

## Michelle A. Payton

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### Education

- M.A. 2015, *Western Carolina University*  
Master of Arts: Rhetoric and Composition  
Technical and Professional Writing Postgraduate level Certificate
- B.A. 1986, *University of Cincinnati*  
Bachelor of Arts  
Communication Arts

### Academic Teaching Experience

**A-B Tech Community College**, Asheville, NC (2014-current)

**Adjunct Instructor, Developmental Reading and English Studies** (2014-current)

Instructor, Integrated Reading and Writing II (097) and Integrated Reading and Writing III (098), collaborating with students to develop proficiency in integrated and contextualized reading and writing skills. Topics include reading and writing processes, critical thinking strategies, and recognizing and composing well-developed, coherent, and unified texts. Diverse student population includes learning English as a second or third language, ages 17 to 50 plus.

**Adjunct Instructor, English 112, Writing/Research in the Discipline** (2016)

Instruct on research techniques, documentation styles, and argumentative strategies with emphasis on analyzing data and incorporating research findings into documented argumentative essays and research projects. Students are taught how to summarize, paraphrase, interpret, and synthesize information from primary and secondary sources using standard research formats and styles. This course satisfies the Comprehensive Articulation Agreement general education core requirement in English Composition.

**Adjunct Instructor, ACA 122 Transfer Success** (2016-current)

Instruct students in College Success, Study Skills and College Transfer Success classes according to the NCCCS stated curriculum for ACA 122.

### Related Professional Experience

**Individual and Group Facilitation.** The Left Side, Asheville, NC (2005-current)

**Facilitator.** Coach students and clients (16-70 years old) in individual and group settings using mind over matter techniques—Hypnosis, Neuro-Linguistic Programming, Emotional Freedom Technique, plus--to re-associate with experiences that increase confidence and willpower to replace patterns for the better (according to the individual seeking facilitation).

**Wholesale Collaborations,** The Left Side, Independent Brands, Asheville, NC (1997-2016)

**Founder.** Contracted manufacturing of new products, consulted on optimizing market-ready

products and services, advertised and promoted, analyzed market conditions. Created and managed profit and loss, pricing, marketing budget, trade shows, sales promotions, co-packing and packaging, sales manager and sales representatives, warehouse and personnel, brands and connected artists.

**Community Collaborations**, The Left Side, Asheville, NC (2010-current)

**Founder.** Asheville Area Wholistic & Integrative Professionals™ (AAWIP): 0-900+ members over six years, structured and lead monthly meetings of up to 70 members, created structure for member business promotions (AAWIP After Hours) and monthly presentations (Ten Minute Teachings), created and manage social media sites, meet with numerous members monthly to understand needs in the community. Asheville Wholistic Fair (AWIF): initiated then formed committee to co-create yearly event, booth space sold out every year, and partnered with over 70 local professionals and sponsors, attracted over 400 consumers, secured sponsors, advertising and location, created and managed all finances and budgets, donated \$5,200 of proceeds over three years to local non-profits, worked effectively with a variety of professionals to co-create a successful event.

**Elmer's Products**, Arts and Crafts Brands, Columbus, OH (1996-1998)

**Product Manager, Arts and Crafts Division.** Managed marketing, planning, new product development, advertising, promotion and analysis of the arts and crafts category. Created and managed profit and loss, pricing, \$5 million marketing budget. Introduced four new Acid Free items, collaboratively partnered with sales force resulting in establishing key accounts within six months of introduction which included: K-mart, Target, Wal\*Mart, Key drug store chains, JoAnn Etc., and Michaels. Headed Craft Task Force resulting in a new products five-year development and release schedule.

**Hillshire Farm & Kahn's**, Sara Lee Brands, Cincinnati, OH (1995-1996)

**Product Manager, Dinner Segment (Ham, Turkey, Roasts) and Service Deli.** Managed marketing, planning, development, advertising, promotion and analysis of a \$90 million brand business. Managed profit and loss, pricing, and \$7 million marketing budget. Introduced 4 new items into grocery increasing distribution in select markets up to 40% within four months of introduction. Created mail order business for retail ham with anticipated earnings of \$2.5 million in year one and breaking even in first year. Revamped service deli program creating distribution programs that gained 40% penetration in select markets, plus in-store programs generating \$1.1 million in first half of fiscal year.

**The Iams Company**, Dog and Cat Food Brands, Dayton, OH (1994-1995)

**Eukanuba Dog Brand Manager.** Managed marketing, planning, development, advertising, promotion, and analysis activities of a \$100 million brand. Oversaw an \$8 million budget. Doubled 1995 growth rate from 6% Plan to 12% Actual with no additional spending including: strategically placing television in markets to stimulate 10% growth versus no media; co-creating plant efficiencies for promotional programs resulting in 3 times less packaging waste; Saved \$250,000 and reallocated to fund an unplanned 1995 National Promotion.

**Van Melle, USA**, Confectionery Brands, Erlanger, KY (1989-1994)

**Brand Manager, Airheads and New Kids Candy** (1993-1994).

Managed marketing, planning, development, advertising, promotion, and analysis activities of developing brands, and variety of new product projects. Managed a \$1 million budget and a variety of new product introduction budgets. Developed test market to evaluate Airheads Check-stand Pack and Low Price-point Singles performance. Gained new distribution in grocery and mass merchandisers with the Check-stand Pack reaching original plan in 50% of allocated time.

**Brand Manager, Mentos; Mint and Hard Roll Candy Category** (1991-1993).

Managed marketing, planning, advertising, promotion and analysis activities of a \$30 million brand. Managed \$8.2 million in investment spending. Increased consumer pull by 25% in test market by executing new "Freshmaker" strategy which included 5 original television commercials. Launched Mentos test strategy nationally resulting in gross sales doubling between 1991 and 1994 from \$20 million to \$40 million. Increased profit of single roll items up to 50%.

**Brand Assistant, Mentos, Airheads, Fruit-tella, New Products** (1989-1991).

Managed packaging, creation of P.O.P., sales materials, research, and analysis.

**Mosler, Inc.**, Electronic and Physical Security, Hamilton, OH (1986-1989)

**Public Relations Assistant, Writer, Associate Editor** of nationally circulated company magazine and newsletter. Performed variety of public relations activities. Formulated public relations measurement systems. Managed sales tracking and fulfillment program.

**Pereira & Schwartz, Inc.**, Advertising Agency, Covington, KY (1985-1986)

**Senior Account Executive and Creative** entered as an intern and quickly moved into account management. Developed new and managed established accounts including: Flight Training, Health Care, and Local Mass Merchandiser projects. Creative experience ranged from writing copy for print material to filming local TV commercials.

## Independent Books

Payton, M.A. *Adventures of a Mainstream Metaphysical Mom: Choosing Peace of Mind in a World of Diverse Ideas*. Columbus, OH: The Left Side, 2002. Print.

Payton, M.A. *"Soul"utions: Achieving Financial, Intellectual, Physical, Social, and Spiritual Balance with Soul*. Columbus, OH: The Left Side, 2004. Print.

Payton, M.A. *Birth Mix Patterns: Astrology, Numerology, and Birth Order and their effects on the Past, Present, and Future*. Columbus, OH: The Left Side, 2005. Print.

Payton, M.A. *Birth Mix Patterns: Astrology, Numerology, and Birth Order and their effects on Families & Other Groups that Matter*. Columbus, OH: The Left Side, 2006. Print.

Payton, M.A. *Birth Mix Patterns and Loving Relationships using Astrology, Numerology, and*

*Birth Order*. Columbus, OH: The Left Side, 2007. Print.

Payton, M.A. *Healing What's Real: Expanding Your Personal Power with Mind Over Matter Techniques*. Columbus, OH: The Left Side, 2008. Print.

Payton, M.A. *More Adventures of a Mainstream Metaphysical Mom: Finding Peace While Raising Teens, Building Community, and Consciously Following-Through*. Asheville, NC: The Left Side, 2011. Print.

Payton, M.A. *Writing Sensorably: How Expressive and Natural Voice Advance Recording Thoughts*, Asheville, NC: The Left Side, 2014. Print.

Payton, M.A. *Positive Hypnosis: Re-associating with Solution-based Memories*, Asheville, NC: The Left Side, 2017. Print.

## Independent Articles

Payton, Michelle. "Solve word blunders, create world peace? Understanding how others receive your words." *Western North Carolina Woman* Nov. 2009: 20. Print.

Payton, Michelle. "Forcing Change - A Mainstream Metaphysical Mom Finding Herself with Family in Tow." *Western North Carolina Woman* Feb. 2010: 6-7. Print.

Payton, Michelle. "The Terrible Teens: From Lies to Growth and Enlightenment." *Western North Carolina Woman* Jul. 2010: 28-29. Print.

Payton, Michelle A. "Making Hybrids Work: An Institutional Framework for Blending Online and Face-to-Face Instruction in Higher Education" (Book Review). *ROLE / OLOR*. <http://roleolor.weebly.com/making-hybrids-work--paul--snart.html>. Accessed 26 Jan. 2018.

## Civic Activities

**Founder**, Asheville Area Wholistic & Integrative Professionals™ Meet-up, Facebook and LinkedIn with 800 plus members (2010-current).

**Co-Creator, Founder**, Asheville Wholistic Integrative Fair. Partnered with over 70 local professionals; attracted over 400 consumers; donated \$5,200 to non-profits to date (2011-2014).

**Creator, Moderator**, Neighborhood Watch. Work with Asheville Police, set up NextDoor.com, educate and recruit 300 plus neighbors (2013-current).

**Volunteer**, Asheville Humane Society (2013-2014).

**Volunteer**, Manna FoodBank (2009-2014). Meals-on-Wheels (2003-2009).

**Founder**, Wholistic Professionals LinkedIn with 1,300 plus members (2008-current).

**President**, Coalition of Visionary Resources (Retail and Wholesale) Trade Association. Established and maintained profit and loss, and budgets. Saved from bankruptcy (2004-2008).

**Board Member**, Coalition of Visionary Resources Trade Association (2003-2004).

**Board Member**, Powell (OH) Area Chamber of Commerce (1999-2001).

### **Workshops & Training**

IRB - Human Subject Research - CITI certified (Nov 2013)

French Immersions, France (May-June 2012, June 2014)

Independent French Studies (2000-2001, 2010-current)

Doctor of Clinical Hypnosis (2009 completion)

Acupressure-Hypnosis Certified (2008 completion)

Neuro-Linguistic Programming Master Certified (2007 completion)

Emotional Freedom Technique (2007 completion)

Clinical Hypnosis and Neuro-Linguistic Programming Certified (2005 completion)

Media (Radio and TV) Training (2001 completion)

Proficient in: Camtasia, Moodle, PowerPoint, Publisher, PhotoShop, Word, Excel, Quickbooks, Access Database, SoundForge, WordPress (including blogging, building and maintaining three websites), select Social Media.

### **Honors & Awards**

Adjunct Instructor of the Year, 2016-2017, A-B Technical Community College.

2018 NISOD Excellence Award (for academic organization promoting and celebrating excellence in teaching, learning, and leadership at community and technical colleges).

The Left Side art brands received top products awards (1999-2007) on twelve occasions, COVR Awards, International New Age Trade Show.

M.A. Payton. *Birth Mix Patterns* awarded 2006 Finalist, Best General Interest/How To book, COVR Awards, International New Age Trade Show.

M.A. Payton. *Adventures of a Mainstream Metaphysical Mom* awarded 2003 Finalist, Best Self-Help/Biographical book, COVR Awards, International New Age Trade Show.

1995 NEWSWEEK recognized Mentos for successful target marketing appeal.

### **Graduate Coursework**

- Research Methods in English (Core Graduate Requirement)
- Contemporary Composition Theory (Rhetoric and Composition)
- Fundamentals of Teaching Composition (Rhetoric and Composition)
- History of Rhetoric (Rhetoric and Composition)

- Contemporary Rhetoric (Rhetoric and Composition)
- Writing for Electronic Environments (Technical and Professional Writing)
- Nonfiction Writing (Technical and Professional Writing)
- Breaking into Publishing (Technical and Professional Writing)
- Writing & Editing Internship (Technical and Professional Writing, Academic Publishing focus)
- Advanced Issues for Technical and Professional Writing (Technical and Professional Writing)
- Medieval Language and Literature (Literature)