

## Patricia Weliska Clarke

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### EDUCATION:

- Babson College Earned **MBA** Babson College Wellesley, MA 1987  
Graduate School of Management
- Boston College Earned **BA** Boston College cum laude Chestnut Hill, MA 1978  
Woods School of Advancing Studies Management

### ACADEMIC EXPERIENCE:

Boston College, Carroll School of Management, Chestnut Hill, MA 1998 - present  
Marketing Lecturer and adjunct faculty member

Merrimack College, Girard School of Management, North Andover, MA 2012 - present  
Adjunct faculty member

### EDUCATIONAL CERTIFICATION:

Boston College, On-line teaching and course design January 2018  
Advanced On-line Pedagogy Excellence

Bloomberg Market Concepts Certification February 2018

### Lecturer Marketing/Adjunct Instructor

Position has been both part-time and full-time faculty teaching and administrative positions primarily at the undergraduate level with some graduate level courses. Teach between 4 and 6 classes per academic calendar as well as provide academic advising, career and internship counseling, as well as other services such as implementing and coordinating the development of marketing senior exit survey, and proposed and implemented the first annual Marketing Career Services Night working with Career Services and the undergraduate Dean's office.

### Higher Educational Teaching Experience:

Teaching experience includes teaching over fifty marketing classes in higher education with class sizes ranging twenty to eighty students. All courses taught independently and prepared using technology resources as well as traditional lectures, presentations and cases and discussion. Marketing Principles classes include topics in the basic concepts, principles, and activities involved in modern marketing. Topics fit within the framework of the marketing management process and include organizing marketing planning, analyzing market opportunities, selecting target markets, developing the marketing mix, and managing the marketing effort as well as not for profit marketing and marketing ethics.

Specific courses use in-depth case analysis as well as application of concepts.

Marketing Principles (undergraduate, graduate and hybrid)  
Evolution of Marketing Strategy in the Digital Era (graduate)  
Applied Marketing Management Advertising and Advanced Advertising

Professional Selling and Sales Management  
Marketing Management

Marketing Communications and Promotions  
Current Issues in Marketing

Global Marketing  
Business Management

Internship Programs Course  
Sports Marketing

### **Other Academic Achievement and Services:**

Proposed and developed the Career Services Night for Undergraduate Marketing Majors  
Supported the Deans office at Career Services Night for Undergraduate Marketing Majors  
Present Marketing Lectures at Accepted Students Weekends 2007 - 2013 for Boston College Admissions  
Provide Thesis Support for both undergraduate and graduate students  
Freshman Academic Advisor during academic school year  
Undergraduate Academic Advisor for marketing majors  
Coordinator, Marketing Senior Exit Survey, 2011  
Support efforts of Carroll School of Management undergraduate Marketing Academy  
Present Business Etiquette annually at Marketing Academy Business Services Night  
Worked summers 2004 – 2010 as Faculty Orientation Leader for freshman academic advising  
Teach graduate hybrid summer classes 2014 – present

### **INDUSTRY EXPERIENCE:**

Independent Marketing consultant and freelance writer Lexington, MA Provide consulting services in training and marketing programs	On-going
Lexington Chamber of Commerce, Lexington, MA Membership Development and Marketing Manager  Non-profit experience recruiting and educating members of the Lexington business community	1995-1998
Lexington Properties Massachusetts Licensed Residential real estate services in Massachusetts	1992-1994
Wang Laboratories, Inc.            Lowell, MA	1981-1992
Marketing Manager, Marketing Support Services manager & Consultant Managed customer care and support services. Experienced marketing manager providing management technology and consulting services through a variety of positions from specialist to manager in support of marketing, sales and clients. Managed a team to design, develop and implement global marketing plans and advertising programs. Proposed and developed marketing strategies working with all functional departments within the organization and assisted in the development of global marketing plans	

Rapidata, Inc., division of General Electric

1979-1981

Senior Sales Account Manager

Boston, MA

Successfully presented and sold marketing and financial services including reporting, SPSS, market research and other top level custom reporting systems to executive level management of Fortune 500 companies in Massachusetts

Harvard Medical School

1978

Marketing and Administrative Support Services Specialist

Provided marketing and support services t for Tumor Virology Department

**Professional Memberships and Interests and Development (past and present\_)**

Associate Member (CWBC) Council of Women at Boston College

Active Participant in Technology e-Learning at Boston College

Boston College Alumni Association

Babson College Alumni Association

Member NACADA National Academic and Advising Association

Yahoo! Associated Content web content articles

American Marketing Association

Lexington Education Foundation Volunteer

Lexington Historical Society

Parent Teacher Association

Teaching Volunteer/St. Brigid's Religious

Education Instructor and Volunteer Lexington, Mass

Computer skills, Canvas, Blackboard Vista, PowerPoint Presentations, Excel, Word

Social Media Skills – Instagram, Twitter, LinkedIn, Facebook and multiple social sites