Reginald Terry

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Summary

Recent Doctor of Business Administration (DBA) graduate and adjunct instructor specializing in business and hospitality management, backed by over 21 years of professional industry experience. Holding a doctoral dissertation focused on Transformational Leadership and Job-Related Stress in the Hospitality Industry, I am dedicated to bridging academic theory with practical, data-driven applications in the virtual classroom. My teaching portfolio highlights an interactive, student-centered approach utilizing structured discussions, multimedia assignments, and rigorous assessment rubrics designed to foster critical thinking and professional communication.

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)