

# Lena Pinkston, M.R.

[pinkstonlena@gmail.com](mailto:pinkstonlena@gmail.com) | 404-621-2692

## **Education Background**

### Bachelor of Science

Family and Consumer Sciences Business/Fashion Merchandising

South Carolina State University

May 2006

### Master of Retailing

College of Hospitality, Retail, and Sport Management

University of South Carolina

December 2007

## **Certifications**

### Methods of Teaching Certification

South Carolina Department of Labor Licensing and Regulation

2018

### Certified Accreditation Evaluator

Accreditation Council of Business Schools and Programs (ACBSP)

2022

### Professional Certified Marketer (PCM)

American Marketing Association

2023

### Certified Digital Marketing Professional (CDMP)

Digital Marketing Institute

2023

## **Higher Education Experience**

### Internship Director

University of South Carolina - Columbia, SC

2023 – present

Lead the creation of strategic partnerships with premier retail companies to design structured internship programs, directly bridging academic theories with practical workplace skills. Facilitate the internship courses each semester, emphasizing experiential learning and the application of knowledge in real-world settings. Foster an environment that not only equips students with vital hands-on experience but also prepares them for successful career paths through strategic planning and effective program management.

- RETL 295 Retail Practicum
- RETL 495 Retail Internship
- RETL 362 Introduction to Customer Service

### Assistant Professor

Voorhees University - Denmark, SC

2020 - present

Develop curriculum and design distance learning courses in the School of Business and Entrepreneurship.

- Entrepreneurship
- Adult Development and Life Assessment
- Retailing
- Principles of Marketing
- Digital Marketing

### Program Coordinator

South Carolina State University - Orangeburg, SC

2017 – 2023

Manage program compliance for accreditation, execute program assessments, create, and manage long-term goals that support the strategic direction of the institution. Evaluate programs and learning experience quality within the College of Graduate and Professional Studies. Deliver quarterly reporting of success metrics. Update curriculum design to meet industry demands. Teach undergraduate level courses in retail merchandising, conduct research, execute academic advisement, mentor, and recruit students, develop course curriculums, and conduct scholarly activities.

- Entrepreneurship
- Retail Management
- Merchandising Quantitative Analysis
- Retail Marketing
- Principles of Design
- Visual Merchandising

- Introduction to Fashion Merchandising

### Online Faculty

The Art Institute of Pittsburgh - Online Division

2009 – 2019

Facilitated meaningful learning of the course competencies in the curriculum and proactively supported all facets of the learning environment. Promoted student success. Exhibited passion for teaching, students, and engaged students in the learning process. Participated in monthly faculty training and development.

- Entrepreneurship
- Introduction to Retailing
- Sales and Event Promotion
- Current Designers
- 3-D Visual Merchandising I
- 3-D Visual Merchandising II

### Adjunct Faculty

Johnson and Wales University - North Miami, FL

2016 - 2017

Served as an adjunct professor for the School of Business. Prepared and delivered stimulating curriculum using various teaching methods and tools that reflect course content effectiveness. Measured and reported the effectiveness of curriculum methods. Participated in faculty development, business industry seminars, and department wide activities and programs.

- Merchandising Mathematics
- Global Textile and Apparel Sourcing

### Curriculum Designer

Art Institute of Pittsburgh Online Division

2015 - 2016

Provided direction on the development of new course curriculum and/or modification of existing course content. Provided reviews and analysis of curriculum content. Ensured alignment between curriculum and assessment. Produced scope documents and worked with Project Manager to meet deadlines. Produced new lecture material, discussion questions, and supporting assignments. Participated in meetings and completed all assigned tasks to support the completion of online master course shells for the institution.

- Entrepreneurship
- 3-D Visual Merchandising II

### Research Intern

Florida State University - Tallahassee, FL

2005 - 2006

Worked with distinguished faculty to learn the research process. Developed research study on consumer behavior. Conducted literature review, developed research questionnaire, collected and analyzed data, managed project related communication, and presented research at annual conference.

## **Business & Industry Experience**

### Business Owner (2007 - present)

Lavish Hair Studios, LLC

Columbia, SC

Manage business, client services, and retail operations. Facilitate management of local and national compliances, including finance and accounting. Strategic management of omni channel marketing and promotion campaigns. Analyze data and analytics from marketing data to increase client retention, retail sales, and business growth.

### Regional Visual Merchandiser (2007 - 2009)

Stein Mart

Columbia, SC

Designed merchandising floor plans. Communicated with Department Managers to build visual strategies that met specific retail needs. Executed marketing campaigns. Managed brand and sales signage. Maintained visual merchandising supplies and financial budgets for 3 stores in regional area.

## **Professional Memberships and Licensures**

International Textiles and Apparel Association – Member

American Association of Family and Consumer Science (AAFCS) –  
Member

South Carolina Licensed Cosmetologist - 2002-present

South Carolina Licensed Instructor of Cosmetology - 2018-present

## **Professional Meetings Attended**

SCACE Artificial Intelligence in Higher Education Symposium – Greenville, SC  
- December 2023

UPCEA MEMS Artificial Intelligence Pre-Conference – Portland, Oregon -  
November 2023

UPCEA MEMS Enrollment Management Conference – Portland, Oregon -  
November 2023

Distance Learning Administration Conference - Jekyll Island, GA - July 2022

Accreditation Council for Business Schools and Programs - Washington, DC –  
June 2022

AAFCS Annual Meeting & Conference - Remote – February 2022

HBCU Affordable Learning Summit – Nashville, TN – April 2018

Online Learning Consortium (OLC) Innovate – Nashville, TN – April 2018

## **Papers Presented**

How Generation Z Consumer Behavior Patterns affect Customer Loyalty –  
Tallahassee, FL 2006

## **Consulting**

Small Business Development Consulting

Subject Matter Expert (SME) for online course development

Distance Learning Consulting

## **Professional Growth Activities**

National Retail Federation Conference

Qedex – Transformative Educators Certification

## **Seminars, Training Programs, etc., Conducted for Business and Industry**

Health and Beauty Forum – University of South Carolina – 2010 and 2011

## **Professional Presentations, Speeches, etc.**

Presenter – Artificial Intelligence in Higher Education – Voorhees University, Denmark, SC - January 2024

Presenter - HBCU Academic Librarians Open Educational Resources Project – Charleston, SC February 2020

Presenter – Integrating Students with Interactive Content – South Carolina State University, Orangeburg, SC - February 2018

Presenter – Transitioning to Open Educational Resources – South Carolina State University, Orangeburg, SC - August 2018

## **Institutional Services Performed**

Member - HRSM Distance Learning Management Committee

Member - Search Committee for Associate Dean of Academic Programs and Student Affairs

Member – Department of Retailing Search Committee for Instructor of Retailing

## **Recognition and Honors**

Provosts Award for Teaching Excellence – South Carolina State University - 2019

Presidential Lifetime Achievement Award for Community Service - November 2023

## **Professionally-Related Community**

### **Activities**

Member - North Columbia Business Association

Board Member - Columbia Fashion Week

Alliance

Member - Delta Sigma Theta Sorority,

Incorporated

Treasurer - The EnrichMint Charity Golf

Tournament

Member - FarmaSis Community Farmers