

Sydni Fomas Do

Curriculum Vitae

Eller College of Management
McClelland Hall
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EDUCATION

- Eller College of Management**, University of Arizona (Tucson, AZ) 2026
Ph.D. Student in Marketing *expected*
Minor: Public Health
- Gatton College of Business**, University of Kentucky (Lexington, KY) 2014
B.B.A. in Marketing
Minor: International Business / Economics
- Korea University Business School**, Korea University (Seoul, South Korea) 2015 - 2016,
Visiting Student Spring 2017

RESEARCH INTERESTS

Consumer Welfare, Financial Decision-Making, Brand Activism, Gender Identity, Culture, and Race

PUBLICATIONS

- Do, Sydni Fomas**, Reimann, M., López, A., & Castaño, R. (2023). When Brand Narratives are Written in Metaphoric Terms, Can They Weaken Self-Brand Connections? *Journal of the Association for Consumer Research*. <https://doi.org/10.1086/727831>
- Do, Sydni Fomas**, & Warren, C. (2023). Is laughter the best marketing? Why This is the Wrong Question. *Current Opinion in Psychology*, 54, 101694. <https://doi.org/10.1016/j.copsyc.2023.101694>

RESEARCH-IN-PROGRESS

- Sydni Fomas Do**, Martin Reimann “Gender Stereotypes and Financial Risk,” Data collection phase, *targeting Journal of Consumer Research*
- Sydni Fomas Do** “Exploring Generational Financial Trauma and the Reimagining of Financial Wellness,” Data collection phase; *targeting Journal of Consumer Research*
- Sydni Fomas Do** and Anastasiya Ghosh, “AI for Financial Education?” Running second field study, *targeting Journal of Consumer Research*
- Nooshin Warren, Yashoda Bhagwat, **Sydni Fomas Do**, “The Effect of Silence on Political Polarization,” *targeting Journal of Marketing*
- Jennifer Savary, **Sydni Fomas Do**, Pete Zhou, “Brand Allyship,” Pilot study phase, *targeting Journal of Marketing Research*

RESEARCH GRANTS

- Do, Sydni Fomas**, Reimann, Martin (February 2024), “Gender Identity and Financial Risk Taking Across Retail Settings,” Awarded \$4,000, *Lundgren Retail Collaborative*, University of Arizona

Do, Sydni Fomas, Reimann, Martin (February 2024), “Gender Identity and Financial Risk Taking Across Retail Settings,” Awarded \$1,482, *Graduate and Professional Student Council Research and Project Grant*, University of Arizona

Do, Sydni Fomas, Zhou, Pete, Savary, Jen (February 2024), “Retailers and Brands as Allies: A Study of Brand Allyship in Retail Settings,” Awarded \$2,000, *Lundgren Retail Collaborative*, University of Arizona

Do, Sydni Fomas (June 2023), “Financial Experience and Trauma,” Awarded \$1,500, *Graduate and Professional Student Council Research and Project Grant*, University of Arizona

Do, Sydni Fomas, Ghosh, Anastasiya Pocheptsova (March 2023), “Financial Trauma and Health Behavior,” Awarded \$2,000, *Center for Management Innovations in Healthcare Grant*, University of Arizona

Do, Sydni Fomas, Ghosh, Anastasiya Pocheptsova (December 2021), “Using Technology to Reduce Shame and Stigma of Consumption by Financially Vulnerable Consumers,” Awarded \$1,333, *Eller Small Research Grant*, University of Arizona

AWARDS & HONORS

Arizona Think Tank for Behavioral Decision-Making, PhD student affiliate	2024 - 2026
Dr. Eli Jones Promising Young Scholar Award	2024
AMA Valuing Diversity PhD Scholarship	2024
African American Student Association Campus Community Partner of the Year	2024
Eller Diversity Equity and Inclusion Award, nominee	2024
Marketing and Public Policy Junior Scholar Workshop Fellow	2024
Baruch Research Symposium Fellow, City University of New York	2024
CARMA Short Course Scholarship	2021
Association for Consumer Research Doctoral Symposium Best Research Idea	2022
Most International Student, University of Kentucky Gatton College of Business	2018
University of Kentucky Provost Scholarship	2014 - 2018
William C. Parker Scholarship	2014 - 2018
Dean’s List	2014 - 2017
Best Statement of Purpose, Korea University Business School	2015

CONFERENCE PRESENTATIONS

CONFERENCE PRESENTATIONS (presenter only)

Upcoming: Nooshin Warren, Yashoda Baghwat, **Sydni Fomas Do**, (Aug 2024). “Brand Activism and Political Polarization,” Presentation at Summer American Marketing Association Conference, Boston, MA.

Upcoming: **Sydni Fomas Do**, (July 2024). “Exploring Generational Financial Trauma and the Reimagining of Financial Wellness,” Presentation at Consumer Culture Theory Conference, San Diego, CA.

Sydni Fomas Do, Martin Reimann, (Apr 2024) “Breaking the Mold: The Role of Gender Norms and Financial Risk,” Presentation at the 6th annual PhD Project -Baruch College Symposium, New York, New York.

Sydni Fomas Do, Anastasiya Ghosh, and Jenny Olson, (Oct 2021). “Marketplace Inclusion of Financially Vulnerable Consumers,” Virtual knowledge forum co-chair at the Association for Consumer Research Virtual Conference, Virtual.

INVITED PRESENTATIONS

Do, Sydni Fomas, Martin Reimann, Alberto López, and Raquel Castaño (Feb 2024), “When Brand Narratives Are Written in Metaphoric Terms, Can They Weaken Self–Brand Connections?,” Journal of the Association for Consumer Research, Special Issue Session, Virtual.

INDUSTRY COLLABORATIONS AND CONSULTING

Magnolia Impact
Vantage West Credit Union
Greenpath Financial Wellness
Michigan State University Financial Credit Union

TEACHING INTERESTS AND EXPERIENCE

TEACHING INTERESTS

Consumer Behavior, Global Marketing, Marketing Research, Consumer Behavior, Digital Marketing, Social Media Marketing, and Nonprofit Marketing

TEACHING EXPERIENCE

Instructor, Marketing Policies and Operations (4.9/5)	Summer 2024
Teaching assistant, Marketing Policies and Operations	Spring 2024
Teaching assistant, Brand Management, MBA	Spring 2023
Teaching assistant, Marketing Management	Fall 2022
Teaching assistant, Brand Management, Undergraduate	Fall 2021-Spring 2022

SERVICE TO THE PROFESSON

Journal of the Academy of Marketing Science Trainee Reviewer	2024
American Marketing Association Summer Academic Conference Reviewer	2024
Eller Diversity Equity and Inclusion Awards Selection Committee Member	2024
Marketing Department Lab Manager	2023 - 2024
Student Services Fee Advisory Board Member	2023 - 2024
Black Graduate and Professional Student Association Vice President	2023 - 2024
Graduate and Professional Student Council College of Management Representative	2023 - 2024
Graduate and Professional Student Council Policy Committee Representative	2022 - 2023
Society for Consumer Psychology student volunteer	2023
Diversity Equity and Inclusion Student and Faculty Committee	2022 - 2023
Graduate College Dean Search Committee	2022
Graduate and Professional Student Council At-Large Representative	2022 - 2023

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)
PhD Project Marketing Doctoral Student Association (MDSA)
Association for Consumer Research (ACR)
Society for Consumer Psychology (SCP)
Transformative Consumer Research (TCR)
Consumer Culture Theory (CCT)

DOCTORAL COURSEWORK

Marketing

Marketing Strategy	Mrinal Ghosh
Socio-Cultural Aspects of Consumer Behavior	Hope Schau
Marketing Theory I	Martin Reimann
Marketing Theory II	Yong Liu
Judgment and Decision Making	Anastasiya Ghosh
Marketing Research Method I	Mrinal Ghosh
Marketing Research Method II	Jennifer Savary
Marketing Decision Models	Bikram Ghosh
Consciousness in Consumer Research	Jesper Nielson

Research Methods

Field Research Methods	Nathan Podsakoff
Academic Writing	Caleb Warren
Statistical Methods in Psychological Research	Aurelio Figueredo

Public Health

Introduction to Statistical Analysis Using Stata	Denise Roe
Biostatistics in Public Health	Chiu-Hsieh
Project Design & Implementation in Global Health and Development	Thomas Nuno
Global Health	John Ehiri
Health Services Research Methods	Rhys Axon
Healthcare Economics & Policy	Terry Urbine

PROFESSIONAL EXPERIENCE

Auto-Owners Insurance Company, 2018 - 2021

Commercial Account Underwriter

Reviewed commercial accounts for acceptability and eligibility alongside corporate guidelines, led training schools for producers on commercial products, organized events for local drives and fundraisers

Forester's Financial, Spring 2018

Financial Services Intern

Attended courses for financial services certification, presented final project on managed portfolio

NetGain Technologies, Spring 2018

Marketing Intern

Identified potential leads, made first contact with clients, managed social media accounts