

# Michael Burrage II

Doctoral Student, Rockwood School of Marketing, College of Business, Florida State University, Tallahassee, FL 32306  
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## EDUCATION

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Ph.D. in Marketing *expected May 2028*  
Florida State University, Rockwood School of Marketing, College of Business

B.S. in Music Technology *December 2020*  
Columbia College Chicago

## RESEARCH IN PROGRESS

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Burrage II, Michael, "Virtually Lonely: How Lonely Consumers are Impacted by Virtual Influencer Endorsements"

- One study conducted, data collection is ongoing.

## RESEARCH PRESENTATIONS

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Burrage II, Michael "Virtually Utilitarian: How Hedonic and Utilitarian Product Descriptions Impact Virtual Influencer Endorsements" (Working Paper)

## ACADEMIC AWARDS/GRANTS/FELLOWSHIPS

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- McKnight Doctoral Fellowship (Fall 2023-present)

## TEACHING EXPERIENCE

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Courses	Position	Dates
Basic Marketing Concepts	Teaching Assistant	Fall 2023, Spring 2024

## ACADEMIC AFFILIATIONS

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- American Marketing Association
- Association for Consumer Research
- The PhD Project

## CONFERENCES

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- Winter American Marketing Association Conference – Participant, St. Petersburg, FL 2024
- McKnight Doctoral Fellowship Annual Conference – Presenter, Tampa Bay, FL 2024
- Association for Consumer Research Conference – Participant, Seattle, WA 2023
- American Marketing Association Conference – Participant, San Francisco, CA 2023
- The PhD Project Marketing Association Conference – Participant, San Francisco, CA 2023
- The PhD Project Annual Conference – Participant, Chicago, IL 2022

## COURSEWORK

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- Doctoral Seminar in Quantitative Methods, *Dr. Colleen Harmeling*
- Doctoral Seminar in Marketing Management, *Dr. J. Joseph Cronin*
- Doctoral Seminar in Consumer Behavior Theory, *Dr. Martin Mende*
- Doctoral Seminar in Consumer Behavior Methods, *Dr. Maura Scott*

## RELEVANT PROFESSIONAL EXPERIENCE

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### **Michael Page International PLC**

*Recruitment Consultant*

Chicago, IL

2021-2022

Recruiting and business development specialist for an international recruiting firm focusing on developing the Property and Construction market in Detroit, Michigan. Influencing and hiring decision makers at national civil and commercial construction general contracting and development firms. Performing in the top 5% of all independent rookie consultants office-wide.

### **New York Life Insurance Company and NYLIFE Securities LLC**

*Agent and Registered Representative*

Chicago, IL

2020-2021

Independent contractor as a financial advisor, salesman, and consultant for Fortune 75 insurance company. Sold customized life insurance and investment products to families and small business owners. Organized and facilitated financial literacy seminars in underserved communities. Won rookie of the Year for Chicago Regional Office for the 2020 Council year.

### **Earhole Studios, LLC**

*Audio Engineering Intern*

Chicago, IL

2018-2020

Assisted in audio engineering for international companies' worldwide ad campaigns for a reputable postproduction studio. Assisted in creating sound design and engineering for short films and television shows.

**8tiv Labs Corporation**

Chicago, IL

*SEO Social Media Marketing and Video Production Intern*

2018

Evaluated data and consumer analytics to optimize social media content and advertisements using Search Engine Optimization principles for an entertainment media production company. Created, edited, marketed, and optimized content for all social media platforms.

**Derco Aerospace, Inc.**

Milwaukee, WI

*Information Technology Intern*

2015

Defense and aerospace programmer for a subsidiary of Boeing Aerospace. Analyzed big data and implemented sorting, searching, and recursive algorithms to improve and optimize internal processes.

**ACTIVITIES, LEADERSHIP, AND VOLUNTEER EXPERIENCE**

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**Public Speaking and Community Seminars**

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Invited Contributing Panelist Speaker for keynote speaker Shiza Shahid  
*Served as a panelist, speaker, and presenter of the keynote speaker Shiza Shahid, Co-founder and CEO of the Malala Fund.*

Invited Speaker to JP Morgan Chase Bank and Revitalizing Black Chicago Homeownership Seminar  
Organized and hosted a seminar providing financial information to prospective first-time homeowners in underserved communities.

Invited Speaker to North Riverside Community Mall Financial Literacy Seminar  
Hosted a seminar providing financial literacy information to families in underserved communities.

The Organizer of the Hyde Park Chamber of Commerce Regents Park Financial Literacy Seminar  
Organized and hosted a seminar providing financial literacy information to business owners and families in underserved communities.

**Professional Certifications**

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Life and Health Insurance Licenses in IL, OH, TN, TX, FL, CA (2021-2023)  
Passed state exams and completed continuing education to sell life and health insurance.

Variable Securities Licenses in TX, IL, and OH (2021-2023)  
Passed SIE, Series 6, and Series 63 exams and completed continuing education to sell securities.

**Volunteer Experience**

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Revitalizing Black Chicago

Invited speaker and volunteer for local community organization teaching financial literacy to underserved communities.

Playback Playfwd COVID-19 Frontline Workers Charity Album  
Contributing artist for the album. All proceeds were donated to frontline workers during the COVID-19 pandemic.

Chicago Public Schools Youth Summer Camp Volunteer  
Coach and mentor to 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> grade youth at Johnnie Coleman Academy in Chicago, IL.

Grimsley Senior High School Tutor  
Tutored High School Students in Greensboro, NC, in math, science, and ACT/SAT Prep.