

**Curriculum Vita**  
**Jamie Riehl Cupit**

**EDUCATION**

- 2012            *GRADUATE CERTIFICATE*  
Specialization: Merchandising  
Great Plains Interactive Distance Education Alliance (Kansas State University,  
Oklahoma State University, North Dakota State University, South Dakota State  
University)
- 2009            *MASTER OF SCIENCE*  
Major: Human Sciences  
Emphasis: Fashion Merchandising  
Stephen F. Austin State University  
Nacogdoches, Texas
- 2003            *BACHELOR OF SCIENCE*  
Major: Fashion Merchandising  
Minor: Business Communications  
Stephen F. Austin State University  
Nacogdoches, Texas

**PROFESSIONAL EXPERIENCE**

- 2011-Present            INSTRUCTOR, Fashion Merchandising  
School of Human Sciences  
Stephen F. Austin State University  
Nacogdoches, Texas
- 2010-2011            ADJUNCT, Fashion Merchandising  
School of Human Sciences  
Stephen F. Austin State University  
Nacogdoches, Texas

**PROFESSIONAL AND ACADEMIC ASSOCIATION MEMBERSHIPS**

- 2011-Present            International Textile and Apparel Association (ITAA)  
2011-Present            Fashion Group International Inc. of Dallas (FGI)  
2011-Present            Texas Association of Family and Consumer Sciences (AAFCS-TAFCS)

## **OFFICES HELD IN PROFESSIONAL ORGANIZATIONS**

2012-2013 Vice President of Public Policy, Texas Association of Family and Consumer Sciences

## **TEACHING ACTIVITIES**

*Undergraduate Courses Taught at Stephen F. Austin State University:*

HMSC 1300 – Foundations in Human Sciences

HMSC 3300 – Professional Leadership in Human Sciences

HMSC 3332 – Consumer Engagement in Digital Channels

HMSC 4320 – Practicum

HMSC 4326 – An Examination of International Lifestyle, Culture and History (Study Abroad to Paris and Milan\_2016)

HMSC 4326 – London’s Jewels Come to Life: An architectural, design, interiors, and fashion study (Study Abroad to London\_2019)

FACS 4326 – Study Abroad to Italy: Venice, Florence, Rome, Sorrento, Pompeii and Capri (2022)

MRCH 1302 – Introduction to Merchandising

MRCH 1311 – History of Fashion

MRCH 2301 – Principles of Textile Science

MRCH 2304 – Trends and Aesthetics in Merchandising

MRCH 2333 – Apparel Design

MRCH 3304 – Retail Trend Analysis and Forecasting

MRCH 3306 – Merchandising Mathematics

MRCH 3323 – Specialty Merchandising

MRCH 3333 – Apparel Quality Analysis

MRCH 4102 – Merchandising Senior Showcase

MRCH 4303 – Retail Buying

MRCH 4319 – Merchandising Procedures

MRCH 4352 – Entrepreneurship in Retail Operations

MRCH 4363 – Retail Service Promotions

## **CONTRACTS, GRANTS, AND SPONSORED RESEARCH**

Swearingen, S. A. (Principal), Bridwell, L. M. (Supporting), Perritt, M. R. (Supporting), Cupit, J. R. (Supporting), "Innovative Collaborative Spaces for The Flipped Classroom", Not Funded, Sponsored by PAVE, Private, \$1,000.00. (May 2018 - July 2018).

Cupit, J. R. (Principal), "Costume Collection General Preservation Assessment", Funded, Sponsored by National Endowment for the Humanities, Federal, \$4,978.00. (January 1, 2017 - June 30, 2018).

## **SCHOLARLY ACTIVITIES**

### **Publications/Refereed:**

Cupit, J., Jones, M., & Greer, R. (2015). Implementing experiential learning in an introductory fashion merchandising course. *Review of Higher Education and Self-Learning*, Intellectbase Journals.

### **Publications/Non-Refereed:**

Cupit, J. (2014). *Duster Coat*. Entry in Encyclopedia of Ethnic Clothing in the United States, Edited by Strauss, M.D. & Lynch, A., Alta Mira Press.

### **Presentations/Refereed:**

Cupit, J., Jones, M., & Greer, R. (2014). *Implementing experiential learning in an introductory fashion merchandising course*. Oral presentation at the Intellectbase International Consortium Academic Conference, Atlanta, GA.

Jones, M., Cupit, J. & Greer, R. (2012). *Comprehensive marketing strategy for Human Sciences programs*. Poster session presented at the annual meeting of the American Association of Family and Consumer Sciences-Texas Affiliate, Baylor University, Waco, Texas.

### **Presentations/Non-Refereed:**

Cupit, J. (2018). *First Impressions and Personal Branding: Guidelines for Professional Dress and Grooming*. Oral presentation presented to Commercial Bank "Emerging Leaders" development program, Commercial Bank, Nacogdoches, Texas.

Cupit, J. (2016). *First Impressions and Personal Branding: Guidelines for Professional Dress and Grooming*. Oral presentation presented to Commercial Bank "Emerging Leaders" development program, Commercial Bank, Nacogdoches, Texas.

Cupit, J. (2015). *Blue Jeans Go Green (BJGG) Denim Recycling Program: Fusing the content of two courses*. Poster session presented at the PCOE Bright Ideas Conference, Stephen F. Austin State University, Nacogdoches, Texas.

Cupit, J. & Jones, M. (2012). *Clothing on a Budget*. Oral presentation presented at the Jacks Council on Family Relations Conference, "Family vs. Finance", Stephen F. Austin State University, Nacogdoches, Texas.

## **TEACHING RELATED PROFESSIONAL DEVELOPMENT**

2021 Fashion Merchandising Field Trip to Dallas to tour the Dallas Market Center and exhibit review at NorthPark Center. #IfThenSheCan – The Exhibit celebrates contributions of

female STEM professionals and role models from various industries including fashion, entertainment, sports, business and academia. Using full-body 3D scanning, each woman's full-length silhouette was printed into a life-sized statue.

- 2021 *"Asynchronous Minutes: Design Tips and Good Examples"*, Center for Teaching and Learning, Workshop Series
- 2021 *"Accelerated Courses: Delivery, Assessment, and Efficiencies"*, Center for Teaching and Learning, Workshop Series
- 2021 *"Advanced Zoom: 20 Tips and Tricks"*, Center for Teaching and Learning, Workshop Series
- 2021 *"Accelerated Courses: Planning for Success"*, Center for Teaching and Learning, Workshop Series
- 2019 *"Risk and Reward"*, Annual Conference of the International Textiles and Apparel Association, Las Vegas, Nevada
- 2019 Fashion Merchandising Field Trip to Dallas to tour the Dallas Market Center and Neiman Marcus downtown (flagship), discussion with mall management at NorthPark Center
- 2019 SFASU Fashion Merchandising Club Tour of Pottery Barn retail store, Christian Dior boutique, Louis Vuitton shop in Neiman Marcus, Kohl's department store, Houston, Texas
- 2018 SFASU Fashion Merchandising Club Tour of Neiman Marcus Distribution Center (primary distribution center for the whole company), talk with owner of Morgan Abbigail (FM alumni owned), talk with store manager at Dillard's and visual merchandising manager (FM alumni), talk with owner of Trendy Chick's boutique, Longview, Texas
- 2018 Fashion Merchandising Field Trip to Dallas to tour the Dallas Market Center and Neiman Marcus downtown (flagship)
- 2018 SFASU Fashion Merchandising Club Tour of RewardStyle (The first and largest invitation-only end-to-end content monetization platform for top-tier digital style influencers and brands around the world), Talulah & Hess (lifestyle boutique known for assortment of gifting products and owner runs a real estate staging company), and Kohl's department store
- 2017 Fashion Merchandising Field Trip to Dallas to tour the Dallas Market Center, Neiman Marcus Downtown (flagship), Pottery Barn at the Galleria, and "Night Fever: Fashions from Funk to Disco", presented by Galleria Dallas. The exhibit featured over 75 authentic American, French, Italian, and Japanese couture pieces loaned from the University of North Texas College of Visual Arts and Design Texas Fashion Collection.
- 2017 SFASU Fashion Merchandising Club Tour of High Fashion Home (a 125,000 square foot premier destination for unique home furnishings, fashion and gifts), Christian Dior boutique in River Oaks shopping center, and Kohl's, Houston, Texas

- 2016 *"Blending Cultures"*, Annual Conference of the International Textiles and Apparel Association, Vancouver, British Columbia
- 2016 Fashion Merchandising Field Trip to Dallas to tour the Dallas Market Center, Neiman Marcus Downtown (flagship), and Holly Hunt (high-end furniture designer showroom and wholesaler)
- 2016 SFASU Fashion Merchandising Club Tour of Dillard's Distribution Center in Ft. Worth, a&be Bridal Shop (bridal store chain with three locations in the U.S. featuring up-and-coming bridal designers and unique bohemian style) in Dallas, and Fossil World Headquarters in Richardson
- 2015 *"Celebrating the Unique"*, Annual Conference of the International Textiles and Apparel Association, Santa Fe, New Mexico
- 2015 Fashion Merchandising Field Trip to Dallas to tour the Dallas Market Center, meet with Jeffrey English of English and Associates Co. Jewelers in his market showroom, tour Neiman Marcus Downtown (flagship), and view fashion exhibit NorthPark 50: Fifty Years of Fashion – Art Meets Fashion 1965-2015
- 2015 Fashion Merchandising Field Trip to Dallas to tour the Dallas Market Center, Neiman Marcus Downtown (flagship), and talk with alums employed with Tory Burch (fashion designer boutique) at NorthPark Center.
- 2015 SFASU Fashion Merchandising Club Houston Tour of Charming Charlie's buying offices, Lot 8 (design & retail business of Chloe Dao, Project Runway Season 2 winner), Everything But Water (specialty swimwear), alumni dinner
- 2014 Fashion Merchandising Field Trip to Dallas to tour the Dallas Market Center, Neiman Marcus Downtown (flagship), George W. Bush Presidential Center at SMU for the *"Oscar de la Renta: Five Decades of Style"* exhibit, and Melissa Bengé Collection specialty store
- 2014 46<sup>th</sup> Annual Fashion Group International of Dallas Annual Career Day with fashion merchandising students to hear guest speakers with various positions in the fashion industry and fashion trends presentations
- 2013 Fashion Merchandising Field Trip to Dallas to tour the Dallas Market Center, Neiman Marcus Downtown (flagship), and El Centro Community College fashion exhibit, *"Jackie and Main Street: a retrospective on the influence of fashion by Jacqueline Kennedy in the 1960's"*.
- 2013 *"Regeneration: Building a Forward Vision"*, Annual Conference of the International Textiles and Apparel Association, New Orleans, Louisiana
- 2013 *"45<sup>th</sup> Annual Dallas Career Day: Inspiring Fashion's Next Generation"*, Fashion Group International of Dallas 2013 Fashion Trends Presentation by Lisa Petty, founder of DFWStyle~Daily.com

- 2013 SFASU Fashion Merchandising Club Houston Tour of Baskins' headquarters, Alfred Angelo retail site, Charming Charlie's buying offices, and Galleria Shopping Center, Houston
- 2012 *"No One is an Island"*, Annual Conference of the International Textiles and Apparel Association, Honolulu, Hawaii
- 2012 *"Fashion and the Future"*, Fashion Group International of Dallas, Inc. 2012 Fashion Trends Presentation by David Wolfe, Creative Director with Doneger Group in New York City
- 2012 SFASU Fashion Merchandising Club Austin Tour of The Domain Shopping Center including Lilly Pulitzer, Lululemon, Fossil, and Forever 21, Austin, Texas
- 2011 *"Celebrating Inclusivity & Innovation"*, Annual Conference of the International Textiles and Apparel Association, Philadelphia, Pennsylvania
- 2011 *"Sustainability in Textiles and Apparel"*, Webinar presented by the American Association of Family and Consumer Sciences
- 2011 *"The Fashion World of Jean Paul Gaultier: From the Sidewalk to the Catwalk,"* Dallas Museum of Art Exhibit
- 2011 Fashion Group International of Dallas, Inc. 2011 Fashion Trends Presentation by David Wolfe, Creative Director with Doneger Group in New York City
- 2011 SFASU Fashion Merchandising Club Tour of Anthropologie, Lot 8 8 (design & retail business of Chloe Dao, Project Runway Season 2 winner), Galleria Shopping Center Marketing and Business Development Office, Houston, Texas

#### **NON-TEACHING RELATED PROFESSIONAL DEVELOPMENT**

- 2020 *Building a More Inclusive Syllabus: Welcoming Students' Identities Before Classes Even Start*, presented by Dr. Lauren Burr, Office of Multicultural Affairs, Stephen F. Austin State University
- 2020 *Deaf Culture 101*, presented by Shannon Jacobs, Office of Multicultural Affairs, Stephen F. Austin State University
- 2019 *Trauma Informed Classroom*, presented by Dorothy Tubbs, Office of Multicultural Affairs, Stephen F. Austin State University
- 2019 *Understanding Gender, Sexuality, and the LGBTQ Community on Campus*, presented by Jamal Smith, Office of Multicultural Affairs, Stephen F. Austin State University
- 2019 *Diversity and Inclusion at SFA: Foundations*, presented by Veronica Beavers and Jalon Berry, Office of Multicultural Affairs, Stephen F. Austin State University
- 2016 *"Blue Jeans Go Green 10<sup>th</sup> Anniversary Celebration"*, VIP reception hosted by beauty and fashion influencer Olivia Culpo with pop-up art gallery and custom art work, New York City

- 2012 *Managing Classroom Behavior*, presented by Dr. Adam Peck, Dean of Student Affairs, Stephen F. Austin State University
- 2012 American Association of Family and Consumer Sciences-Texas Affiliate, Northeast District Meeting, Stephen F. Austin State University, Nacogdoches, Texas
- 2012 “Making an Impact”, 12<sup>th</sup> Annual Assessment Conference, Texas A&M University, College Station, Texas
- 2011 American Association of Family and Consumer Sciences-Texas Affiliate, Northeast District Meeting, Texas Woman’s University, Denton, Texas

**SERVICE**

*University Service:*

- 2013-2016 Member, Financial Assistance and Scholarship Committee
- Summer 2013 Member, Core Curriculum Assessment Committee (Written Communication Skills Rubric Team)

*College Service:*

- 2022-Present Member, Teaching Excellence Committee
- 2019-Present Member, Syllabus Committee
- 2015-2017 Member, Curriculum Committee
- 2014-2017 Member, Recruitment and Retention Committee
- 2011-2014 Member, Diversity Committee
- 2011-2012 Freshman Convocation

*School Service:*

- 2021-Present Member, Search Committee for Director of School of Human Sciences
- 2019-Present Member, Non-Tenure Track Promotion Committee
- 2019-Present Member, Diversity Committee
- 2015-Present Advisor, Fashion Merchandising Club
- Fall 2016 Member, Search Committee for Administrative Assistant Candidate
- 2015-2017 Member, New Student Convocation Committee
- 2012-2017 Member, Assessment Committee
- 2012-2017 Member, Curriculum Committee  
Chair, beginning January 2015
- 2015-2016 Member, Promotion Policy Ad Hoc Committee
- 2014-2016 Member, Tenure Policy Committee
- 2013-2014 Member, Search Committee for Food, Nutrition, and Dietetics Candidate
- 2011-2013 Showcase Saturday Committee
- 2011-2014 Co-Advisor, Ambassadors