

Aaron Charlton

Assistant Professor, Department of Marketing
College of Business | Illinois State University
abchar1@ilstu.edu | 480-626-3885
aaroncharlton.com

ACADEMIC APPOINTMENT

Assistant Professor of Marketing 2019-Present
Illinois State University

EDUCATION

Ph.D., Marketing 2019
University of Oregon, Lundquist College of Business

M.B.A., Leadership and Entrepreneurship 2014
Arizona State University, W.P. Carey School of Business

B.A., History (minor in Military Science) 2002
Brigham Young University

PUBLICATION

Charlton, Aaron and T. Bettina Cornwell (2019), "Authenticity in Horizontal Marketing Partnerships: A Better Measure of Brand Compatibility," forthcoming at *Journal of Business Research*.

CONFERENCE PRESENTATIONS

Cowley, Scott and Aaron Charlton (2019), "Examining Brand Heterogeneity Among Brand Social Media Responses to Community Positivity," Winter AMA Conference, Austin, TX, February 2019.

Cornwell, T. Bettina and Aaron Charlton (2016), "Developing a Measure of Promotional Partnership Authenticity" Summer AMA Conference, Atlanta, GA, August 2016.

Cornwell, T. Bettina and Aaron Charlton (2015), "Authentic partnerships in marketing: Measurement and roles in CSR" Global Fashion Management Conference, Florence, Italy, June 2015.

TEACHING INTERESTS

Digital Marketing, Marketing Analytics, Marketing Communications, Marketing Management

TEACHING EXPERIENCE

Marketing Instructor, College of Business, Illinois State University, 2019-Present

Course	Degree program	Sections taught	Student evaluations
Integrated Marketing Communications (IMC) Capstone	Marketing IMC sequence		
Marketing Research	Marketing majors		

Marketing Instructor, Lundquist College of Business, University of Oregon, 2015-2019

Course	Degree program	Term taught	Student evaluations (instructor's role)
*Digital Marketing	business major (elective)	Winter 2018	4.1/5
Marketing Management	business major	Spring 2019 Fall 2016	4.3/5 4.0/5
Marketing Principles	business minor	Spring 2018 Fall 2015	4.2/5 4.3/5

*New course

Full-time Missionary (Portuguese-speaking), Recife, Brazil, 1997-1999
The Church of Jesus Christ of Latter-day Saints

PROFESSIONAL EXPERIENCE

Digital Marketing Analyst/Manager, Passport Health, Scottsdale, AZ, 2012-2014

Responsible for managing search engine ad campaigns (Google, Bing) for both corporate clinics and franchisee-owned travel immunization clinics (230 total locations). Secondarily responsible for other aspects of digital marketing, including increasing on-page conversion, improving patient email campaigns, and search engine optimization. Also responsible for creating a paid service at corporate headquarters to manage franchisee ad campaigns, and marketing it to them. I hired and supervised one other analyst in this role.

Marketing Manager, Bio Huma Netics, Gilbert, AZ, 2010-2012

Responsible for all marketing communications and advertising for an agricultural chemicals producer that sold the majority of its products outside the U.S. (China, Turkey, Peru, etc.). I hired and supervised two people in this role. During my tenure, I was responsible for a major rebranding, the acquisition of new label-making equipment, and the creation of new websites.

Digital Marketing Specialist (Independent Contractor), 2007-2010

Managed search engine ad campaigns (Google Adwords and Bing Ads certified); optimized websites for improved search engine ranking; designed and built websites, mainly using the Wordpress platform. Clients mainly included local service companies and healthcare providers.

Infantry Captain, U.S. Army, 2002-2007

Led combat patrols as a platoon leader, responsible for 20 soldiers, four gun trucks and millions of dollars worth of equipment in both Afghanistan and Iraq; planned, coordinated and managed division-level training events at Fort Campbell, Kentucky; served as Iraqi forces liaison in Iraq; Airborne and Air Assault qualified.

AWARDS AND RECOGNITIONS

Robin and Roger Best Research Award, 2016, 2018
AMA Sheth Doctoral Fellow, 2018

ACADEMIC SERVICE

Ad hoc reviewer: AMA academic conference proceedings Summer 2016, Winter 2019
Faculty advisor for Google Online Marketing Challenge group, 2016

PROFESSIONAL AFFILIATIONS

American Marketing Association
Society for Judgment and Decision Making

CODING PROFICIENCIES

R, HTML/CSS, MongoDB