

**Johnny L. Graham**  
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## **EDUCATION**

**Temple University, Fox School of Business**

**PhD**, Marketing, expected graduation May 2017

**University of Maryland-College Park, Robert H. Smith School of Business**

**MBA**, 2012, Concentration Areas: Marketing & Strategy

**University of Maryland-College Park, Robert H. Smith School of Business**

**B.S.**, 2009, Finance

## **RESEARCH INTERESTS**

Branding in online environments, co-creation, social influence & network effects, consumer culture

## **RESEARCH IN PROGRESS**

“Vegan Rib?: Motivations and Responses to Brand Label Incongruity”

“Brand Appropriation: A Multi-Method Exploration of Theory and Practice”

“Brand Appropriation Acceptance Through Brand Extensions & Advertising”

## **PROFESSIONAL EXPERIENCE**

**Graham&Peters LLC**, Mitchellville, MD

January 2011-Present

**Co-Founder, Partner**

- Develop short-term and long term strategies to help increase revenue and cut costs for businesses in the media, publishing, financial services, construction, fashion, non-profit and entertainment industries
- Create social media and web presence for businesses using platforms and channels that align with the goals of the business client
- Train clients in the use of business software and content management systems such as Microsoft Excel, PowerPoint, Access, SharePoint, Quicken, Wordpress, and Joomla
- Conduct workshops, webinars, and seminars to small business owners and prospective entrepreneurs on using social media and mobile technology to grow a business
- Manage, divide tasks, and facilitate communication between a team of five consultants

**University of Maryland Marketing Department**, College Park, MD June 2011-August 2011

**Research Assistant**, Professor Nancy Kaplan

- Analyzed the use of social media by non-profits for fundraising, raising awareness, and increasing membership
- Created and presented two 70+ slide presentations on best practices of social media use in non-profits
- Developed a social media strategy for a Maryland-based social services agency

**Fantegrade Inc.**, New York, NY

February 2011- May 2011

**Independent Consultant**

- Developed a business plan for online media and merchandise startup to present to potential investors in an effort to gain \$5M in equity funding
- Created financial projections for the company's online, mobile, and offline businesses to determine external funding needs
- Conducted market research on the online merchandise and licensing industry to assess opportunities and threats to the industry

**Freestar Entertainment LLC**, Baltimore, MD

2008- 2010

**CEO/President**

- Created and implemented project schedule and full market launch for 25 college national tour
- Secured media tour sponsorship with Walton Issacson Marketing Agency in conjunction with Unilever for the Axe brand to reach over 15,000 potential consumers
- Conducted market analysis to determine feasibility of event launches for five successful entertainment businesses
- Created business plans to accelerate the growth of small businesses in the entertainment and retail industries

**INVITED PRESENTATIONS AND TALKS**

**“Consumer Response to Brand Remixing Behavior”**, *Temple University Graduate Research Symposium*, Philadelphia, PA, October 18<sup>th</sup>, 2014.

**“Marketing Strategy and Target Marketing”**, *Temple Futures Summer Program*, Philadelphia, PA, July 2014.

**“Marketing and Branding”**, *KSGC Exploration Series*, Philadelphia, PA, May 2, 2014.

**“Marketing and Branding for Entrepreneurs”**, *Pathways to Success Program*, Morgan State University, April 11, 2014.

**ACADEMIC SERVICE**

Reviewer for the Journal of International Business Studies

Reviewer for Qualitative Market Research

**ACADEMIC HONORS & AWARDS**

Future Faculty Fellowship-Temple University

Dean's Scholar-University of Maryland-College Park

Banneker-Key Scholar-University of Maryland-College Park

Omicron Delta Kappa Honor Society

**PROFESSIONAL AFFILIATIONS**

PhD Project

American Marketing Association

Association for Consumer Research

**GRADUATE COURSEWORK**

MKTG 9001 Seminar in Marketing Theory Development, Dr. Maureen Morrin

MKTG 9090 Seminar In Select Topics In Marketing, Dr. Susan Mudambi

MKTG9090 Special Topics in Marketing Strategy, Dr. Susan Mudambi

MKTG9002 Seminar In Behavioral Research In Marketing, Dr. Maureen Morrin

MTKG9003 Seminar In Quantitative Research In Marketing, Dr. Nathan Fong  
STAT 8113 Statistical Methods For Business Research II, Dr. Zhigen Zhao  
BA 9103 Economic Theory Of Choice, Dr. Lucas Threinen  
BA 9090 Statistical Methods For Business Research I, Dr. Peu-Yu Chen  
BA 9105 Business Research Econometrics I, Dr. Yan Li  
BA 9106 Business Research Econometrics II, Dr. Oleg Rytchkov  
BA9001 Organizations And Management Theory, Dr. Seok-Woo Kwon  
BA9002 Scientific Inquiry Of Management, Dr. Youngjin Yoo  
BA9003 Seminar In Organizational Behavior, Dr. Crystal Harold  
BA9207 Quantitative Research Methods II. Dr. Paul Pavlou  
SGM9001 Seminar in Strategy Formulation and Environmental Analysis, Dr. Ram Mudambi