

REBECCA L. TOPPIN

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EDUCATION

Graduate Certificate in College Teaching, University of New Hampshire exp. 12/23
Center for Excellence and Innovation in Teaching and Learning, Durham, NH

Master of Business Administration, University of New Hampshire 8/08-5/10
Whittemore School of Business and Economics, Durham, NH

B.S., Biology: Marine and Freshwater, University of New Hampshire 9/98-5/01
Durham, NH, Cum Laude (3.47 GPA)

EMPLOYMENT HISTORY

Lecturer of Marketing 8/22-Present
University of New Hampshire, Paul College *Durham, New Hampshire*

- Lecturer for the department of marketing, teaching marketing research and introductory marketing courses for undergraduates.
- Lead courses that feature a full-circle marketing project conducted in by the students in a group setting, directed by the curriculum, but based on the interests of the students in the courses
- Develop lesson plans, exams, quizzes, assignments, and lectures focusing on engagement to enhance understanding of topics crucial to introductory and major-specific topics
- As committed educator, continuously improve teaching methods to create successful, independent, and capable students with a solid introduction to the research and analysis imperative to a successful marketing career
- Mentor students outside of the classroom with special projects, honors classes and internship advising.

Adjunct Lecturer 1/15-5/22
University of New Hampshire, Paul College *Durham, New Hampshire*

- Adjunct professor teaching marketing research, an undergraduate course featuring a full-circle marketing research project conducted in by the students in a group setting.
- Successfully taught 17 semester-long courses as an adjunct lecturer at Paul. Courses were taught online, in-person, and in hybrid models.

Associate Researcher 6/10-2/16
University of New Hampshire, Paul College *Durham, New Hampshire*

- Provided expertise to Paul College and its employees to conduct market research projects to further the goals of the College.
- Contacted and scheduled potential subjects, conducted interviews, and provided preliminary analysis of targeted companies and relationships to better understand university and industry interactions. Analysis was incorporated into peer reviewed, collaborative research with Dr. Ludwig Bstieler at UNH
- Contracted by the Paul College to conduct the data collection and analysis for the undergraduate graduation survey in 2014 and 2015, a key barometer in rankings and accreditation for the College. Consulted in the creation of the undergraduate survey itself, providing expertise in survey writing and analysis to assist in the goal of increasing Paul College ranking among other business schools through the collection of more sound data.
- Worked to accomplish time-sensitive completion goals for both qualitative and quantitative projects to further the research goals of professors and administration within the Paul College

Adjunct Lecturer, University of New Hampshire 10/01-1/23

UNH School of Marine Science, Elizabeth Kintzing (supervisor)

Durham, New Hampshire

- Create and present lesson plans in a classroom setting, evaluate in-water skills, supervise uncertified student divers in an open water setting
- Independently developed curriculum and successfully instructed over 90 academic undergraduate courses, providing training and NAUI certification for over 800 students in program to standards
- Continuously improve teaching methods to create successful, independent, and capable students, fostering individual strengths to develop self-esteem.

Diving Safety Officer

05/05-8/22

Shoals Marine Laboratory, Dr. Jenn Seavey (supervisor)

Portsmouth, New Hampshire

- Conduct field work and certification dives from Shoals Marine Laboratory vessels
- Perform check-out dives for students, staff, and visiting researchers, teach dive accident management requirements yearly
- Manage program paperwork, including medical forms, waivers, dive logs and dive plans. Update Dive Safety Manual to comply with SML and AAUS standards. Maintain all SML equipment
- Manage all aspects of undergraduate, staff, and visiting researcher diving programs. Ensure adherence to developed program standards. Educate students on importance of diving leadership to promote safety and continuous improvement of knowledge and skills beyond the classroom.
- Act as a voting diving control board member, continuously review and update Program standards to promote student development and safety. Since 2005, there have been zero safety incidents on the island.

Research Director

8/10-4/11

Opinions4Good (Op4G), Karl Swanson (supervisor)

Portsmouth, New Hampshire

- Provided market research expertise for a start-up online market research panel, setting policies and procedures appropriate for Client relations, monitoring population of the database, providing strategic advice about product development
- Served as point-of-contact for sales team and Client base, providing full-circle implementation and support of research projects, from inception to final report
- Served as project manager for Op4G Direct, a DIY market research survey tool, utilizing the Op4G panel to complete online market research surveys. Managed technical direction, features, policies and procedures, and terms and conditions for the project.
- Managed and recruited an internship program with the University of New Hampshire, to foster a formal relationship with the University

Laboratory Manager, University of New Hampshire

4/04-5/10

Large Pelagics Research Center, Dr. Molly Lutcavage (supervisor)

Durham, New Hampshire

- Successfully completed collaborative research projects to fill gaps in knowledge as identified by the Research Center. Collected, quantitatively analyzed, and communicated data to stakeholders through written and multimedia presentation styles.
- Marketed and developed relationships, growing the Center's unfunded "Tag-a-Tiny" program to over 800 participants through community outreach.
- Designed, developed and maintained Research Center websites to increase external awareness and facilitate future collaborations.
- Played pivotal role in producing grant proposals, progress reports and permitting requirements necessary to accomplish Center research goals.
- Monitored and accounted for financial expenditures associated with multiple research grants.
- Recruited, trained and supervised undergraduate workers to develop and supplement the educational experience provided by the University.
- Provided logistic and multimedia support for Center events and research symposia.

Research Technician

05/01-01/04

University of New Hampshire, Dr. Larry Harris (supervisor)

Durham, New Hampshire

- Managed field and laboratory operations for the benthic ecology lab (Designed, deployed and maintained underwater experimental apparatus, regularly deployed field equipment using SCUBA

- off of charter or University vessels, collected and maintained live specimens, photographed underwater for laboratory analysis)
- Managed and presented scientific data
 - Ordered and maintained equipment; including microscopes, dive gear, digital photography equipment, computers
 - Managed recruitment field studies for *Stongylocentrotus droebachiensis*

SPECIAL QUALIFICATIONS

- Expertise with PC programs: SPSS statistical software, MS Office Suite, Adobe Photoshop, Adobe Acrobat Professional Suite, ArcView, Social Media Applications
- Certified NAUI Diving Instructor / current AAUS Scientific Diver
- NAUI First Aid / CPR / AED Instructor
- PSI Visual Cylinder Inspector
- Atomic Aquatics SCUBA regulator repair technician
- TDI certified nitrox diver
- Small boat handling experience

AFFILIATIONS AND AWARDS

- Member of the American Academy of Underwater Scientists
- Member of the University of New Hampshire Diving Control Board
- Member of the Golden Key National Honor Society
- Received David S. Drew Memorial Scholarship for marine science students abroad (2000)