

# BLAKE MUDD

[bsmudd@central.uh.edu](mailto:bsmudd@central.uh.edu)

## EDUCATION

- Iowa State University 2025 (expected)  
**Doctor of Philosophy (PhD), Apparel, Merchandising, and Design**  
Concentration: Consumer Behavior
- University of Houston 2019  
**Master of Science (M.S.), Global Retailing**  
Awards: Merchandising Star Awards Scholarship Recipient
- University of Houston 2017  
**Bachelor of Science (B.S.), Retailing and Consumer Science**  
**Minor, Supply Chain & Logistics Technology**  
*Magna Cum Laude*  
Awards: Dean's List, Anthis Callicut-Gore Endowed Scholarship in Home Economics

## TEACHING EXPERIENCE

- Houston Community College 2021 - Present  
**Lecturer**  
Courses: FSHD 1302: *Introduction to Fashion*
- University of Houston 2019 - Present  
**Lecturer**  
Courses: HDCS 2301: *Consumer Science*, HDCS 3304: *Visual Merchandising*
- University of Houston 2017 - 2019  
**Instructional Assistant**  
Courses: HDCS 4393/4394: *Internships in RCS*, GRET 6334: *Global E-Tailing Systems*, GRET 6335: *Regional Retailing Markets*

## UNIVERSITY INVOLVEMENT

- Coogs Engage NRF Mentorship Program 2021 - Present  
**Faculty Advisor**  
Appointed advisor for inaugural, grant-funded student-to-student mentorship program with the mission to engage students with National Retail Federation (NRF) activities, such as case study competition, webinar attendance, and career fair participation.
- HDCS Belongingness Task Force 2020 - Present  
**Member**  
Adjunct faculty representative for department-wide Task Force focused on extending and retaining a culture of belongingness to HDCS students, faculty, staff, and alumni.
- Advancement Ambassadors 2017 - 2019  
**Chair / Community Engagement Task Force**  
Inaugural member of a volunteer board to assist University Advancement as they achieve \$1 billion fundraising goal for the University of Houston System. Duties included volunteering 20+ hours per semester at advancement-related events, such as donor appreciation events, alumni engagement events, donor society luncheons, and annual giving promotions.
- Collegiate DECA 2017 - 2019  
**Graduate Advisor**  
Supported department-focused student organization in their recruiting, event-planning, traveling and fundraising activities.

## RESEARCH INTERESTS

Impact of 'Greenwashing' and Green-adjacent marketing strategies on millennial consumers  
Consumer outlook on retailers' decisions to engage in 'inclusive-marketing'  
Visual Merchandising strategies using innovative in-store technology  
Consumer acceptance of personalization retail technology, such as Artificial Intelligence

## RESEARCH, PROJECTS, PRESENTATIONS, AND PUBLICATIONS

(in progress) **Mudd, B.**, Stewart, B., Johnson, O., Rucas, C. (2022). Appropriate Use of Technology in the Internships in Retailing and Consumer Science Social Media Project. *American Association of Family and Consumer Sciences (AAFCS)*.

(in progress) **Mudd, B.**, Stewart, B., Johnson, O., Moore, L. (2022). Capacity Building in the Coogs NRF Engagement Mentors Program. *American Association of Family and Consumer Sciences (AAFCS)*.

Stewart, B., Johnson, O., **Mudd, B.** (Research Assistant), (2021 to 2022) Coogs NRF Engagement Mentors Program. *Cougar Initiative to Engage (CITE)*.

Stewart, B., Ezell, S., **Mudd, B.** (Instructional Assistant), (2020 to 2021). Internships in Retailing and Consumer Science Social Media Project. *Cougar Initiative to Engage (CITE)*.

**Mudd, B.** (2020) Retail Reimagined: How is it changing with the New Normal?, *University of Houston, College of Technology Alumni Association*.

## INDUSTRY EXPERIENCE

Pomp and Circumstance Boutique 2018 - Present

### Operations Manager

Manage multiple facets of established online and brick-and-mortar women's boutique, including developing social media strategies for 60k+ social media following, employee scheduling and training, vendor trade show execution, calculating open-to-buy financials each season, and assist with company's first successful pop-up store, while meeting a multi-million dollar in-store and online overall sales metric.

Kuhl-Linscomb 2017 - 2018

### Associate

Lead merchandising and selling efforts in store's largest square footage department by creating exciting visual displays using unique, antique fixturing and one-of-a-kind merchandise. Selling goals were met by development of personal relationships with diverse design clientele, such as interior designers and florists. Impacted buying decisions by monitoring inventory to develop accurate forecasts with buying team.

Macy's 2015 - 2017

### Visual Merchandiser

Maintained visual standards for the largest Men's department in the South Region, as well as completing multiple projects each quarter. Skill included the learning of carpentry tool knowledge, vinyl printing and painting techniques. Awarded the South Region's Best Overall Q4 Visual Execution for 2015 and 2016.

Saks Fifth Avenue 2015 - 2015

### Sales Associate

Responsible for achieving a weekly, monthly, and seasonal sales goal in the Men's Contemporary Department of a flagship store. These goals were achieved by creating a loyal client following in order to drive personal and storewide sales, represented the Saks brand by providing the best experience for the customer, and maintaining the expected visual standards throughout department

Jos. A Bank Clothiers Inc. 2013 - 2015

### Sales Executive

This commission-based position required an achievement of specific sales volumes at a fast-paced downtown location. This was achieved by maintaining a friendly/inviting environment by interacting with customers in a professional manner and

fulfilling our designated requirements of keeping the store in a neat and orderly state and assisting customers during a time of company transition, when the brand entered a buyout period.

**PROFESSIONAL ASSOCIATIONS**

National Retail Federation  
American Association of Family and Consumer Sciences  
Lambda NextGen Houston  
Greater Houston LGBT Chamber of Commerce