

# Curriculum Vitae

## Kelly Dueck

**Current location:** Winnipeg, Manitoba, Canada

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## Education

**PhD** (Passed with no corrections October, 2022), University of Durham

Title: *The digital transformation of marketer identity in figured worlds*

Examiners: Professor Tony Watson, University of Nottingham and Professor Gretchen Larsen, University of Durham

Advisors: Professor Nick Ellis, University of Durham and Dr. Saadat Saeed, University of Durham

**MBA** University of Essex (Graduated July 2018), Distinction

Recipient of 2018 Top Postgraduate Business Student Award

Dissertation: *Do Psychographic Factors Predict the Displacement of Farm Newspapers by the Internet?*

**MTh Course** in Feminist Theology, University of Winnipeg, 1996. Final Grade: A

**BSc** University of Saskatchewan (Physiology) (Graduated August 1987)

## Teaching and Development Experience

**Course Developer and Instructor** – Currently developing/teaching two 3-credit undergraduate courses for the Redekop School of Business, Canadian Mennonite University: *Entrepreneurship and Small Business Management*; and, *Social Marketing*.

**BUSI4Q415 - MSc Marketing - Digital Marketing Seminar** – Durham University Business School (January 11 - March 19, 2021)

**BUSI3191 Global Marketing Seminar** – Durham University Business School (January 11 - March 19, 2021)

**BUSI4Q415 - MSc Marketing - Digital Marketing Seminar** – Durham University Business School (January 27 - March 9, 2020)

**SEED Winnipeg Build-a-Business Program Instructor** (Developed and taught quarterly modules in business planning fundamentals and marketing for start-ups, Summer 2001 to Fall 2004)

## Teacher Training

**Certificate in Online Learning** Duke University Continuing Studies (August 2020)

**An Introduction to Teaching and Learning Online Module** Durham University (June 2020)

**Postgraduate Teaching Induction** Durham University (January 2020)

Currently applying for associate fellowship in the UK higher education academy, the first tier of the UK Professional Standards Framework (UKPSF) for teaching and supporting learning in higher education.

## Publications and Presentations

**Paper accepted for European Group for Organization Studies (EGOS 2020) Colloquium:**

Producing the agile marketer: Supplied and emergent identities as resources for identity work

Sub-theme 39: Organizing Identities: Sustaining the Agile Self

### Working Papers:

Dueck, K., Ellis, N., Saaed, S. (In revision) 'A heuristic framework for the study of identities in use'. Received a 'revise and resubmit' from *Organization Studies* (ABS: 4). Ultimately was not published; however, now in revision for an alternative publication.

Dueck, K. (In preparation). Figured worlds: introducing Holland's social practise theory of identity as a lens for studying marketer behaviour

Dueck, K. (In preparation). Identity production processes of kanban boards in marketing teams. This paper centers on a social practice analysis of how kanban boards produce the identity of the 'agile marketer' through a combination of semiotic resources, eligibility conditions and social practices

Dueck, K. (In preparation). Bridging marketer identities through collaborative work platforms: a Figured Worlds perspective. This paper involves a multimodal discourse analysis of the various ways in which marketers both work on and make use of identities within the spaces of authoring both provided, and limited, by a popular collaborative work platform

Dueck, K., Larsen, G. (Planned). 'It's like dancing about architecture': multimodal strategies in the marketing of audio products by non-audio means

Dueck, K. (Planned). A critical analysis of the theoretical underpinnings of mobile digital marketing apps

## Research Centres

### **Department of Management and Marketing**

Diverse 70-person department in one of the UK's leading business schools

### **Centre for Organisations and Society**

Member of the Durham University Business School Centre for Organisations and Society, a research group which according to the Centre, "...take[s] a critical approach to studying organisational and societal challenges, engaging in collaborative and inter-disciplinary research that has impact. The Centre brings together research expertise in: *Organisational Ethics; HRM and Employee Relations; Critical Management Studies and Markets, Marketing and Consumption.*"

## Service to the Academy

### **DUBS Qualitative Research Methods Community**

Co-founder of the Durham University Business School Qualitative Research Methods Community, a Student-led multi-disciplinary group for anyone interested in qualitative research in business and management fields. We organize seminars, disseminate information about new publications and training and host discussions about all types of qualitative research from any epistemological and ontological perspective.

## Professional Experience

### **Consulting Researcher** – Durham University Business School (External Engagement & Impact)

Assisted with special research projects for major corporate partners in international business

### **Director of Database Marketing/Special Projects Consultant** – Glacier FarmMedia – one of Canada's largest media companies (farmmedia.com)

August 2010 to Present (currently on a consulting/special projects basis)

- Design direct marketing programs that build and connect audiences to advertisers in print, e-mail and online.
- Tasks include directing copywriting and design, marketing analytics and research with SPSS, geospatial marketing utilizing GIS software such as Tibco Spotfire, as well as MS Excel and Access. Privacy Policy development and compliance monitoring.

### **Owner** of Kel Audio Inc. and Vertical Microphones

October 2004 to December 2015

- Designer and developer of professional recording microphones for studio and home recording.
- Responsible for all operations and product development.
- Hold US Design Patent D708170 for current Vertical Microphone design
- Experience contracting manufacturing in China and subsequently moving all production to Winnipeg
- Carried out all marketing; planned and executed campaigns via Google, Facebook, and YouTube
- Recorded and produced audio samples and test recordings

**Co-Founder of *The Leaf*** – a monthly community newspaper and community economic development project serving the Wolseley and West Broadway neighbourhoods in Winnipeg ([www.wolseleyleaf.ca](http://www.wolseleyleaf.ca)).

January 2013 to Present

- General advisory role

**Circulation Director** – Farm Business Communications (Glacier Media)

October 2004 to July 2006

- Managed the circulation department, responsible for a \$2-million budget, supervised six staff and developed all direct marketing programs for audience acquisition and renewal, including development of direct mail and telemarketing programs, subscription-related trade show marketing, etc.
- Ensured programs and processes met BPA audit requirements

**Business Counsellor** – SEED Winnipeg

Summer 2001 to Fall 2004

- Provided classroom instruction and 1-to-1 consulting to *Build-a-Business* program participants
- Collaborated in program development as well as the development of in-house communications materials

### **Circulation Marketing Analyst – Rogers Communications (Maclean Hunter Publishing)**

Fall 1998 to Late 1999

- Analyzed circulation and managed audience development efforts including direct mail creation and targeting.

### **Circulation Manager and FarmStore Manager**

Spring 1993 to Fall 1998 – United Grain Growers (Farm Business Communications)

- Managed a catalogue business selling books and hardware to farmer subscribers of the magazines Country Guide, Grainews and Canadian Cattlemen.
- Developed database marketing system to target market and develop cross-sell and up-sell offers.
- Responsible for all subscription marketing efforts including development of direct mail and telemarketing programs, subscription-related trade show marketing
- Supervised six customer service and data entry staff

### **Advertising Manager**

Late Fall 1990 to Late Fall 1992 – Minneapolis American Indian Center

- Responsible for developing a book of advertising business and growing sales.
- Initiated a readership study to aid in advertising and subscription sales
- Assisted with newspaper production and advertising “paste up”
- Assisted with news coverage, writing articles, photographing events

### **Software**

Proficient in the use of a wide range of professional media production, marketing and office productivity software including: Tibco Spotfire Analytics, SPSS, Dedoose, NVivo, MS-Word, Excel, Access, Adobe InDesign, Photoshop, Corel Draw, Avid Pro-Tools, Cakewalk, WordPress, Shopify and Weebly CMS systems; Comfortable in both Windows, Macintosh and Linux operating environments; Knowledge of web applications such as Google Analytics, MailChimp, SurveyMonkey, Basecamp and others.

## Languages

- Native speaker of English
- Conversant in written and spoken German

## References

Professor Nick Ellis  
Professor of Marketing Management  
Director of Masters in Management Programmes  
Durham University Business School  
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Dr Saadat Saeed, PhD in Entrepreneurship  
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