

Lena Pinkston

Clinical Instructor | Internship Director

University of South Carolina

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EDUCATION

University of South Carolina

Master of Retailing

College of Hospitality, Retailing, and Sport Management

December 2007

South Carolina State University

Bachelor of Science

Family and Consumer Sciences Business/Fashion Merchandising

May 2006

CERTIFICATIONS

Certified Digital Marketing Professional (CDMP)

Digital Marketing Institute

2023

Professional Certified Marketer (PCM)

American Marketing Association

2023

Certified Accreditation Evaluator

Accreditation Council of Business Schools and Programs (ACBSP)

2022

Methods of Teaching Certification

South Carolina Department of Labor Licensing and Regulation

2018

ACADEMIC APPOINTMENTS

Clinical Instructor | Internship Director

University of South Carolina

Columbia, SC
2023 - present

Lead the creation of strategic partnerships with premier retail companies to design structured internship programs, directly bridging academic theories with practical workplace skills. Facilitate the internship courses each semester, emphasizing experiential learning and the application of knowledge in real-world settings. Foster an environment that not only equips students with vital hands-on experience but also prepares them for successful career paths through strategic planning and effective program management.

- RETL 295 Retail Practicum
- RETL 495 Retail Internship
- RETL 362 Introduction to Customer Service

Assistant Instructor

Voorhees University
Denmark, SC
2020 - present

Develop curriculum and design distance learning courses in the School of Business and Entrepreneurship.

- Entrepreneurship and Innovation
- Market Research
- Retailing
- Principles of Marketing
- Digital Marketing

Program Coordinator

South Carolina State University
Orangeburg, SC
2017 – 2023

Manage program compliance for accreditation, execute program assessments, create and manage long-term goals that support the strategic direction of the institution. Evaluate programs and learning experience quality within the College of Graduate and Professional Studies. Deliver quarterly reporting of success metrics. Update curriculum design to meet industry demands. Teach undergraduate level courses in retail merchandising, conduct research, execute academic advisement, mentor and recruit students, development course curriculums and conduct scholarly activities.

- Entrepreneurship
- Retail Management
- Merchandising Quantitative Analysis
- Retail Marketing
- Principles of Design

- Visual Merchandising
- Introduction to Fashion Merchandising

Online Faculty

The Art Institute of Pittsburgh

Online Division

2009 – 2019

Facilitated meaningful learning of the course competencies in the curriculum and proactively supported all facets of the learning environment. Promoted student success. Exhibited passion for teaching, students, and engaged students in the learning process. Participated in monthly faculty training and development.

- Entrepreneurship
- Introduction to Retailing
- Sales and Event Promotion
- Current Designers
- 3-D Visual Merchandising I
- 3-D Visual Merchandising II

Adjunct Faculty

Johnson and Wales University

North Miami, FL

2016 - 2017

Served as an adjunct professor for the School of Business. Prepared and delivered stimulating curriculum using a variety of teaching methods and tools that reflect effectiveness of course content. Measured and reported the effectiveness of curriculum methods. Participated in faculty development, business industry seminars, and department wide activities and programs.

- Merchandising Mathematics
- Global Textile and Apparel Sourcing

Curriculum Designer

Art Institute of Pittsburgh

Online Division

2015 - 2016

Provided direction on the development of new course curriculum and/or modification of existing course content. Provided reviews and analysis of curriculum content. Ensured alignment between curriculum and assessment. Produced scope documents and worked with Project Manager to meet deadlines. Produced new lecture material, discussion questions, and supporting assignments. Participated in meetings and completed all assigned tasks to support the completion of online master course shells for the institution.

- Entrepreneurship

- 3-D Visual Merchandising II

Research Intern

Florida State University

Tallahassee, FL

2005 - 2006

Worked with distinguished faculty to learn the research process. Developed research study on consumer behavior. Conducted literature review, developed research questionnaire, collected and analyzed data, managed project related communication, and presented research at annual conference.

PROFESSIONAL EXPERIENCE

Owner and Managing Director

Lavish Hair Studios, LLC

Columbia, SC - 2007 - present

Atlanta, GA - 2010 -2015

Owned and operated dual-location salons in Columbia, SC, and Atlanta, GA, managing all aspects of business operations, client services, and retail management. Oversaw compliance with local and national regulations, including finance, accounting, and HR. Led strategic omni-channel marketing and promotional campaigns, using data-driven insights to enhance client retention, drive retail sales, and fuel business growth. Developed a strong brand presence through targeted marketing strategies, resulting in increased customer loyalty and consistent business expansion.

Senior Wardrobe Consultant

Herve Leger Paris

Miami, FL

2015 - 2017

Managed luxury service experiences for high-end clientele, curating ensembles and developing personalized wardrobes. Consistently met and exceeded sales targets by delivering tailored service and demonstrating a deep understanding of individual client needs. Focused on fostering long-term client relationships and contributing to the overall success of the store.

Regional Visual Merchandiser

Stein Mart

Columbia, SC

2007 - 2009

Designed merchandising floor plans. Communicated with Department Managers to build visual strategies that met specific retail needs. Executed marketing campaigns. Managed brand and sales signage. Maintained visual merchandising supplies and financial budgets for 3 stores in regional area.

PROFESSIONAL MEMBERSHIPS & LICENSURES

American Marketing Association (AMA)

International Textiles and Apparel Association (ITAA)

American Association of Family and Consumer Science (AAFCS)

South Carolina Licensed Cosmetologist - 2002-present

South Carolina Licensed Instructor of Cosmetology - 2018-present

PROFESSIONAL MEETINGS

National Retail Federation Conference – New York, NY – January 2024

SCACE Artificial Intelligence in Higher Education Symposium – Greenville, SC - December 2023

UPCEA MEMS Artificial Intelligence Pre-Conference – Portland, Oregon - November 2023

UPCEA MEMS Enrollment Management Conference – Portland, Oregon - November 2023

Distance Learning Administration Conference - Jekyll Island, GA - July 2022

Accreditation Council for Business Schools and Programs - Washington, DC – June 2022

AAFCS Annual Meeting & Conference - Remote – February 2022

HBCU Affordable Learning Summit – Nashville, TN – April 2018

Online Learning Consortium (OLC) Innovate – Nashville, TN – April 2018

PROFESSIONAL PRESENTATIONS

Presenter – Innovation in Artificial Intelligence - 100 Black Women Inc. of South Carolina

Presenter – Artificial Intelligence in Higher Education – Voorhees University, Denmark, SC - January 2024

Presenter - HBCU Academic Librarians Open Educational Resources Project – Charleston, SC February 2020

Presenter – Integrating Students with Interactive Content – South Carolina State University, Orangeburg, SC - February 2018

Presenter – Transitioning to Open Educational Resources – South Carolina State University, Orangeburg, SC - August 2018

Health and Beauty Forum – University of South Carolina – 2010 and 2011

How Generation Z Consumer Behavior Patterns affect Customer Loyalty – Tallahassee, FL – February 2006

INSTITUTIONAL SERVICES

Member - HRSM Distance Learning Management Committee

Secretary – HRSM Curriculum Committee

Member - Search Committee for Associate Dean of Academic Programs and Student Affairs

Member – Department of Retailing Search Committee for Instructor of Retailing

RECOGNITION & AWARDS

Provosts Award for Teaching Excellence – South Carolina State University - 2019

Presidential Lifetime Achievement Award for Community Service - November 2023

COMMUNITY SERVICE

North Columbia Business Association

Columbia Fashion Week Advisory Board

Delta Sigma Theta Sorority, Inc.

The Enrichmint Charity Golf Tournament

FarmaSis Community Farmers

CONSULTING

Small Business Development Consulting

Online Course Development

Subject Matter Expert (SME)

Distance Learning Consulting

Training and Development