

Dr. Carly Drake
Assistant Professor of Marketing
School of Business and Entrepreneurship • North Central College
Naperville • Illinois • United States
cdrake@noctrl.edu

Education

Haskayne School of Business, University of Calgary, Calgary, Alberta, Canada
Doctor of Philosophy in Management (Marketing), 2014–2019
Dissertation: *Runner's World* meets runners' worlds: Female recreational athletes, ideal bodies, and fitness advertising
Supervisors: Drs. Scott Radford and Fiona Nelson

Dalhousie University, Halifax, Nova Scotia, Canada
Master of Arts in International Development Studies, 2010–2012
Thesis: "Day by day, day by day": A study of immigrant women's entrepreneurship and settlement in Halifax, Nova Scotia
Supervisors: Drs. Pauline Gardiner Barber and Evangelia Tastsoglou

Carleton University, Ottawa, Ontario, Canada
Bachelor of Journalism and Political Science, 2006–2010
Graduated with Highest Honours

Research Interests and Expertise

- Gender and embodiment in consumer culture
- Marketing communication
- Qualitative research methods
- Poststructuralist theoretical perspectives

Honours and Awards

- 2019** University of Calgary Sessional Instructor Teaching Award – Nominee
2018 Social Sciences and Humanities Research Council Doctoral Fellowship - \$20,000
Robert A. Willson Doctoral Management Scholarship - \$10,000
AMA-Sheth Foundation Doctoral Consortium - Fellow
University of Calgary Graduate Teaching Assistant Award - Nominee
2017 Queen Elizabeth II (Doctoral) Scholarship - \$15,000
University of Calgary Faculty of Graduate Studies Doctoral Scholarship - \$10,000
2016 Queen Elizabeth II (Doctoral) Scholarship - \$5,000
2015 Queen Elizabeth II (Doctoral) Scholarship - \$10,000
Haskayne School of Business Research Prize - \$5,000
2014 Haskayne School of Business Entrance Scholarship - \$15,000
2013 United Nations Association in Canada Young Leaders Op-Ed Competition, Second Prize - \$2,000
2012 Best Graduate Student Oral Presentation, Tenth Year at the Crossroads: Health Research at the New Millennium Conference (Halifax, Nova Scotia)

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- 2010** Dalhousie University Entrance Scholarship - \$13,000
2010 Ontario Public Library Association Angus Mowat Award for Excellence (for designing a teen space in the Huntsville Public Library as part of a consulting project)
2009 Marissa Ann Golini Memorial Scholarship in Journalism - \$2,000
2009 K. Phyllis Wilson Scholarship in Journalism - \$1,000
2008 K. Phyllis Wilson Scholarship in Journalism - \$1,000
2007 K. Phyllis Wilson Scholarship in Journalism - \$1,000
2006 Carleton University Entrance Scholarship - \$10,000

Research

Peer-Reviewed Publications

Drake, C., & Radford, S. K. (2019). Here is a place for you/know your place: Critiquing “biopedagogy” embedded in images of the female body in fitness advertising. *Journal of Consumer Culture*. <https://doi.org/10.1177/1469540519876009>

Drake, C., & Radford, S. K. (2018). [Softly assembled] gender performance through products: Four practices responding to masculine and feminine codes in product design. In A. Venkatesh, S. Cross, C. Ruvalcaba & R. Belk (Eds.), *Consumer Culture Theory (Research in Consumer Behavior, Volume 19)* (p. 123-144). Bingley, UK: Emerald.

Kano, L., Verbeke, A., & **Drake, C.** (2015). The multinational head office as a joint value orchestrator: Managing the global factory. In R. van Tulder, A. Verbeke & R. Drogendijk (Eds.), *The Future of Global Organizing (Progress in International Business Research, Volume 10)* (p. 315-340). Bingley, UK: Emerald.

Drake, C., & Gahagan, J. (2015). Working “upstream”: Why we shouldn't use heterosexual women as health promotion change agents in HIV-prevention interventions aimed at heterosexual men. *Health Care for Women International*, 36(11): 1270-89.

Gahagan, J., Jason, T., & **Pender, C.** (2011). Promoting adolescent males' health: Utilization of school-based youth health centers in Nova Scotia, Canada. *Journal of Community Medicine & Health Education*, 2(1).

Academic Conference Involvement

Invited Roundtable Participant

Global CCT PhD Student Network. (2019). Tactics of circumvention: How to evade CCT's doppelgänger brand images as an emerging scholar. Roundtable discussion conducted at the Consumer Culture Theory Conference, Montreal, Canada.

Paper Presentations

Drake, C., & Radford, S. K. (2018). Here is a place for you/know your place: Understanding neoliberal “biopedagogy” embedded in images of the female body in fitness advertising. Paper presented at the 43rd Annual Macromarketing Conference, Leipzig, Germany [focusing on advertising ideology from a macro perspective].

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Drake, C., & Radford, S. K. (2018). Here is a place for you/know your place: Understanding representations of the female body in fitness advertising. Paper presented at the International Sociological Association World Congress of Sociology, Toronto, Canada [focusing on the sociology of fitness/the body].

Drake, C., & Radford, S. K. (2018). Here is a place for you/know your place: Understanding neoliberal “biopedagogy” embedded in representations of the female body in fitness advertising. Paper presented at the Consumer Culture Theory Conference, Odense, Denmark [focusing on advertising’s role in consumer culture].

Drake, C., & Radford, S. K. (2017). Gender as a softly assembled performance: Interrogating the tenuous possession-self link when women don’t want pink and men don’t want blue. Paper presented at the North American Conference of the Association for Consumer Research, San Diego, CA.

Drake, C., & Radford, S. K. (2017). Gender as a soft assembly: A dynamic systems theory approach to understanding consumers' experiences with gender identity and product gender. Paper presented at the Consumer Culture Theory Conference, Anaheim, CA.

Drake, C., & Radford, S. K. (2017). Gender performance through the body: A hermeneutic exploration of learning within the hair industry. Paper presented at the 13th Annual Graduate Student Research Symposium, Calgary, AB.

Drake, C., & Radford, S. K. (2016). Portrayals of women in advertising: Reconciling instrumental and ethical perspectives. Paper presented at the 41st Annual Macromarketing Conference, Dublin, Ireland.

Drake, C., & Radford, S. K. (2016). The influence of gender identity on evaluations of products designed for the stereotypical man and woman. Paper presented at the 12th Annual Graduate Student Research Symposium, Calgary, AB.

Pender, C. (2013). Cowboy hats and business suits: The case of multiculturalism in Calgary. Paper presented at the 15th National Metropolis Conference, Ottawa, ON.

Pender, C. (2013). Calgary’s professional newcomer women: Building careers and lives in a thriving economy. Paper presented at the 15th National Metropolis Conference, Ottawa, ON.

Pender, C. (2012). Beyond buzzwords: The case of women’s “empowerment” in HIV-prevention interventions. Paper presented at the Tenth Year at the Crossroads: Health Research of the New Millennium conference, Halifax, NS.

Pender, C. (2012). Immigrant women in the food sector: A study of ethnic entrepreneurship in Halifax. Paper presented at Immigrant Women in Atlantic Canada: A Research Symposium, Halifax, NS.

Poster Presentations

Drake, C., & Radford, S. K. (2018). How does *Runner’s World* shape a runner’s world?

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Understanding representations of the “ideal” female body in fitness advertising. Poster presented at the North American Conference of the Association for Consumer Research, Dallas, TX.

Drake, C., & Murali, M. (2018). Helpful mental shortcuts or a shortcut to bias? Two perspectives on heuristics and one new direction for consumer research. Poster presented at the North American Conference of the Association for Consumer Research, Dallas, TX.

Drake, C., & Murali, M. (2018). Helpful mental shortcuts or a shortcut to bias? Two perspectives on heuristics and one new direction for consumer research. Poster presented at the Society for Consumer Psychology Annual 2018 Winter Conference, Dallas, TX.

Drake, C., & Radford, S. K. (2018). Be yourself (but not too much): The role of the hairstylist as a change agent in the service sector. Poster presented at the Association for Consumer Research Gender, Marketing and Consumer Behavior Conference, Dallas, TX.

Radford, S. K., & **Drake, C. (2015).** Making the human brand: American Idol and the modern manufactured celebrity. Poster presented at the American Marketing Association’s Summer Marketing Educators’ Conference, Chicago, IL.

Media

Chamberlin, Jane (2019, February 1). Do all genders get a level playing field? Addressing the gendered arena of sport. *Explore UCalgary*. <http://explore.ucalgary.ca/gender-equality-in-sport>

CTV Morning Live (2019, January 14). Live television interview with Joelle Tomlinson: “Women and sports coverage.”

Drake, C. (2018, April 9). Boston Marathon: How advertisers target female runners. *The Conversation (Canada)*. <https://theconversation.com/boston-marathon-how-advertisers-target-female-runners-93738> [analysis for mainstream audience, republished on Alternet, CNBC, and Mashable].

Binns, S. (2017, October 24). How do you market fitness? *Academic Stories*. <https://academicstories.com/story/emphasizing-equality/how-do-you-market-fitness> [profile of my research and academic career for academic audience].

Jolly, B. (2016, November 22). Canadian retailers may see a ‘grinchy’ Black Friday. *Yahoo! Finance*. <https://ca.finance.yahoo.com/news/canadian-retailers-may-see-a-grinchy-black-friday-160052725.html>

Teaching Experience

Courses Taught

| | |
|-------------|---|
| 2019 | Integrated Marketing Communication, North Central College School of Business and Entrepreneurship |
| 2017 | Introduction to Marketing, Haskayne School of Business |

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2017 Integrated Marketing Communication, Haskayne School of Business

Additional Teaching Experience

2019 Guest Lecturer, Introduction to Public Relations, North Central College
2019 Guest Lecturer, Research Methods in Sociology, North Central College
2018 Guest Lecturer, Digital Marketing, Haskayne School of Business
2016 Guest Lecturer, Integrated Marketing Communication, Haskayne School of Business
2016 Teaching Assistant, Integrated Marketing Communication, Haskayne School of Business
2015-2016 Teaching Assistant, Strategic Management, Haskayne School of Business
2015 Teaching Assistant, Strategic Management II, Haskayne School of Business
2012 Teaching Assistant, Introduction to Environment, Sustainability and Society, Dalhousie University
2011 Writing Teaching Assistant, Introduction to Environment, Sustainability and Society

Professional Experience

2013-2014 **Communications and Fundraising Coordinator**
Immigrant Services Calgary (Calgary, Alberta)

- Responsible for internal and external agency communications, including social and digital media
- Worked as part of a team to organize a 600-person gala celebrating local immigrants' achievements

2012-2013 **Settlement Coordinator**
Immigrant Services Calgary (Calgary, Alberta)

- Led the writing of funding proposals and reports
- Assisted in the management of counseling staff

2008-2013 **Lead Writer and Editor**
MyHealth Interactive Magazine (Ottawa, Ontario)

- Developed engaging health media in a digital format for teens and educators

2009-2010 **Consultant**
Huntsville Public Library (Huntsville, Ontario)

- Contributed through primary and secondary research to the library's strategic planning in terms of young adult library services and community partnership development

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Academic Service

School-Level Service

North Central College

2019 Faculty Mentor, Women's Track and Field

University of Calgary

2017-2019 President, Doctoral Association for Students of Haskayne

2016-2019 Selection Committee, Haskayne School of Business PhD Teaching Award

2016-2017 Haskayne School of Business Representative, University of Calgary Graduate Students' Association

2015-2016 Peer Mentor, Haskayne School of Business

Disciplinary Service

2019 Competitive Paper Reviewer, Macromarketing Conference

2019 Competitive Paper Reviewer, Australian & New Zealand Marketing Academy Conference

Professional Development

2018 Macromarketing PhD Student Professional Development Consortium, Macromarketing Society

2017 Qualitative Data Analysis Workshop, University of Calgary (with Päivi Eriksson, University of Eastern Finland, author of *Qualitative Methods in Business Research*)

2017 Media Relations Training, Haskayne School of Business

2017 Qualitative Data Analysis Workshop, Consumer Culture Theory Consortium

2016 Instructional Skills Workshop, University of Calgary

2016 Macromarketing PhD Student Professional Development Consortium, Macromarketing Society

2013 Young Leaders Forum, United Nations Association in Canada