

HOLDEN GAYLOR

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RESEARCH INTERESTS

AI-Driven Brand Perception | Emerging Media | Immersive Advertising | Brand Authenticity

EDUCATION

University of Tennessee, Knoxville 2026–Present

Tombras School of Advertising and Public Relations

Ph.D. in Advertising, In Progress

East Tennessee State University May 2025

Master of Arts in Brand and Media Strategy

- Thesis: Immersive Influence: Examining the Impact of Virtual Reality on Brand Perception
- Faculty Award for Outstanding Graduate Student and Outstanding Award in Graduate Research

East Tennessee State University May 2023

Bachelor of Business Administration in Marketing

East Tennessee State University May 2023

Bachelor of Science in Media and Communication

RESEARCH EXPERIENCE

Master's Thesis, East Tennessee State University 2024–2025

- Conducted a mixed-methods study examining how branded virtual reality experiences influence engagement, authenticity, trust, and brand perception among consumers aged 18–27.
- Designed and administered pre-exposure, post-exposure, and one-week follow-up surveys, along with semi-structured participant interviews.
- Applied Media Richness Theory to evaluate consumer responses to immersive brand communication.

National Student Advertising Competition 2022–2023

- Contributed to consumer and strategic research for two integrated advertising campaigns. One placed among the top six teams nationally. One placed among the top 15 teams nationally.

CONFERENCE PRESENTATIONS

Gaylor, H. (2025). *Immersive Influence: Examining the Impact of Virtual Reality on Brand Perception Among the Innovation Generation*. Structured abstract presented at the Academy of Marketing Science Annual Conference, Montreal, Canada.

TEACHING EXPERIENCE

Marketing and Media Instructor, East Tennessee State University

Aug. 2025–Jul. 2026

COURSES TAUGHT:

- MKTG 3200: Principles of Marketing
- MCOM 3270: Media Strategy
- MCOM 3070: Media and Society
- PUBR 2770: Writing for Public Relations
- ADVR 3100: Brand Communication
- ADVR 4730: Capstone in Brand Communication

TEACHING INTERESTS

Advertising Strategy, Brand Communication, Emerging Media, Technology and Consumer Culture, Media Strategy, and Digital Advertising.

PROFESSIONAL EXPERIENCE

Interim Marketing and Communications Manager

Jun.–Oct. 2025

East Tennessee State University, College of Business & Technology

- Developed and implemented marketing strategies aligned with college and institutional goals.
- Created content for digital and print channels while maintaining university brand standards.
- Supported faculty and staff in promoting academic programs and managed project timelines and deliverables.

Communications, Event and Marketing Graduate Assistant

Aug.

2023–Jun. 2025

East Tennessee State University National Alumni Association

- Developed and executed strategic communication plans to enhance alumni engagement.
- Wrote and edited marketing materials, press releases, and newsletters to strengthen brand presence.
- Managed internal and external communications, ensuring consistent messaging across digital and print platforms.

Marketing and Events Assistant

Mar. 2022–Apr. 2024

Chick-fil-A

- Designed and executed integrated marketing campaigns, leading to a 40% increase in engagement and 100% growth in reach.
- Created compelling brand messaging and marketing materials that aligned with corporate communication goals.
- Managed customer engagement strategies, ensuring brand consistency across social, digital, and in-store channels.

AWARDS AND HONORS

Faculty Award for Outstanding Graduate Student, <i>East Tennessee State University</i>	May 2025
Outstanding Student Award in Graduate Research, <i>East Tennessee State University</i>	May 2025
Max L. Marshall Award for Outstanding Leadership, <i>East Tennessee State University</i>	May 2023
Chick-fil-A Leadership Scholarship, <i>Chick-fil-A</i>	May 2023
National Student Advertising Competition, Top Six Nationally, <i>AAF</i>	Jun. 2022
American Advertising Federation Award, <i>East Tennessee State University</i>	May 2022

CERTIFICATIONS

Google Campaign Manager 360 Certification, <i>Google</i>	Jun. 2025
Google Search Ads 360 Certification, <i>Google</i>	Jun. 2025
Google Display & Video 360 Certification, <i>Google</i>	Jun. 2025
Google Analytics Certification, <i>Google</i>	Jun. 2025
Purpose Driven Storytelling Certification, <i>BrandStorytelling+</i>	Jul. 2024
Social-Behavioral Educational Researchers Certification, <i>CITI Program</i>	Sep. 2023
Adobe Certified Professional in Visual Design, <i>Adobe Inc.</i>	Feb. 2023
Adobe Certified Professional in Media Publications Using InDesign, <i>Adobe Inc.</i>	Feb. 2023
Adobe Certified Professional in Visual Design Using Photoshop, <i>Adobe Inc.</i>	Sep. 2022
Certified Digital Marketing Associate, <i>Digital Marketing Institute</i>	Dec. 2021