

Denisse Olivas

12511 Triple Crown Ave., El Paso, TX 79936
Phone:915.252.0509 • LinkedIn: [Linkedin.com/in/dolivas](https://www.linkedin.com/in/dolivas) • E-Mail: dolivas@utep.edu

Education and Credentials

PCM **Professional Certified Marketer.** American Marketing Association. October 2015-present.

MBA **University of New Mexico.** Business Administration with a concentration in Marketing.
Graduation December 2006.

B.A. **University of Texas at El Paso.** Marketing and Computer Information Systems, dual major.
Graduation December 2002.

Experience

- Marketing and Management Lecturer. University of Texas at El Paso. May 2013-Present
- Director. Center for Hispanic Entrepreneurship (CFHE). University of Texas at El Paso. May 2013-Present
- Hispanic Marketing Consultant. Jan 2011-Apr 2013
- Adjunct Professor. University of North Texas. Dec 2008-Jan 2011
- Program Coordinator. Center for Spanish Language Media. University of North Texas. Dec 2008-Jan 2011
- Traffic Manager. PowerPact (Print Advertising). July 2008-Nov 2008
- Project Coordinator. Razor (Print Advertising). Sept 2007-July 2008
- Fiscal Coordinator. Contracts and Grants. University of New Mexico. Nov 2004-May 2007
- Senior Department Manager. JC Penney Co. Jan 2003-Nov 2004

Teaching Experience

- Marketing and Management Lecturer. University of Texas at El Paso. Courses: Principles of Marketing, Multicultural Marketing, International Marketing, Entrepreneurship, Advertising and Sales, Services Marketing, Sales and Management. May 2013-Present
- Content Writer and Reviewer for Entrepreneurship Textbook. OpenStax-Rice University Open Source Program. Chapters: Marketing, Launch for Growth to Success, Resources, Requirements, Strategies. May 2017-May 2019
- Career and Entrepreneurship Mentoring of students. University of Texas at El Paso. May 2014-Present

- Women in Business Student Organization Mentor. University of Texas at El Paso. Jan 2015-May 2017
- Program and Student Development. Rookie Entrepreneur Program. Various High Schools and University of Texas at El Paso. May 2014-Present
- C-Link Program Development. Upper level division program between Del Valle High School and the College of Business Administration. University of Texas at El Paso. May 2014-Present
- Student Development. Research student assistants. Center for Hispanic Entrepreneurship. University of Texas at El Paso. Aug 2013-Present
- Adjunct Professor and Guest Lecturer. Radio, TV and Film Department. Courses: Spanish Language Media and Media Sales Institute. University of North Texas. May 2008-Dec 2010

Publications/Presentations

- Olivas, D., Gonzalez, P., & Azmi, M. (2020). *Accelerate El Paso Final Report*. Center for Hispanic Entrepreneurship. <https://www.utep.edu/business/cfhe.html>
- Olivas, D. (2019). The rise of the female entrepreneur. Entrepreneurship Research presented at the Women's and Gender Studies History Month Conference, University of Texas at El Paso, TX.
- Olivas, D. (2018). *Impact of strategy on new product development and performance: small business success*. Paper presented at Association of Collegiate Marketing Educators Conference. Albuquerque, New Mexico.
- Olivas, D., Frankwick, G., & Mukhopadyay S. (2018). *Impact of community -mindedness, social responsibility, ethics, culture, and gender of Hispanic and White small business owners on their business performance and job satisfaction*. Unpublished manuscript, Marketing and Management Department, University of Texas at El Paso, US.
- Olivas, D. (2017). *Marketing for entrepreneurs*. Presented at the Latina Entrepreneur Academy by LULAC, El Paso, TX.
- Olivas, D., & Frankwick, G. (2017). *Impact of strategy on new product development and performance: small business success*. Unpublished manuscript, Marketing and Management Department, University of Texas at El Paso, US.
- Olivas, D., & Frankwick, G. (2017). Entrepreneurship success: a Hispanic point of view. *Proceedings of the First International Conference on Facets of Doing Business in Emerging Markets, 1*, (p.18).
- Olivas, D. (2016). Entrepreneurship success: a Hispanic point of view. Presentation at International Conference on Facets of Doing Business. Joint online conference at University of Texas at El Paso and Institute of Management Technology at Ghaziabad, India.
- Olivas, D., & Frankwick, G. (2016). Understanding Hispanic entrepreneurial success: an exploratory study. *Journal of Business Diversity, 16*(1).

Certificates

- Digital Media and Marketing Certificate. Duke Continuing Education. Aug 2019-Present
- Teaching Online Academy Certificate. University of Texas at El Paso. Oct 2019
- Professional Certified Marketer. American Marketing Association. Oct 2015-Present
- Social Media Certificate. University of San Francisco. June 2013
- Hispanic Marketing Communication Certificate. Florida State University. Aug 2009

Affiliations/Memberships

- American Marketing Association. Member. 2015-Present
- City Accelerator. City of El Paso. Partner. 2018-Present
- Toastmasters International. Former VP of Communication and President. 2009-2015
- UTEP Alumni Association. Member. 2013-2015

Skills

- Computer: Photoshop, InDesign, SPSS, Dreamweaver, MS Office, Wordpress, SEO and SEM.
- Languages: Bilingual in English and Spanish. Working knowledge of French.

Interests

- Digital Marketing
- Hispanic Marketing
- Entrepreneurship

Awards

- Teaching Excellence Award- COBA May 2019
- Service Award-UTEP 5 year service recognition Feb 2019