Way Foundation of Greater Cincinnati
Tony Award-Winning Crossroads Theater Company	Jazz Forum Arts (Westchester County, NY)
Cincinnati Arts Consortium	Iris House (Harlem, NY)
Stroke of Hope	Art Center Waco
Waco Symphony Association	
NU Standard (Corporate Board)	

PROFESSIONAL HONORS / AWARDS

2023 "Waco Woman to Watch," Modern Texas Living Magazine (January 2023 Issue)
2022 – Winner of the 2022 "Athena Leadership Award" from the Greater Waco Chamber of Commerce
Summer of 2022 - P&G Executive on Loan to Hamilton County (Ohio) for the Cincinnati Black Music Walk of Fame
2021 - "Leading Women of Waco" Recognition by the Greater Waco Chamber of Commerce
2016 Invited Nominee to the White House's *United State of Women* Summit
2012 The Network Journal Magazine's Top *Forty Under 40* Award
2011 Feature in *Black Enterprise Magazine's ON THE MOVE* section
2010 Gold Aster Health Marketing Award for Special Events
2009 Leadership Westchester Fellow with United Way of Westchester (New York)
2008 YWCA of White Plains/Westchester County (NY) Recipient of *People To Watch* Award
2010/2009/2008/2007 Big W Gold Awards from the Advertising Club of Westchester (NY) for Best PR/Promotional Materials/Website Campaigns and Events
2005 Feature in *Black Enterprise Magazine's ON THE MOVE* section
2004 *Cincinnati Herald* Nerfertiti Award Winner
2003/2002 Who's Who in Black Cincinnati and YWCA *Rising Star* of Greater Cincinnati
National Coca Cola Scholar and National Black MBA Association National Scholarship Winner
2000 to present- Speaks nationally on the topics of multicultural marketing, public relations, DEI, and fundraising for Americans for the Arts, Bloomberg LLP, Broward County for the Arts, SAMSUNG, and The Junior League, YMCA, Dolby Sound, the Institute for Public Relations

PROFESSIONAL / VOLUNTEER AFFILIATIONS / PERSONAL

President of the Marketing Ethnic Faculty Association (MEFA), a Member of the American Marketing Association, NYC Women in Communications, Ogilvy's Cross-Cultural Marketing and Communications Association, Americans for the Arts, LINKS, Inc., Alpha Kappa Alpha Sorority, Inc., Toliver Chapel Missionary Baptist Church, and former Member of the Grace Baptist Church/Choir (NY). An avid supporter of the performing arts and collector of African Art. A professional jazz singer. Enjoys international traveling and floral arranging.
