
Robin Harvey, M.B.A.
Teaching Associate / Marketing, Hospitality and Resort Tourism
E. Craig Wall Sr. College of Business Administration

Curriculum Vita (Last 5 Years)

Academic Degrees

M.B.A. Kaplan University, Business, 2011.

B.A. Virginia Tech, Blacksburg, VA, Urban Affairs, 1994.

Employment Experience

Academic

Teaching Associate, Coastal Carolina University (January, 2014 - Present), Conway, South Carolina.

Courses Taught:

HRTM 101 Introduction to Resort Tourism Management

HRTM 150 Tourism and Society

HRTM 282 Survey of Food/Beverage Management

Adjunct Instructor, Horry Georgetown Technical College (2005 - 2012), Conway, South Carolina. Courses

Taught:

Convention Management

Hospitality Management Concepts

Hospitality Marketing

Hotel Management

Resort Development and Management

Tourism Geography

Non-Academic

Owner, Second Wind Tours (1998 - Present), Myrtle Beach, South Carolina. **Second Wind Tours is a full-service tour operator offering quality tour packages to many U.S. destinations, specializing in the Southeast. With over 20 years' experience in the tour industry, we are one of the leading receptive operators in coastal South Carolina. Our expertise, regional knowledge, creativity, and exceptional customer service continues to bring our clients many happy returns!**

Responsibilities Include:

Manage all aspects of company including sales, marketing, and accounting

Develop, package, promote and sell group tours to multiple destinations

Invoice and reconcile all receivables

Organize customer feedback and evaluation of trips

Promote all aspects of customer satisfaction

Create and maintain Business Plan

Conference Proceedings (1 point items)

1. Mitchell, M., Damonte, T., Rauch, D., & Harvey, R. (2015). Price Bundling Opportunities for the Georgetown, SC Market. *Southeast INFORMS*.

Professional Development Activities (PDAs) and Student Mentoring (1 point items)

College Assignments

Mentoring Activities:

2016-2017: Wall Fellows Project Faculty Mentor

Academic/Editorial Board of Directors (1 point items)

Officer: Organization / Association

2014-2015: Coastal Network Cooperative Chairperson (Local). Chairperson, 2011-2015
Service Representative, 2000-2003, 2006-2008

Service on Advisory Boards / Organizational Board of Directors (Professional) (1 point items)

Board of Directors: Substantial Involvement

2014-2015 – 2020-2021: Coastal Network Cooperative CCU Scholarship Endowment Liaison (Local).

Member: Committee/Task Force

2016-2017: Myrtle Beach Area CVB Group Sales Committee (Local).

Officer: Organization / Association

2014-2015: Coastal Network Cooperative Chairperson (Local). Chairperson, 2011-2015
Service Representative, 2000-2003, 2006-2008

Professional Education Experiences (1 point items)

2019-2020: The Nancy Walton Laurie Leadership Institute of Chi Omega, Memphis, United States of America. The Flagship Session is an application based 3-day workshop at Chi Omega's National Headquarters. I was chosen as one of 50 participants out of the 600 applicants. The mission of the Flagship Session: The Resilient Leader is to provide leadership training and education for women to foster personal growth and to prepare them to serve the world.