Reginald Terry

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Summary

Recent Doctor of Business Administration (DBA) graduate who is highly motivated, creative, and results-driven with 21+ years of professional experience in hospitality and management. While working in this industry, I managed guest services, handled public relations, trained and supervised employees, maintained records for events, taught individuals to improve their professional development, and spearheaded food safety and services for companies and organizations. I'm seeking to shift careers to become a Marketing/Sales Manager or a similar position that will allow me to refine my vast business knowledge within an industry setting.

Skills & Proficiency

Marketing Strategy • Social Media Marketing • Customer Relations • Customer Service • Business Intellegence • Business Analysis • Customer Data • Research • Organizational Leadership • Team Leadership • Leadership Development • Critical Thinking • Problem Solving • Public speaking • Event Planning • Community Outreach • Data Analysis • Data Modeling • R • Python • Tableau • Microsoft Office Suites • Machine Learning

Professional Experience

Adjunct Faculty
American Intercontinental University
June 2025 - Present

- Teach business courses to undergraduate students.
- Create and deliver interactive and instructional lectures.
- Assigning and grading student coursework.
- Managing administrative tasks such as tracking attendence, holding office hours, and tracking final exams.

Content Writer/Subject Matter Expert - Hospitality
Upwork
March 2024 - June 2025

- Developed well-researched content pertaining to hospitality and tourism courses.
- Created lesson plans, assessments, and other instructional materials to help students learn and retain information about the hospitality industry.
- Provided valuable knowledge and insights on real-world applications within the hospitality industry.
- Review amd edit course materials to ensure accuracy and effectiveness.
- Keep up with the latest trends, regulations, and advancements in the industry.

Graduate Researcher
Northcentral University
June 2018-April 2022

- Acquired a 36% response rate for a survey on leadership in the hospitality industry by using effective marketing strategies
- Achieved a 2x speed up in analyzing survey response data using R programming.
- Presented thesis proposal that was well received by an audience of at least 50 students, faculty, and staff

Sales Consultant
Durham Bulls Baseball Club
March 2016-August 2016

- Obtained a 40% renewal rate for seasonal, mini-plans, and first-time ticket purchases via marketing and sales with new and returning customers.
- Facilitated ticket sales to achieve the highest attendance rate of the season (554,788 spectators)
- Orchestrated one of the most significant sales of the season ($2500) with a well-known university
- Spearheaded the experience of at least 150 different organizations in the purchase and enjoyment of the ballpark facilities

Catering Manager
North Carolina Central University Dining Services
October 2015-March 2016

- Maintained 100% satisfaction while organizing and facilitating several campus events with over 150 participants.
- Brought in and maintained an extensive network of at least 15 different connections
- Ensured client satisfaction by constructing detailed order forms to ensure no missing items

Area Host/Consultant
Durham Bulls Athletic Park
May 2013-August 2015

- Guaranteed optimal group placement in the ballpark that allowed the company to comply with safety precautions standards
- Facilitated maximum guest service satisfaction by assisting organizations with guidance to their respective areas, collection of tickets, and general cleaning duties

Marketing Consultant (Part-Time)
Durham Convention Center
May 2013-August 2013

- Constructed social media presentations on Facebook and Instagram to measure customer feedback satisfaction (70%)
- Performed market analytics on 10,000 customers to highlight trends and opportunities

Event Planner/Parliamentarian
North Carolina Comprehensive Community College Student Government Association
May 2011-May 2012

- Coordinated business conferences for over 300 delegates and guests during the Fall and Spring semesters
- Galvanized motivation for all the delegates by organizing entertainment events, presenter room assignments, and gift bags
- Maintained security details to provide memorable guest experience.

Education

Doctor of Business Administration (DBA); Northcentral University (San Diego, CA)

Masters in Tourism and Hospitality Management; Temple University (Philadelphia, PA)

Bachelor of Science, Hospitality and Tourism Administration; North Carolina Central University (Durham, NC)

Associate in Applied Science, Business Administration; Durham Technical Community College (Durham, NC)