

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
