

# L.M. JOHNSTON

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## EDUCATION

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**Ph.D., Business Administration, Marketing** (2023 – Present)

University of Tennessee, Haslam College of Business  
Overall GPA: 4.0

**B.S., Strategic Marketing** (May 2023)

Western Kentucky University, Gordon Ford College of Business  
Overall GPA: 3.98  
Minor: Psychological Sciences  
Certificate: Applied Data Analytics

**Study Abroad** (January 2023 – May 2023)

University of East Anglia, Norwich Business School  
Overall GPA: 4.0  
Topics: brand management, services marketing, retail marketing

## RESEARCH INTERESTS

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Marketing strategy, customer privacy, customer-brand relationships, stereotypes, music

## MANUSCRIPTS UNDER REVIEW

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**Johnston, L.M.**, Joanna Phillips Melancon, and J. Sebastian Leguizamon, “Out of the Public Eye: The Art of Redirection in Webcare Apologies,” invited for second-round revision at the *Journal of Services Marketing* (*undergraduate thesis*)

Welden, Roman\*, **L.M. Johnston\***, and Jonathan Hasford\*, “The Role of Emotional Intelligence and Gender in Evaluating Video Game Streamer Content,” invited for second-round revision at the *International Journal of Research in Marketing*

Hasford, Jonathan, Aysu Senyuz, **L.M. Johnston**, Ze Wang, and Mohammad Saljoughian, “The Key(s) to the Kingdom: Effects of Musical Keys on Consumer Preferences,” reject and resubmit decision at the *Journal of Marketing Research*

## RESEARCH IN PROGRESS

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**Johnston, L.M.**, and Kelly Hewett, “Navigating the Riskscape: The Effects of a Customer Data Protection Capability on Equity Risk,” *data collection in progress*

Saljoughian, Mike, **L.M. Johnston**, Jonathan Hasford, Aysu Senyuz, and Ze Wang, “The B-flat Boost: How Musical Key Influences Perceived Popularity and Brand Preferences,” *targeting Marketing Science*

\*Denotes equal contribution

## CONFERENCE PRESENTATIONS

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**Johnston, L.M.** (2024), “Signaling Security: Examining the Effects of Privacy Strategies on Firm Equity Risk,” Southeastern Marketing Symposium, Baton Rouge, LA

**Johnston, L.M.**, Vassilis Dalakas, and Joanna Phillips Melancon (2022), “Second Chances and Relationship Do-Overs: Soccer Fans’ Responses to the Super League and their Clubs’ Attempts to Win Them Back,” Atlantic Marketing Conference, Savannah, GA

**Johnston, L.M.** (2022), “Exploring the Effects of Linguistic Elements of Social Media Corporate Apologies on Consumer Responses,” Association of Marketing Theory and Practice, Destin, FL (Session Chair)

**Johnston, L.M.**, and Joanna Phillips Melancon (2022), “Linguistic Elements of Social Media Apologies and their Effect on Consumer Outcomes,” Posters-at-the-Capitol Undergraduate Poster Presentation, Frankfort, KY

**Johnston, L.M.** (2021), “Choose Your Sorry Carefully: How Corporate Apology Elements Affect Consumer Responses,” Western Kentucky University Student Research Conference, Virtual (Session Winner)

## INVITED TALKS

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L.M. Johnston and Jonathan Hasford: The Key(s) to the Kingdom: Effects of Music Keys on Consumer Preferences,” University of Kentucky (2023)

## TEACHING

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Instructor, University of Tennessee

*MARK 460 – Marketing Strategy* (Undergraduate)

- Spring 2025 – Senior Capstone Course

Guest Lecturer, University of Tennessee

*Marketing Research and Insights* (Undergraduate)

- Fall 2023 – Topic: Using Experiments to Understand Consumer Perceptions and Behavior

Student Lecturer, University of Tennessee

*Ph.D. Online Teaching Preparation Seminar*

- Summer 2024 – Topic: Why Marketing Research Matters

## SERVICE

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### Reviewer

- AMA Summer Academic Conference (2024)

### Women in Business, Western Kentucky University

(2019 – 2023)

*President, Co-President, Vice President, Social Planning Committee*

- Grew active membership by 72%, organized a donation drive collecting 250+ items for community members in need, leveraged professional connections to facilitate networking opportunities for students

### Gordon Ford College of Business Student DEI Committee, Western Kentucky University

(2022)

*Member*

- Sponsored professional speaker events, collaborated with faculty, and designed materials to promote diversity, equity, and inclusion in the Gordon Ford College of Business

## WORK EXPERIENCE

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**Currency Education Program Intern**, Federal Reserve Board, Washington, DC (May 2022 – December 2022)

- Informed the global public on Federal Reserve banknotes through public outreach, resource development
- Assisted in data management process improvements using R and Tableau
- Crafted email marketing strategy for international outreach in the hospitality industry
- Developed proposal for a U.S. Currency Literacy Course, presented to Manager and Associate Director

**Social Media Coordinator**, Sublime Media Group, Bowling Green, KY (April 2021 – May 2022)

- Managed social media content and ads for clients in the service, education, and healthcare industries
- Achieved 12.8% net audience growth across all social media platforms for Sublime Media Group
- Built client trust and improved efficiency in content approval process
- Executed brand development initiatives in collaboration with Digital Marketing Manager

**Student Assistant**, Western Kentucky University, Bowling Green, KY (August 2020 – April 2021)

- Ensured confidentiality while analyzing student aid eligibility in the Office of Student Financial Assistance
- Aligned federal and institutional records according to U.S. Department of Education guidelines

## HONORS, GRANTS, AND AWARDS

**Marketing Strategy Seminar Scholar** 2024

*Marketing Science Institute and AMA Marketing Strategy SIG*

**AMA MPPC Junior Scholar** 2024

*AMA Marketing and Public Policy Conference*

**Advanced Supply Chain Collaborative Ph.D. Student Research Grant** 2024

*University of Tennessee*

- ASCC “fosters both rigor AND relevance in academic research, incentivizing business scholars to engage with their appropriate practitioner base to deploy foundational theory and sound method to conduct research focused on cutting edge business topics that create, disseminate, AND apply knowledge.”

**Quick Turnaround Research Grant** 2022

*Western Kentucky University, Gordon Ford College of Business (sponsor: Joanna Phillips Melancon)*

**Faculty Undergraduate Student Engagement Grant** 2022

*Western Kentucky University, Office of Research and Creative Activity*

**Student Conference Travel Grant** 2022

*Western Kentucky University, Gordon Ford College of Business*

**Benjamin A. Gilman International Scholarship** 2023

*United States Department of State*

**Outstanding Senior in Marketing** 2023

*Western Kentucky University, Gordon Ford College of Business*

**Lifetime Member** (2022 – Present)

*Beta Gamma Sigma International Business Honor Society*

**Presidential Finalist Scholarship Recipient** (2019 – 2023)

*Western Kentucky University*

**Eaton Student Leadership Award**

2022

*Western Kentucky University, Gordon Ford College of Business*

**Featured Emerging Leader**

2022

*WNKY-TV News of Bowling Green*

**Session Winner**

2021

*Western Kentucky University Student Research Conference*

**VOLUNTEERING**

**Social Media Manager, Specialist**, Poco a Poco Arts, Streator, IL/Remote (December 2020 – August 2022)

- Designed Poco a Poco Brand Kit, created custom themed social media campaigns, and ran Facebook ads for nonprofit musical performances
- Acted as a marketing consultant to the Executive Director to improve music nonprofit's digital presence

**Administrative Intern**, Playhouse in the Park, Murray, KY (June 2019 – August 2019)

- Supported day-to-day theatre operations through budget reconciliation, social media marketing, youth education, donor relations, photography, press duties, and sales efforts

**SKILLS**

- IBM SPSS Statistics
- R (foundational working knowledge)
- Text mining (Python)
- Qualtrics Survey Software
- Client relations
- Public outreach and communications
- Social media content creation, scheduling, advertising

**CERTIFICATIONS**

- Google Digital Garage Fundamentals of Digital Marketing
- CITI Program Social and Behavioral Responsible Conduct of Research Course
- CITI Program Social/Behavioral Course

**PROFESSIONAL ASSOCIATIONS**

American Marketing Association (2023 – Present)