

# TEXAS STATE VITA

**Form A | AA PPS 04.02.20**

*Note: If there are no items for a specific category (e.g., you do not author a report under the Publications section), then the heading of that category will not display. This is the case for all categories throughout the vita.*

---

## I. ACADEMIC/PROFESSIONAL BACKGROUND

### A. Name and Title

**Name:** Amber Friedeck

**Title:** Lecturer in the Department of Marketing

### B. Educational Background

| Degree | Year | University             | Major                           | Thesis/Dissertation |
|--------|------|------------------------|---------------------------------|---------------------|
| BBA    | 2006 | Texas State University | Marketing                       |                     |
| MS     | 2025 | Texas State University | Marketing Research and Analysis |                     |
|        |      |                        |                                 |                     |

### C. University Experience

### D. Relevant Professional Experience

Beyond Merch Marketing, Austin, TX – Founder, 2023–present

Lead a full-service marketing agency specializing in branded merchandise, promotional products, and digital marketing strategy for B2B and B2C clients.

Republic Promos Inc., Austin, TX – Co-Founder, Sales & Marketing Operations, 2013–2023

Co-founded and led sales, marketing, and e-commerce operations for a promotional products company, driving sustained double-digit annual growth.

Republic Print & Mail, Austin, TX – Sales & Marketing Manager, 2012–2013

Managed development of a promotional products division, including customer quoting programs and marketing support for corporate events and campaigns.

Buffington Homes, Austin, TX – Marketing Manager, 2010–2012

Directed marketing initiatives for a homebuilder, including website content, advertising, sales support, and email marketing campaigns.

ViaMetric Inc., Austin, TX – Digital Marketing Manager, 2009–2010

Managed B2B email marketing programs, including campaign execution, lead scoring, list segmentation, and database maintenance.

## **E. Other Professional Credentials**

*Licensure, certification, etc.*

DataCamp Certificates: Analyzing Social Media Data in R; Introduction to Tableau; Machine Learning for Business; Marketing Analytics in Google Sheets.

ELVTR Certificate: Digital Marketing Analytics.

Semrush Certificates: AI-Powered Marketer; SEO Principles; Keyword Research Course with Greg Gifford; Keyword Research with Semrush.

HubSpot Academy Certificates: Email Marketing; Digital Marketing; Marketing Software; SEO; Reporting.

Google Skillshop Certificates: Google Ads Measurement; Google Ads Search.

Additional Professional Credentials: PMI Building an Integrated Online Marketing Plan; Responsible Decision-Making and Leadership (McCoy College of Business, Texas State University); Service-Learning Course (TXST Service-Learning Excellence); Group 1 Human Subject Protection Training (CITI Program); Truist Emerging Leaders Certification.

## **II. TEACHING**

### **A. Teaching Honors and Awards**

---

---

---

## **B. Courses Taught**

**Texas State University:**

---

---

---

**Other Institutions:**

---

---

## **C. Directed Student Learning**

*Theses, dissertations, exit committees, etc.*

---

---

---

## **D. Courses Prepared and Curriculum Development**

---

---

---

## **E. Teaching Grants and Contracts**

### **1. Funded External Teaching Grants and Contracts**

---

---

### **2. Submitted, but not Funded, External Teaching Grants and Contracts**

---

---

### **3. Funded Internal Teaching Grants and Contracts**

---

---

#### **4. Submitted, but not Funded, Internal Teaching Grants and Contracts**

---

---

#### **F. Other Teaching Activities**

---

---

#### **G. Teaching Professional Development Activities Attended**

---

---

### **III. SCHOLARLY/CREATIVE**

#### **A. Works in Print**

*Including works accepted, forthcoming, in press*

##### **1. Books**

###### **a. Scholarly Monographs:**

---

---

###### **b. Textbooks:**

---

---

###### **c. Edited Books:**

---

---

###### **d. Chapters in Books:**

*Refereed:*

---

---

*Non-refereed:*

---

---

---

**e. Creative Books:**

---

---

---

## **2. Articles**

**a. Refereed Journal Articles:**

---

---

---

**b. Non-refereed Articles:**

---

---

---

## **3. Conference Proceedings**

**a. Refereed Conference Proceedings:**

---

---

---

**b. Non-refereed:**

---

---

---

## **4. Abstracts**

---

---

---

## **5. Reports**

---

---

---

## **6. Book Reviews**

---

---

---

## **7. Essays**

---

---

---

## **8. Poems**

---

---

## **9. Short Stories**

---

---

## **10. Other Works in Print**

---

---

## **B. Works Not in Print**

### **1. Papers Presented at Professional Meetings**

---

---

### **2. Invited Talks, Lectures, and Presentations**

| Position  | University             | Dates     |
|---|------------------------|-----------|
| Guest lecturer in undergraduate marketing courses at Texas State University | Texas State University | 2018-2021 |
| Guest speaker for the Texas State University AMA Chapter                    | Texas State University | 2018-2024 |
|   |                        |           |

### **3. Consultancies**

---

---

### **4. Workshops**

---

---

## **5. Other Works Not in Print**

### **a. Works "submitted" or "under review":**

---

---

### **b. Works "in progress":**

---

---

### **c. Other Works Not in Print:**

---

---

## **C. Scholarly/Creative Grants and Contracts**

### **1. Funded External Grants and Contracts**

---

---

### **2. Submitted, but not Funded, External Grants and Contracts**

---

---

### **3. Funded Internal Grants and Contracts**

---

---

### **4. Submitted, but not Funded, Internal Grants and Contracts**

---

---

## **D. Scholarly/Creative Fellowships, Awards, Honors**

---

---

---

---

## **E. Scholarly/Creative Professional Development Activities Attended**

---

---

---

## **F. Media Recognition**

---

---

---

# **IV. SERVICE**

## **A. Institutional**

### **1. University**

---

---

### **2. College**

---

---

### **3. Department/School**

---

---

## **B. Professional**

---

---

## **C. Community**

---

---

## **D. Organization Memberships**

---

---

---

## **E. Service Honors and Awards**

- ASI Distributor Entrepreneur of the Year (2022)
- ABJ Fast 50 (2020, 2016)
- MAX Award, Home Builders Association Greater Austin (2011)

## **F. Service Grants and Contracts**

### **1. Funded External Service Grants and Contracts**

---

---

### **2. Submitted, but not Funded, External Service Grants and Contracts**

---

---

### **3. Funded Internal Service Grants and Contracts**

---

---

### **4. Submitted, but not Funded, Internal Service Grants and Contracts**

---

---

## **G. Service Professional Development Activities Attended**

---

---

---